

Retail Stores Group (RSG) – Christmas Gift Packaging



The holiday season is an important selling period for the Retail Stores Group, with approximately 25% of Scratch & Win sales taking place in November and December.

The following items are included in your packaging kits this year. Please follow pricing guidelines.

- Large gift envelopes – minimum \$10
- Small cello bags and matching toppers – minimum \$10
- Red & green scratchers – include at least one in each gift package

Program details:

- Packages should be a mix of regular and Christmas themed tickets.
- If you want to create an extra special gift by making Christmas wreaths or trees, the price of the package must equal the value of the tickets.
- All packaging must be on display.
- Quantities are limited. Follow pricing guidelines to maximize sales.
- Use the small cello bags in conjunction with the toppers to seal your package.

Tips:

- Add older and varied product to packages to help sell older stock.
- Requests for Christmas-only packages can be filled upon request (most players are happy to receive a package with Christmas tickets displayed on the front).
- Pre-make plenty of standard price point packages to prepare for the Christmas rush.
- Use cello bags with and without the topper to create different options for your players.
- Theme your packages by male and female to help players select the perfect gift.
- For assistance managing your inventory over Christmas, or if you want to learn how to calculate packages into your inventory, please contact your Territory Manager.

Decorating:

Due to landlord restrictions, it is imperative RSG Retailers decorate minimally at Christmas unless otherwise requested by the landlord and approved by your Territory Manager. Decorating is limited to a medium-sized decoration for the countertop and a medium-sized decoration for the wall (no tinsel or lights). Do not use any tape on the display case. Use your Christmas packaging items or Christmas Scratch & Win tickets to enhance the holiday feeling at your location.

