

MAY MERCHANDISING PLAN

Place:

- Gopher 5 Poster
- Gopher 5 Tower Topper
- Ticket Checker Card
- Counter Scratch Display Sticker
- 4x4 Tickets (vending machine/ticket dispenser)

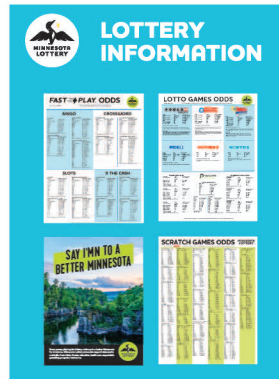
Keep:

- Any Forest Fortune pieces
- Any Fast Play 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.



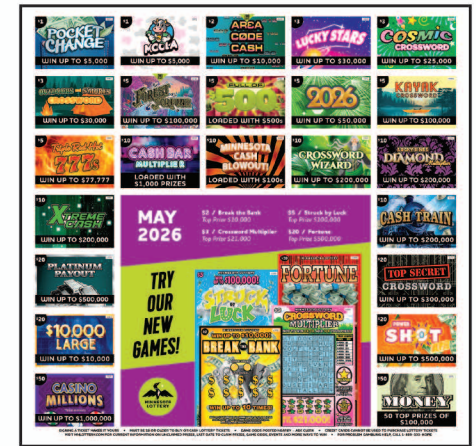
Lottery Information Board



Ticket Checker

TRANSACTION

Replace the Counter Scratch Display Sticker.



Sticker



Lottovision

SHOPPING



Poster



Tower Topper

ENTRY



Entrance Decal



Jackpot Sign

EXTERIOR

Contact your Lottery rep for exterior signage ideas.



WHERE GOPHER 5® GOES, FUN FOLLOWS!

This month we are highlighting all the fun your players can have with Gopher 5®. Don't know much about this game? Here are some fun facts that you can dig into to learn more:

- **Minnesota-only lotto game.**
- **It costs just \$1 to play.**
- **Jackpots start at \$100,000 and grow until won.**
- **Drawings are 3 days a week – Monday, Wednesday, and Friday.**
- **Choose five numbers from 1-47 or leave it up to luck with a quick pick!**
- **Win by matching two, three, four, or five numbers. Match all five to win the jackpot.**
- **Fun fact: The largest Gopher 5® jackpot ever won was a whopping \$2,032,201!**



Included in this kit is a poster and tower topper to highlight this game to your players. To support the launch outside of retail, we have a full ad campaign with tv spots, social, digital ads, and more. Looking for more ways to promote Gopher 5®?

Ask your sales representative to run a promotion or lean into highlighting other Minnesota-only products in addition to Gopher 5®.

CAN YOU DIG IT?

The Minnesota Lottery is all about having fun – so to extend that fun, we've included 5 'Gopher Teeth' for you and your staff to wear. Have fun with these teeth and put them on to encourage your players to pick up a Gopher 5® ticket!

Pro Tip: Save the fun for Mondays, Wednesdays, or Fridays. Why? Those are the days the Gopher 5® drawing takes place!



If you have any questions about the game change, please contact your Lottery sales rep or you can contact our customer service team at 651-635-8273. Keep an eye out for promotional items to support this rebranding in your May POP launch kit!

Must be 18+ to play.

