



# GAME PLAN

MINNESOTA LOTTERY

## IT'S GAME TIME, MINNESOTA!

### VIKINGS SCRATCH TICKETS ARE AVAILABLE

It's the time of year we've been waiting for – when Minnesota gets a little louder, the air is filled with excitement, and everyone rushes to get their ticket to the game – the Minnesota Vikings scratch ticket that is! This \$5 game is the go-to play for anyone who is up for fun and wants a chance to win up to \$100,000.

### KICK OFF SUCCESS WITH SMART PLACEMENT

Encourage your team to promote our newest player in the scratch ticket lineup by placing the Vikings point-of-purchase materials throughout your store. Place the tower topper next to the pre-game snacks, the poster on the wall near an open space so your players can practice their victory dance, or the sticker on your counter to help remind everyone that every day is game day.

If your players don't win instantly, their game isn't over yet. They can enter non-winning tickets for a chance to win some huge prizes like cash, Minnesota Vikings season tickets, and more! We're supporting this game with a state-wide advertising campaign that includes TV, radio, billboards, and digital ads. So, huddle up with your team or lottery sales rep and see what winning plays you can run to draw up sales and earn higher commissions for your store!

2ND CHANCE  
To WIN







**Gas 'N Go / Rochester**

## CELEBRATING BIG WINS

Here's a glimpse of some of our retailers who recently celebrated selling a big winning ticket. These success stories showcase the amazing benefits of being a lottery retailer. With so much excitement happening, your next bonus could be just around the corner!



**CC Campground / Side Lake**



**Cash Wise Foods / Hutchinson**



**Gas 'N Go / Rochester**



# SCRATCH GAME SNAPSHOT

Thanks to the wide variety of fun scratch games available, there's something for everyone! We know your staff are often asked to recommend the best game. While we believe the answer is 'all of them,' here are some fun facts about our new games that may make them stand out:



**Lucky Slingo** / You don't need a pot of gold, 4-leaf clover, or lucky charm to have fun with this game. All you need is to do is to get scratching for your chance to win up to \$30,000. Are you ready to spin, scratch, and win?



**Money** / What's better than one player winning \$100,000? How about a chance for 50 players to win \$100,000! This game has 50 top prizes of \$100,000 and is a horizontal ticket with two separate games, meaning twice the fun!



**Crossword Gems** / This new play style gives your players multiple chances to win in one game. Not only can they win in the crossword grid by revealing words, but they can also collect gems for a chance to win a bonus prize. 2 for 1? I'MN.



**Minnesota Vikings** / With pre-season games starting in early August, kick-off this football season and suggest this \$5 game. This fan favorite is a great way to score major sales. Plus, if you sell a \$100,000 winner, your store gets a \$500 bonus check. Who knows, this could be your year!

**Gnome Series** / With the State Fair right around the corner, now is the perfect time to suggest the Gnome Series ticket and highlight the 'Gnome on a Stick' scene. There will be no lines and a chance for your players to win up to \$10,000.





## LOTTO GAME BUNDLES AVAILABLE

As a reminder, four new Lotto Game Bundles launched June 26. These bundles offer more ease and accessibility for your staff. With the touch of just one button, your players can get their favorite lotto games in hand more quickly. Here's what's inside each of the four new bundles:

### **The Mini BUNDLE™**

- 1 Powerball®, 1 Mega Millions®, 1 Lotto America®, 1 Gopher 5®

### **Big Game BUNDLE™**

- A week's worth of Powerball, Mega Millions and Lotto America tickets

### **Minnesota BUNDLE™**

- A week's worth of Gopher 5, North 5®, and Pick 3® tickets

### **The Works BUNDLE™**

- Big Game Bundle + Minnesota Bundle

## SCRATCH GAME PACK SETTLEMENTS

### INFORMATION & HELPFUL TIPS REGARDING SCRATCH GAME PACK SETTLEMENTS

- All packs are required to be settled within the billing period they're sold out.
- Run a scratch game inventory report weekly to verify packs active at your location. Verify and settle all sold out packs.
- Check out two easy-to-follow options for settling a pack on your lottery terminal:
  - **Barcode Method:** Select Scratch, then Pack Settlement. Scan the barcode on the back of any ticket within the pack. The activation receipt contains a barcode that can also be used to settle the pack.
  - **Manual Entry Method:** Select Scratch, then Pack Settlement. Enter the first ten (10) digits of the number below the long barcode on the back of any ticket with the pack or from the scratch game inventory report.

There are numerous automatic settlement options to consider that will automatically settle your packs as they sell out. Contact your sales representative or customer support to learn more about these options.

**If you have any questions, our customer support team is ready to help. Call us at 651-635-8273 or 1-888-568-8379.**

# LOTTERY DOLLARS ARE ALL AROUND US

The Minnesota Lottery not only generates millions of winners, but also billions of dollars that impact Minnesota. Thanks to your partnership and support, lottery dollars are driving vital environmental initiatives in all 87 Minnesota counties.

Through the Minnesota Environment and Natural Resources Trust Fund – powered by lottery proceeds – approximately \$1.1 billion has been invested in more than 1,700 projects since 1991. These efforts are dedicated to preserving, protecting, and restoring our environment for a sustainable future.



Here are just a few remarkable projects making a difference in Northwest Minnesota:

- Evaluating new insect management techniques to protect Tamarack trees from larch beetles
- Expanding access to hands-on environmental science education for underserved students
- Protecting Minnesota's deer populations in highly dense wolf areas
- Studying the effectiveness of invasive cattail treatment methods
- Constructing a boardwalk in the city of Battle Lake, giving the public access to a boggy wildlife habitat
- Protecting Minnesota's lakes from toxic algae blooms

Every lottery ticket purchased supports these efforts, proving that when Minnesotans play, we all win!



## HAVE A QUESTION? WE'RE HERE TO HELP.

*For help with accounting services, ticket status inquiries, ticket orders, point-of-purchase materials, lost or stolen tickets, mobile app, Retailer Service Portal and lottery equipment relocation/removals contact:*

### **Lottery Customer Support**

651-635-8273

1-888-568-8379

Follow prompts.

Customer support staff are available Monday – Friday 8 a.m. – 4:30 p.m. Please leave a message during non-business hours. Calls regarding stolen tickets are answered 24/7/365 and handled quickly.

*For help with lottery equipment issues and lottery equipment communication issues contact:*

### **Brightstar (IGT) Hotline**

1-888-487-9200

24 hours a day; 7 days a week

### **Misprinted Ticket Reminder**

If you need to report a misprinted lotto ticket, call Customer Support at 651-635-8273 and follow prompts. If you leave a message, your call will be returned as soon as possible.

### **Problem Gambling Helpline**

1-800-333-HOPE

Text HOPE to 53342

GetGamblingHelp.com

### **Alternative Formats**

This publication is available in alternative formats to individuals with disabilities by calling 651-635-8273 or 888-568-8379.





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# NEW SCRATCH GAMES SNEAK PEEK

ON SALE SEPTEMBER 2, 2025

**Lucky Lines Diamond Doubler**  
Over \$12,500,000 in total prizes

**Copy Cat Crossword**  
Scratch your way to \$30,000

**Wild Cash**  
A chance to multiply your prize with every ticket

**\$200,000 Gold Rush**  
Find a pot of gold to win all 25 prizes

