

DECEMBER MERCHANDISING PLAN

Place:

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

Keep:

- Any Holiday Pieces
- Any Raffle Pieces (Remove when sold out)
- Any Vikings 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



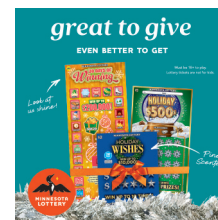
Ticket Checker

TRANSACTION

Replace the Counter Scratch Display Sticker.



Counter Scratch Display Sticker



Sticker



Lottovision

SHOPPING



Poster

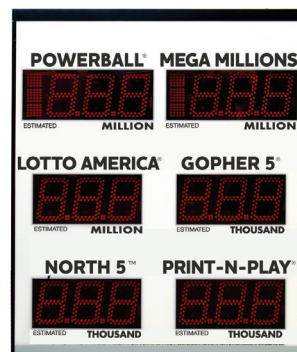


Tower Topper

ENTRY



Entrance Decal



Jackpot Sign

EXTERIOR

Contact your Lottery rep for exterior signage ideas.





great to give

EVEN BETTER TO GET

MAKING THE SEASON BRIGHT!

Holiday shopping is in full swing – make sure all your holiday point of purchase materials are still in place. These will help encourage your players to pick up scratch games as a gift for others and maybe even one or two for themselves! This month on the counter scratch display sticker, we have added a sticker with a fun shimmer effect on the holiday games that have a foil effect – ***Holiday Wishes, Holiday \$500s, and 30 Days of Winning***. When suggesting what is popular, be sure to point out these games to help make everyone's holiday a little brighter. Plus, ***Holiday Wishes*** is a scent-sational ticket that smells like pine! The fun foil and scent twists make the winter/holiday tickets a must-buy.

Make the gifting season even easier on your customers by offering them a gift envelope for their tickets. If you're interested in displaying these throughout your store, contact your sales rep and ask for a few packs.

REMINDERS

As we close out 2025, here are a few reminders to wrap up the year and finish with strong sales:

- Scratch games are great gifts. They are easy to wrap, fun to give, and exciting to receive.
- Remind your players that they deserve a treat too! If they are purchasing scratch games as a gift, suggest that they purchase a few extra to keep for themselves.
- Remember that lottery tickets are not appropriate for minors. Encourage your players to give responsibly this holiday season and do your part by checking ID's to make sure anyone purchasing or redeeming lottery tickets is 18 or older.
- Raffle sales end on December 31, 2025, but every year these tickets sell out early. Once all Raffle tickets have been sold, remove any Raffle point-of-purchase materials that are currently on display.

Must be 18+ to play.

