



GAME PLAN

MINNESOTA LOTTERY

POWERBALL Xs & Os™

POWERBALL Xs & Os Is HERE!

Powerball is partnering with the National Football League to launch Powerball Xs and Os on **Tuesday, September 8th**. This is an exciting game that will bring a new group of players to your store – get ready to score big! Here are all the details you need to know about the new year-round lotto game:

- **Ticket Cost:** The cost is \$5 per ticket, per draw.
- **How to Play:** Players will select 8 NFL teams from a field of 32. Or they can choose a quick pick and have their teams picked for them.
- **How to Win:** Match at least 4 team logos to win a cash prize. To win the jackpot, a player must match all 8 teams' logos.
- **Jackpot:** The starting jackpot will be an estimated \$1,000,000. Jackpot increases between draws will be based on sales. All prizes are cash prizes.
- **Sales Cut-off:** The cut-off for sales will be no later than 7:58:50 P.M. on Sundays.
- **Drawing:** Drawings will be held on Sunday nights at approximately 9:00 P.M.
- **Play Slips:** Play slips will be delivered between 8/24 - 9/4. Boxes will be clearly marked with: "NEW GAME – DO NOT USE UNTIL 09/08/26."
- **Multi-state Lottery:** The NFL Powerball Xs and Os is a multi-state lotto game and is NOT a Minnesota-only game.
- **Odds:** Overall odds are 12:16. Full odds can be found online at mnlottery.com



GET AHEAD OF THE COMPETITION!

This game has promotional drawings for exciting prizes like tickets to the Super Bowl, playoff trip packages, cash, NFL merch, and more. This will be a HUGE draw for your players – don't forget to promote these drawings and let your players know this could be their ticket to the big game!

We've included a sticker and a tower topper in your September kit to promote this game. Be sure to remind your players to pick up a Powerball Xs & Os ticket to celebrate the kickoff of the NFL season.

NEIGHBOR STOP: MORE THAN A CONVENIENCE STORE

Neighbor Stop knows that they are more than your neighborhood convenience store – they are a place for the community to gather and create memorable moments and to have fun!

Locally owned since 2004, Neighbor Stop has built a loyal following with two convenient locations (Stillwater & East Bethel), outstanding customer service, and a commitment to keeping players engaged. From promoting the latest lottery games to creating a welcoming store experience, they understand that every player interaction is an opportunity to build excitement.

Their efforts haven't gone unnoticed. During the record-setting Powerball jackpot run in 2016, Neighbor Stop sold multiple winning tickets over \$10,000 and they were featured on WCCO because of their reputation as a “lucky” Lottery retailer. Over the years, they've celebrated several memorable wins, including a \$100,000 Minnesota Raffle winner in 2018, giving their customers even more reason to believe the next big winner could come from their store.

Neighbor Stop also looks for new ways to connect with customers. Through their mobile app, rewards program, and VIP Clubs, they keep players informed and engaged while encouraging repeat visits. Most recently, they refreshed their stores with eye-catching new lottery graphics and run a few promotional events on-site, creating an even more inviting atmosphere for Lottery players.

Their story is a great reminder that promoting lottery isn't just about selling tickets—it's about creating an exciting experience for players. Keeping your lottery area fresh, celebrating winners, talking about the latest games, and finding creative ways to engage customers can all help build enthusiasm and grow sales.

Thank you to owner Kevin, manager, Joan, and the entire Neighbor Stop team for being outstanding Minnesota Lottery partners. We appreciate your continued commitment to creating winning moments for your players and helping make Lottery a fun part of your community!

Pro Tip: Does your store have an app or run a rewards



Exterior of Neighbor Stop in Stillwater

program? Think about offering lottery tickets to promote sales and say ‘thank you’ to your customers. Talk to your lottery sales rep about what type of promotion might work best.

SEPTEMBER GAMES

NEW GAMES LAUNCHING SEPTEMBER 1

Get ready! September brings four new reasons for players to stop, scratch, and play.

\$3

TREASURE HUNT

A game for those who have always wanted to find a chest of gold (or a top prize!) worth up to \$30,000. This is a great game for any players who love adventure, mystery, and solving puzzles. Help players follow the map to the gold!



\$5

\$500 CASH CROSSWORD

Get ready for a game with multiple prize puzzles, a bonus word box, and a game packed with \$500 prizes!



\$5

PLATINUM CASH

For those who seek fun, this game shines brighter than ever. Platinum Cash offers two chances to win on one ticket. With a prize of up to \$100,000, this ticket is sure to make all your players happy!



\$20

\$500,000 MULTIPLIER

Players will feel the excitement when they play this game and see their wins multiply up to 20x. Plus, if you sell the \$500,000 top prize, your store will get a nice bonus check!



MINNESOTA LOTTERY RETAILER FINGERPRINTING

Minnesota law 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.

To ensure your paperwork is processed in a timely manner, we encourage you to use Certified Mail when submitting your documents, so you have enough postage on the envelope. It can take several weeks for the background check to be completed. Be sure to submit your paperwork a month in advance of your renewal date to ensure uninterrupted sales.

If you have additional questions, speak with your Lottery Sales Representative or call Lottery

LOTTERY DOLLARS AT WORK IN OTTER TAIL COUNTY. TURNING WASTE INTO OPPORTUNITY

A big thank you to our retailers in Otter Tail County! Every Lottery ticket you sell does more than create exciting winning moments for players—it helps make Minnesota a better place to live. Your hard work and dedication help fund projects that benefit communities across the state, and this is just one example of the impact you're making. Thanks to your efforts, your county received \$1.177 million in FY27 Environment and Natural Resources Trust Fund (ENRTF) funding to support the development of a facility that will recycle wood ash instead of sending it to landfills.

The project will transform ash into a reusable material for road construction and other beneficial uses, helping reduce landfill waste while supporting efforts to protect Minnesota's groundwater and lakes. By turning a waste product into a valuable resource, this investment will help advance cleaner water, more sustainable infrastructure, and long-term environmental stewardship.

In Otter Tail County, Lottery dollars are helping transform an everyday waste challenge into an opportunity for environmental improvement. The Ash Recovery and Recycling Center is one example of how this funding helps communities develop innovative solutions for a more sustainable future. Every ticket you sell helps generate funding for projects that make a real difference in communities across Minnesota, meaning, you help turn ideas into action! Thank you for all you do!

SEE WHAT'S COMING UP NEXT!

ON SALE OCTOBER 6, 2026

\$1

GIFT TAG SERIES

The gift that gives up to \$500.



\$2

NAUGHTY OR NICE

A holiday present or lump of coal - Who says you have to choose? Pick up both and scratch your way for a chance to win up to \$10,000.



\$3

CROSSWORD GOLD

Want something a little extra this season? Win up to \$30,000 with our new holiday crossword.



\$5

PEPPERMINT BARK 7'S

Fetch up to \$100,000 this holiday season with this peppermint scented ticket.



\$10

\$13,000,000 HOLIDAY BLOWOUT

Celebrate with over \$13 Million in prizes.



LARGE PURCHASE? CALL CUSTOMER SUPPORT.

As a reminder, if a player wants to buy \$5,000+ in Gopher 5, North 5, Lotto America, Powerball, Mega Millions, and Fast Play tickets from your store, it is your responsibility to call customer support with the players name and address per lottery game rules.

Thank you for your help in keeping our games fair and secure!



RAFFLE IS COMING!

Everyone's favorite game is back and launching October 20, 2026 with EXCITING new changes!

More details to come in our October Game Plan issue.



Important News!

New lottery equipment will be coming in May of 2027.

Stay tuned for more information.

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 assistance 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 Hotline (formerly IGT)

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

Call 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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A NEW PLAYER IS JOINING THE ROSTER!

Powerball Xs and Os launches September 8th and is going to be worthy of a victory celebration. With an estimated \$1 million starting jackpot, weekly Sunday drawings, and HUGE exciting promotional prizes, this game has all the makings of a fan favorite.

Before the whistle blows, make sure you've got the playbook - take a look inside for everything you need to know.

