

RETAILER INFORMATION ONLY — DO NOT POST

SALES BUILDERS | AUGUST 2025



THIS COULD BE YOUR YEAR!

It's the time of year we've been waiting for – when Minnesota gets a little louder, the air is filled with excitement, and everyone rushes to get their ticket to the game – The Minnesota Vikings scratch ticket that is! This game is the go-to play for anyone who is up for fun and wants a chance to win up to \$100,000. Encourage your team to promote our newest player in the scratch ticket lineup by placing the Vikings point of purchase materials throughout your store. The tower topper next to the pre-game snacks, the poster on the wall near an open space so your players can practice their victory dance, or the sticker on your counter to help remind anyone that every day is game day. Plus, the game doesn't end there – go into overtime and talk to your sales rep to see what other fun Vikings promotional items are available for you to bring excitement to your customers and more commissions to your pocket!

2ND CHANCE TO SCORE BIG

The Minnesota Vikings scratch game has a ton of great 2nd chance prizes! If your players don't win instantly on their ticket, their game isn't over. Encourage them to go to mnlottery.com or download our mobile app to enter for a chance to win Vikings merchandise, season tickets, cash, and more!

MUST BE 18 OR OLDER TO PLAY.

AUGUST MERCHANDISING PLAN

Place:

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

Keep:

- Lotto Game Bundle sticker

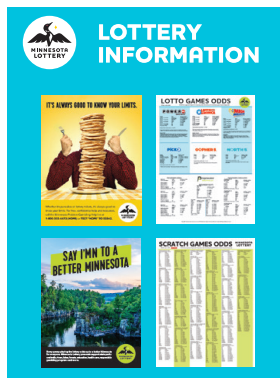
Remove:

- Any Back to the Future pieces
- Any Powerball NASCAR 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.



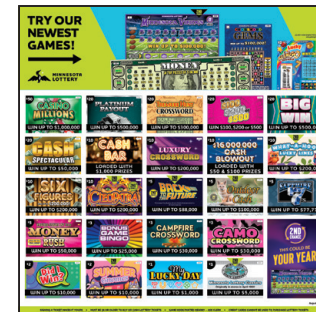
Lottery Information Board



Ticket Checker

TRANSACTION

Replace the Counter Scratch Display Sticker.



Counter Scratch Display Sticker



Sticker



Lottovision

SHOPPING



Poster



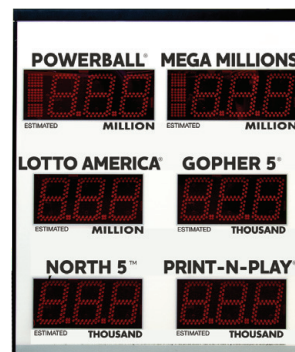
Tower Topper



ENTRY



Entrance Decal



Jackpot Sign

EXTERIOR

Contact your Lottery rep for exterior signage ideas.

