

APRIL MERCHANDISING PLAN

Place:

- Fast Play™ Sticker
- Fast Play Poster
- Fast Play Tower Topper
- Forest Fortune Sticker
- Forest Fortune Poster
- Fast Play Lotto Odds
- Standard Lotto Odds
- Ticket Checker Card
- Counter Scratch Display Sticker
- 4x4 Tickets (vending machine/ticket dispenser)

Remove:

- Any WINter 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

TRANSACTION

Replace the Counter Scratch Display Sticker.



Counter Scratch Display Sticker



Sticker



Lottovision

SHOPPING



Poster



Ticket Tower Topper

ENTRY



Entrance Decal



Jackpot Sign

EXTERIOR

Contact your Lottery rep for exterior signage ideas.



TREE-MENDOS FUN IS HERE!

Our scratch ticket artist series is back with a game rooted in fun! Forest Fortune is a \$5 game designed by local Minnesota artist, Chuck U. He designed three un-be-leaf-ably fun ticket designs that will be a great way to boost your sales! With a chance to win up to \$100,000, this game is worth going out on a limb for and we think your players are going to love it.



Encourage anyone who is interested in this game to pick up more than one ticket so they can see all three whimsical scenes and then you can watch your commissions grow even quicker!

FAST PLAY SM

FAST PLAY™, FAST FUN!

With Fast Play launching late last month, this kit includes everything you need to promote this game and to encourage your players to pick up a ticket.

Remember to place the new lotto odds posters. There's now a separate odds poster for Fast Play in addition to the standard lotto odds poster.

EVERY CENT COUNTS

Did you know that all the hard work you do selling Minnesota Lottery helps our great state? Since 1990, the Minnesota Lottery has generated more than \$4 billion for Minnesota, with proceeds going to support state parks & trails, rivers, lakes, forests, education, health care, problem gambling help, and more.

This wouldn't be possible without YOU and we wanted to say thank you! Do you have a beneficiary poster? If not, talk to your sales rep to get one to display on your lottery information board.



MINNESOTA LOTTERY