



# GAME PLAN

MINNESOTA LOTTERY

## WHERE GOPHER 5 GOES, FUN FOLLOWS!

Everyone's favorite party animal is Gopher 5 and for the month of May, we're promoting all the great things that come along with this Minnesota-only lotto game. Just in case you aren't familiar, here is everything you need to know so you can encourage your players to bring the fun to their next outing:

- 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.

### Included in your May point of purchase kit

A poster and tower topper to help highlight this game to your players. To support the launch outside of retail, we have a full ad campaign with tv spots, social posts, digital ads, and more.

### Keep an eye out for our sweet Gopher 5 character

He will be turning heads and promoting sales all across Minnesota to help increase your commissions! 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.



The largest Gopher 5  
jackpot ever won  
was a whopping  
\$2,032,201!



### Gopher 5 2nd Chance

Encourage players to enter tickets purchased May 4-31 for another chance to win. Entries must be submitted by June 7.

# GOPHER 5 SINGLE USE COUPONS

To help promote our Gopher 5 game, we have created some single use coupons for our players to redeem at retail. First time seeing one of these? No problem, we can ensure you this is not a scam and we've got you covered! Here's how to redeem one of these coupons - it's easy:

1. Touch "REDEEM COUPON" on Lottery terminal home screen.
2. Scan coupon barcode using handheld scanner. Or, manually enter coupon serial number.
3. A \$1 Gopher 5 quick pick ticket will automatically print.
4. Keep the retail coupon for your records.

Other important notes:

- No purchase is required to redeem a Gopher 5 single use coupon.
- Your daily accounting report will show "1 S.U.C. CREDIT for \$1" for each coupon you redeem. Retain coupon(s) to verify credit(s). Your store will receive commission for the ticket.



## OPPORTUNITY TO GROW

Single use coupons and sampling are a great way to get your players to try a new game and then come back to your store for more. Want to participate? Talk to your lottery sales rep for opportunities.

# GOING MOBILE

As a reminder, the Minnesota Lottery has a mobile app - designed to make the lottery experience smoother, quicker, and easier not only for your players, but you as well!

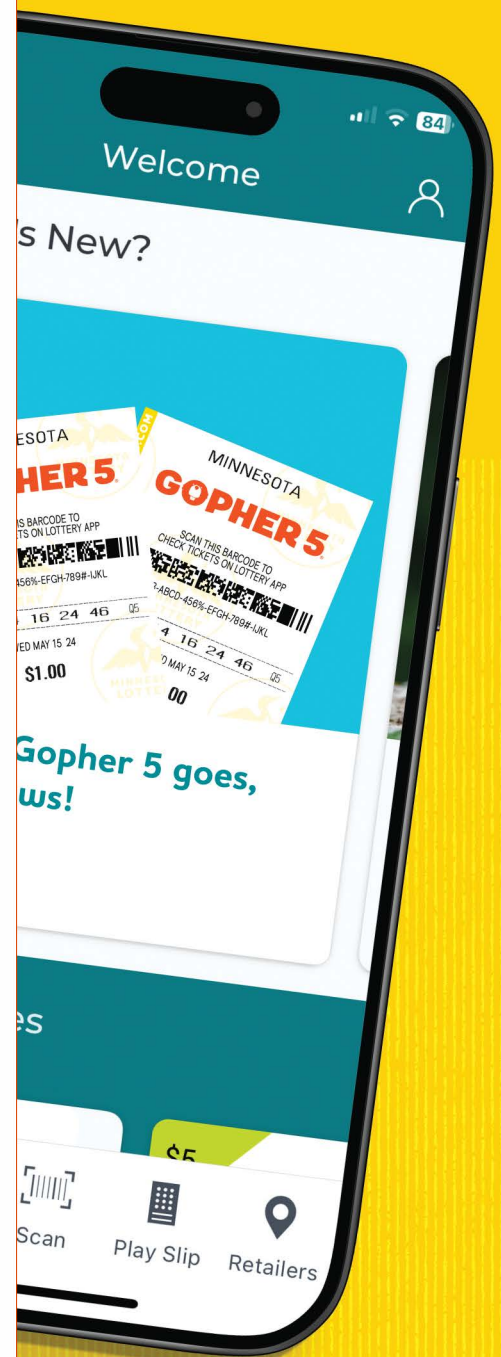
While players are not able to purchase tickets or cash out their winnings in the app, there are several time-saving features such as:

- **Create & save digital play slips for lotto games**  
Quicker transactions - scan the QR code and their ticket will print out instantly
- **Find retailer feature**  
Increases foot traffic by helping players locate your store quickly
- **Scratch & lotto ticket checker**  
Saves your staff time answering "did I win?" questions and keeps players engaged with lottery games
- **Scan to enter 2nd chance contests**  
Offer scratch games with a 2nd chance to win as an added benefit
- **Up-to-date game and jackpot information**  
High jackpots drive more traffic and sales
- **Push notifications**  
We're encouraging players to purchase tickets, which helps your commissions

Remind your players that the app is available for free download in the App Store and Google Play and make life easier for your staff!



Google Play and the Google play logo are trademarks of Google LLC.



Tip: Have players use the MN Lottery mobile app to enter the Gopher 5 2nd Chance contest this month.

# SCRATCH GAME SNAPSHOT

4 GAMES ARE LAUNCHING MAY 5TH  
SO GEAR UP FOR SOME FUN!

## *Struck by Luck*

This is an easy to play game with a \$100,000 top prize for the lucky strike.

## *Fortune*

You don't have to read fortunes to pick the right game - choose this one and \$500,000 could be in the future of your players. Which could also mean a big cash bonus for your store!

## *Break the Bank*

Your players may need a vault to store up to \$10,000 with this game. No code needed - they can just scratch their way to fun!

## *Crossword Multiplier*

\$21,000 top prize? Recommend your players multiply the number of tickets they buy for a chance at a big win!



## MINNESOTA LOTTERY RETAILER FINGERPRINTING

As a reminder, on August 1, 2025, Minnesota law changed regarding background checks required for Minnesota Lottery retailers. The law now requires a nationwide fingerprint-based background check once every seven years for "Responsible Lottery Officials."

Approximately four months before your renewal date, you will receive a letter from the Lottery that includes detailed instructions for what steps need to be taken.

We encourage you to get your forms filled out and fingerprints submitted well in advance of your contract renewal to stay compliant.

If you have additional questions, we encourage you to speak with your Lottery Sales Representative or call Lottery Customer Support at 651-635-8273.

Pro tip: Send your paperwork via Certified Mail to ensure correct postage and timely delivery so there are no delays in processing.

# SNEAK PEEK: JUNE'S NEW SCRATCH GAMES

SEE WHAT'S COMING UP NEXT!  
ON SALE JUNE 2, 2026

## Red, White & Blue \$250s / \$1

Sparkle, scratch, and score - tons of \$250 prizes!

## Jumanji / \$5

A game for those who seek to find up to \$100,000.

## Perfect 10s / \$10

Score a perfect 10 and win up to \$200,000!

## Win \$100, \$200, \$500 / \$20

Loaded with over \$25 million in prizes!

Jumanji™ & © 2026 Columbia Pictures Industries, Inc. All Rights Reserved.



## 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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## SNAP. SUBMIT. WIN.

**SHOW US YOUR GOPHER 5 TEETH FOR A CHANCE TO WIN!**

When Gopher 5 shows up, so does the fun! Dig into your May POP kit for the fun Gopher teeth that were included and have some fun with us:

**How to Enter:** Upload a picture of you/your coworkers wearing the gopher teeth and you could score some Minnesota Lottery/Gopher 5 prizes!

Scan here to learn more and to upload your pictures by May 31, 2026.

