



GAME PLAN

MINNESOTA LOTTERY

HAPPY HOLIDAYS FROM THE MINNESOTA LOTTERY

Happy Holidays from everyone at the Minnesota Lottery! We hope our seasonal scratch games bring a little sparkle to your season and boost your sales and commissions. Keep displaying the point-of-purchase materials in prominent areas to help decorate your store and remind your players that these games are great to give and even better to get!

With more winter and holiday scratch games than ever before, it's easy to suggest them as the perfect gift for someone giving a gift or getting one in return. To help increase your sales, remind players to purchase scratch games from the Minnesota Lottery for these reasons:

- They're easy to wrap and could be worth big bucks!
- They make holiday shopping easy, accessible, and stress-free.
- They are the perfect gift for white elephant or office gift exchanges.
- They are thoughtful – even if they are purchased last minute!



GIFT  **RESPONSIBLY**
Lottery Tickets Aren't Child's Play

The Minnesota Lottery is proud to join lotteries across the country in the annual Gift Responsibly Campaign, reminding players that lottery tickets are not appropriate gifts for children. As a valued retailer, you play an important role in helping us promote responsible play—especially during the holiday season, when tickets are popular stocking stuffers. Please help us spread the message by encouraging adults to give lottery tickets only to those 18 and older. Together, we can keep the fun of playing the lottery safe and responsible for everyone.



RAFFLE UPDATE

RAFFLE SALES SOAR

Minnesota Millionaire Raffle tickets are sold out! Now the anticipation builds for the winning numbers to be released, so here are answers to a few common questions you might get from players and some great reminders for you!

- When are winning numbers released?
Winning numbers will be announced Jan. 1, 2026 at approximately 5:00 a.m.
- Where can players find winning numbers?
Winning numbers can be found at mnlottery.com.
- Keep an eye out for where the winning tickets were sold. The businesses that sell the \$1 million winning tickets will each receive a bonus check for \$5,000!
- 20,000 Raffle players will start the new year with a win and so will you!
Your store earns a 1.5% commission every time you pay out a prize. So don't forget to ask your players if they have a Raffle ticket to cash in.
- Remove any Raffle point-of-sale pieces now that the game is no longer for sale.

CHECK OUT THE RETAILERS WHO WERE TOP OF THEIR REGION IN SELLING RAFFLE TICKETS THIS YEAR:

- Northern Minnesota: M&H Gas, Moorhead
- North Metro: Kwik Trip #812, Andover
- South Metro: Kwik Trip #1169, North Saint Paul
- Southern Minnesota: Kwik Trip #316, Hutchinson

Kwik Trip #812 in Andover was the top selling retailer for Raffle this year.

137,668 Raffle tickets were sold on the first day.

Raffle sold 40% more tickets, on average, each day.

HOLIDAY PROMOTIONS

Lottery retailers from all over the state are spreading seasonal cheer with festive holiday promotions that pay off in big ways! Some retailers are offering their players opportunities to receive a free gift with purchase of holiday tickets or setting up store staff incentives to increase sales. Ask your lottery sales rep how you can participate in the festive fun and drive sales to your store.

These seasonal engagement opportunities not only increase excitement for both your staff and players, but they boost store traffic and lead to higher commissions. It's a fun and rewarding way to celebrate the season while turning festive energy into real results!



Customer Buy-N-Get Promotion Example.




**BUY \$10 IN
HOLIDAY
SCRATCH
TICKETS**



& GET A MUG!

WHILE SUPPLIES LAST / LIMIT ONE PER CUSTOMER
Must be 18+ to play.

Retailer Sales Incentive Example.



RETAILER INFORMATION ONLY — DO NOT POST

SELL! SIGN! WIN!

PRIZE: _____

RETAILER: _____

When all squares are filled in, call your Lottery Sales Rep at: _____

SIGN A SQUARE EACH TIME YOU SELL \$10 IN HOLIDAY SCRATCH TICKETS TO ONE PLAYER

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31	32	33	34	35
36	37	38	39	40
41	42	43	44	45
46	47	48	49	50



SCRATCH GAME SNAPSHOT

Launching December 2nd are four new games to help you close out 2025 and ring in 2026.



2026 / There's no need to wait until New Years Eve for this fun game. Players can grab a ticket now and ring in the new year with up to \$50,000. This is a great game to kickoff the new year and the fun!



Cash Train / All aboard! This could be the ticket to a winning destination. It's easy to play and would be great for first time players - all they have to do is match their numbers to the winning numbers and they could be on the right track for a \$200,000 top prize.



Top Secret Crossword / Encourage players to put on their detective hats and get ready to crack the code for a chance at \$300,000. With two different puzzles, there's a lot of fun to discover and every clue could lead to a big win.



Cosmic Crossword / Another crossword with stellar prizes up to \$25,000. This game is \$3 and would be great to cross promote to anyone who purchases a Print-N-Play crossword game. So shoot for the moon, ask for the sale, and land more commissions!

SCORING BIG WITH BLAINBROOK ENTERTAINMENT

Raffle sales may be over, but the Vikings scratch game is still a big hit! Blainbrook Entertainment recently ran a winning play with their Vikings tailgate event and scored big. Over 200 people came out to enjoy food, football, and fun while watching the Vikings play. Attendees played ring toss to win lottery prizes, received free swag for purchasing lottery tickets and entered a drawing for the chance to win prizes!

Blainbrook Entertainment collaborated with the lottery and put in a signed Vikings jersey, gift cards to their business, and free beverages to help boost sales. Donny, the owner of Blainbrook Entertainment said, "Our regular customers loved the event and thought the lottery did such a good job interacting with players and making it fun. People are already asking when the next Vikings tailgate event is so they can ensure they are there to enjoy the fun!" Thank you Blainbrook, for the great partnership and fun event!

Ready to run your own event? Talk to your lottery sales rep for different promotional ideas that can help increase your sales and commissions.



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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SNEAK PEEK: JANUARY'S NEW SCRATCH GAMES

ON SALE JANUARY 6, 2026

Pocket Change / \$1

\$1 in change is all you need for a chance to win up to \$5,000

Triple Red Hot 777s / \$5

Prizes start at \$7 and go all the way up to \$77,777

Cash Bar Multiplier / \$10

Loaded with \$1,000 top prizes

Crossword Wizard / \$10

Over \$12 million in total cash prizes

