



New Hampshire's Newest Lottery Game

What is KENO 603?

- KENO 603 is rapid draw numbers game
- 20 winning numbers drawn by Random Number Generator (RNG), every 5 minutes from 11 AM to 11 PM
- Currently approved to be sold in “pouring establishments” in NH, if passed by local municipality

How to Play KENO

- Minimum play = \$1
- Select up to **12 spots** (numbers) from a field of **80** on a play slip, or use Easy Pick to have the Lottery terminal select your numbers
- **20 winning numbers** randomly chosen for each drawing
- Winning numbers are displayed on the monitor
- Players win based on how many of the winning numbers they match to the ones randomly chosen
- Drawings held 7 days/week, every 5 minutes from 11 am – 11 pm

KENO PLUS Option

- **KENO PLUS** gives you a chance to increase your KENO 603 winnings by 3, 4, 5 or 10 times.
- To play KENO PLUS, mark the “KENO PLUS” box on your play slip. **The cost of your wager will double.** KENO PLUS cannot be played separately.
- If you purchase the additional KENO PLUS for a drawing and win, multiply your winnings if a multiplier number (3, 4, 5 or 10) is drawn. **KENO 603 PLUS not available for the 10, 11, or 12 Spot Games.**

Using the Playslip

1 Add **KENO PLUS** by marking the box – the ticket cost will double

2 Choose your spots – how many spots (numbers) per game to play (1-12)

3 Pick your numbers – mark as many spots as you chose to play in step 2 or mark **EASY PICK** and let the computer choose for you

4 Place your wager – how much you would like to play per draw (\$1 - \$5, \$10, \$15, \$20, \$25)

5 Consecutive Draws – indicate how many games in a row you wish to play (multiply your wager x number of draws for total wager)

Monitor Screens



Sample Drawing Screens (concepts only)

Who Can Offer KENO 603

- Establishments holding a valid liquor license under RSA 178:20, II, RSA 178:21, II(a) or (b), or RSA 178:22 (“pouring establishment”)
- Principal owner(s) subject to criminal background check
- Final approval to sell KENO 603 is subject to NH laws and NH Lottery Commission rules and regulations
- \$500 annual licensing fee
- **Each city and town must pass KENO locally in order for establishments to sell.**

What KENO 603 Can Do For You

- Increase foot traffic in establishment
- Increase sales and check average from additional winnings spent on food, beverages, and tips for staff
- Earn selling & cashing commission
- Earn selling bonuses

Commission/Selling Bonus

- Establishments earn **8% commission** on every dollar sold for the KENO 603 game. That's the **highest commission for Keno in the US!**
- Earn a bonus for selling a KENO 603 prize of \$10,000 and greater equal to 1% of the prize capped at \$75,000.
- For other lottery products, retailers receive 5% commission on every dollar sold, along with a 1% cashing bonus on scratch tickets, Fast Play, and Pick 3 and Pick 4, as well as a bonus of 1% on selling prizes of \$10,000 and greater (capped at \$75,000, not applicable for scratch tickets).

Establishments that sell Keno in other states report an increase in food and beverage sales from customers staying longer to play Keno.

Advertising/Point-of-Sale Examples (Provided Free of Charge)

- TV
- Radio
- Online
- Posters
- Buttons and aprons
- Play slip caddies
- Signage





Thank You!

FAQs for Retailers

How much will I make by selling KENO 603?

You'll earn 8% commission (**highest commission rate in US for Keno**) on every dollar sold for the KENO 603 game. You'll get a bonus for selling a KENO 603 prize of \$10,000 and greater equal to 1% of the prize capped at \$75,000. For the other lottery products, you'll receive 5% commission on every dollar sold, along with a 1% cashing bonus on scratch tickets along with the games of Fast Play, Pick 3 and Pick 4 as well as a bonus of 1% on selling prizes of \$10,000 and greater (capped at \$75,000, not applicable for scratch tickets). Establishments that sell Keno in other states report an increase in food and beverage sales from customers staying longer to play Keno.

How do I know if I'm eligible to become a KENO 603 retailer?

In order to be eligible, you must have be holding a valid liquor license under RSA 178:20, II, RSA 178:21, II(a) or (b), or RSA 178:22. Final approval to sell KENO is subject to New Hampshire laws and New Hampshire Lottery Commission rules and regulations. Additionally, each city and town must pass KENO locally in order for establishments to sell.

What do I do to apply to become a KENO 603 retailer?

Complete an application form. That form is found online (www.nhlottery.com/keno) or call the New Hampshire Lottery at (603) 271-3391 for more information. Along with your completed application, please include payment of the \$500 annual licensing fee.

Why do I need a background check?

Each principal owner is required to have a criminal background check performed as part of the process of becoming a Lottery Retailer. The criminal background check is performed free of charge.

How much does it cost to become a KENO 603 Retailer: Is there a licensing fee? Is this a one-time fee or annual fee?

There is an annual \$500 licensing fee to become a Keno Retailer.

Do I need to be bonded and is there a minimum bond required?

No, we are not requiring KENO 603 Retailers to be bonded at this time.

What do I need to do after I am approved to become a KENO 603 retailer?

The Lottery will work with you on an easy step-by-step process.

What are the hours that KENO 603 will be on sale?

KENO 603 will be sold from 11 AM to 11 PM daily year around.

How much time will KENO 603 take away from my wait staff?

Less than you might think. In fact, some of the lottery equipment you may receive is designed to assist your wait staff. For instance, you will receive a multi-purpose (MP) self-service lottery terminal, which allows your customer to place their own Keno bets, allows them to scan their ticket to determine if it is

a winner and allows a winner to use winnings as credit to purchase additional tickets. You'll also receive a ticket checker, which allows a player to scan their own ticket to see if it is a winner.

Will you help me train my wait staff?

Staff training will be conducted and we will also provide you with easy-to-understand training materials to make learning and teaching KENO 603 fun and simple.

Will the price of Keno take away from my wait staff tips?

You can expect the opposite, actually. Many Keno winners share their winnings with their wait staff.

Will you help me teach customers how to play?

The Lottery will help you with selling and teaching customers how to play KENO 603. We'll also provide point-of-sale materials with new and exciting pieces that also help teach each customer how to play.

How much does consumer point-of-sale materials cost?

The Lottery will provide all point-of-sale materials at no cost to you. This includes (but may not be limited to) signage, animated KENO 603 draw shows and other point-of-sale materials that can be used at certain times of the year for Keno parties and promotions. This is part of our commitment to helping KENO 603 succeed in your establishment.

What equipment will I receive once I become a KENO 603 retailer?

All retailers will receive standard lottery equipment, which includes a lottery terminal, printer, customer display unit, and ticket checker. In addition, you receive a large flat screen monitor to display the game. You'll also receive an MP self-service lottery terminal. You may elect to have a lottery vending machine installed that sells all of our products. Additional items beyond the equipment will be KENO 603 caddies stocked with play slips, pencils and "how to" cards.

Who pays for the KENO 603 equipment?

The Lottery will pay for all equipment and for the installation. However, if equipment is broken, the establishment is responsible for the cost of the replacement.

How do the KENO 603 drawings show up on the monitor?

The Lottery will install a communication device (either DSL3G/internet or VSAT/satellite) at your establishment. The communication device sends and receives bet transactions along with the KENO 603 winning number show, which will occur every 5 minutes from 11 AM to 11 PM.

My business already has a satellite dish; can we use it instead of installing another dish?

No. VSAT communication is on a private network dedicated for use by the Lottery. The network is engineered to use specific satellites to transport gaming traffic to and from the New Hampshire Lottery data center and your Lottery terminals.

Is there any chance of damage to my building and who will be responsible for repairing any damage if it occurs?

There is always a slight chance of damage in any maintenance activity; however, the installers utilized for your installation are experienced and trained professionals who will minimize any chance of damage. The installers are bonded and insured, and will be fully responsible for the repair of any damage attributed to the installation of communications and/or lottery equipment.