

JUNE MERCHANDISING PLAN

Place:

- Jumanji Poster
- Jumanji Tower Topper
- Jumanji Sticker
- Ticket Checker Card
- Counter Scratch Display Sticker
- 4x4 Tickets (vending machine/ticket dispenser)

Keep:

- Any Gopher 5 pieces
- Any Artist Series pieces

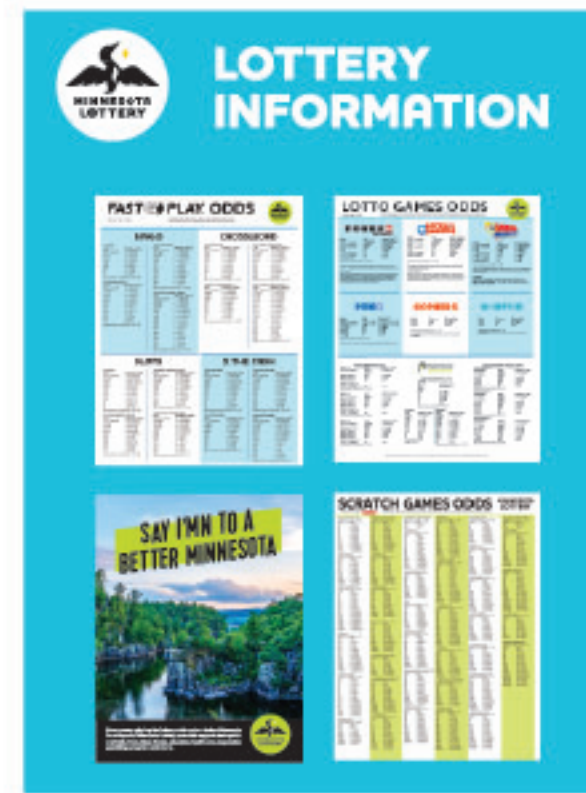
Remove:

- Any Fast Play pieces

See other side for more tips/ideas.

PLAY CENTER

Update the Lottery Information board, if needed. Place the new games card on the ticket checker. Ensure the brochure/play slip holder is full.



Lottery Information Board



Ticket Checker



Sticker



Lottovision

TRANSACTION

Replace the Counter Scratch Display Sticker.



SHOPPING



Poster



Tower Topper



ENTRY



Entrance Decal



Jackpot Sign

EXTERIOR

Contact your Lottery rep for exterior signage ideas.



GET READY - THINGS ARE ABOUT TO GET WILD.

The new \$5 Jumanji scratch game is swinging into stores and it's bringing adventure with it! With two action-packed scenes and a chance to win up to \$100,000, this scratch game is an adventure your customers won't want to miss.

MAKE IT A ROARING SUCCESS IN YOUR STORE!

Turn your store into the ultimate jungle hot spot. Place Jumanji point-of-sale materials along your busiest checkout path so players can't miss the adventure. Need more jungle vibes? Ask your sales rep about extra signage or in-store promotional opportunities to help your sales swing to new heights and boost your commissions.

Must be 18+ to play.



RE-ENTER THE GAME

If players don't capture a win right away, remind them the adventure isn't over. They can enter their non-winning tickets for a 2nd Chance at mnlotttery.com or through our mobile app for a shot at up to \$10,000, a Jumanji board game, a jungle-chic bucket hat, and more. In this jungle, there's treasure hiding everywhere.