

great to give

EVEN BETTER TO GET

This holiday season, your customers aren't just shopping for the perfect gift – they're looking for a little extra sparkle to share! The go-to gift this holiday season is scratch games from the Minnesota Lottery. Our Holiday \$500's and 30 Days of Winning tickets have a holographic effect that makes them stand out and will help your sales shine! Plus, spruce up your sales with the Holiday Wishes game – not only is it holographic, but it is also pine scented and is sure to be a big hit. Last but not least, Stocking Stuffer has a built-in gift tag, making it the easiest gift to give with no wrapping required. When your players pick up these holiday games as gifts, remind them to also treat themselves because scratch games are the gift that keeps on giving.... To others and to themselves.

COUNTER DISPLAY MAT – MAKE YOUR STORE SHINE!

Included in this mailing are two stickers to place on your November counter scratch display mats. Please place these stickers in the upper left-hand corner of your mat (see image right) to help make these games shine! If you would like additional stickers for other display mats, contact your lottery sales rep.

POSTER & LARGE STICKER

The poster and large sticker included in this kit also include holographic effects to help drive excitement and fun. Place these pieces in high-profile areas to help catch the eye of your customers and encourage them to purchase lottery tickets for the fun little treat & break that we all deserve.



Must be 18+ to play.



As a reminder, the Minnesota Millionaire Raffle sales will end on December 31st, but each year tickets have sold out early. Remind your players to get their tickets before it's too late! Once all Raffle tickets have been sold, remove any Raffle point-of-purchase materials that are currently on display.

NOVEMBER MERCHANDISING PLAN

Place:

- Included in this mailing:
 - > (2) Display Mat Stickers
 - > Holiday Poster
 - > Holiday Sticker
- Included in standard monthly kit:
 - > Holiday Tower Topper
 - > Ticket Checker Card (included in November POP kit)
 - > Counter Scratch Display Sticker
 - > 4x4 Tickets (vending machine/ticket dispenser)

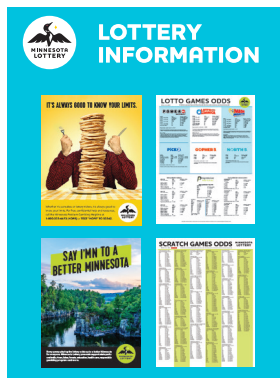
Keep:

- 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

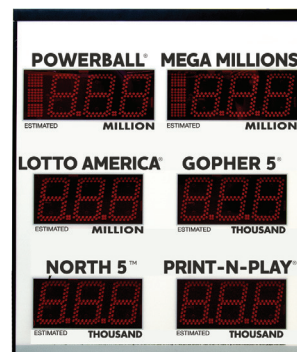


Tower Topper

ENTRY



Entrance Decal



Jackpot Sign

EXTERIOR

Contact your Lottery rep for exterior signage ideas.

