



CELEBRATING 20 YEARS OF MINNESOTA MILLIONAIRE RAFFLE®

It's hard to believe, but Minnesota Millionaire Raffle has been around for 20 years. To celebrate, we're going BIG! For the first time ever, we will be offering one million tickets, 20,000 prizes — and even better odds than last year!

Raffle will officially go on sale Tuesday, October 21. To help get your team ready to sell, here are some helpful reminders about this fan favorite game:

- ♦ Place the pieces in this kit throughout your store right away to get your players excited!
- ♦ There will be a total of 1,000,000 tickets.
- ♦ Tickets cost \$10 each.
- ♦ Sales end December 31, but tickets have sold out early every year, so remind your players to get their tickets before it's too late!
- ♦ There will be more than 20,000 cash prizes awarded.
- ♦ Forty (40) \$20,000 prizes will be given out.
- ♦ Overall odds are 1 in 50.00.
- ♦ There are many prize tiers ranging from \$50 to \$1,000,000.
- ♦ For a full chart of cash prize levels and the number of prizes available, head to mnlottery.com.
- ♦ Drawing results will be announced on January 1, 2026.
- ♦ Just like any other lottery game, players must be 18 or older to purchase a Raffle ticket.
- ♦ Remind your players to keep it fun and play responsibly — it only takes one ticket to win!



OCTOBER MERCHANDISING PLAN

Place:

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

Keep:

- 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.

