

RETAILER INFORMATION ONLY — DO NOT POST

## SALES BUILDERS SEPTEMBER 2025



### THE SEASON IS JUST STARTING!

The regular season of football is just getting started, so keep your players excited about the Minnesota Vikings scratch game and remind them that anything can happen when you say I'MN!

Be sure to follow these tips in the month of September:



**Keep all your Vikings pieces in place!**

This includes the poster, tower toppers, and sticker.



**Ask your sales reps** if there are any other opportunities to support the Vikings scratch game to help bring new sales to your business.

### 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 [mnlotttery.com](https://mnlotttery.com) or download our mobile app to enter for a chance to win Vikings merchandise, season tickets, cash, and more!

Must be 18+ to play.



2ND CHANCE TO WIN

# SEPTEMBER MERCHANDISING PLAN

## Place:

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

## Keep:

- Any Vikings pieces

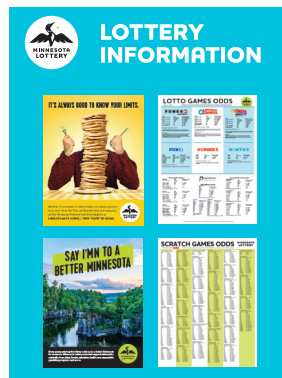
## Remove:

- 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



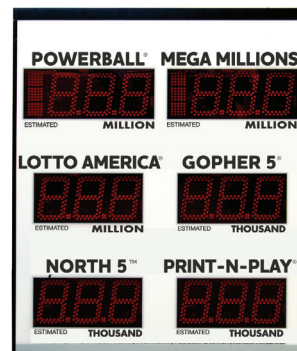
Tower Topper



## ENTRY



Entrance Decal



Jackpot Sign

## EXTERIOR

Contact your Lottery rep for exterior signage ideas.

