SEPTEMBER
MERCHANDISING PLAN

Place:

- **Powerball Xs & Os™ Sticker**
- **Powerball Xs & Os Tower Topper**
- **Ghostbusters® Oversized Poster**
- **Ticket Checker Card**
- **Counter Scratch Display Sticker**
- **4x4 Tickets (vending machine/ticket dispenser)**
- **New Standard Lotto odds**

Keep:

- **Powerball Xs & Os Poster**

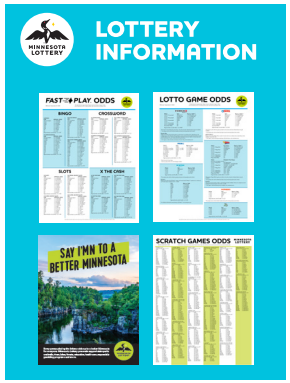
Remove:

- **Any Jumanji 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

Posters

Tower Topper

ENTRY

Entrance Decal

Jackpot Sign

EXTERIOR

Contact your Lottery rep for exterior signage ideas.

MINNESOTA LOTTERY

SALES BUILDERS SEPTEMBER 2026
RETAILER INFORMATION ONLY — DO NOT POST

Get ready for kick off!

POWERBALL Xs & Os™ NFL

On Tuesday, September 8th, Powerball is partnering with the National Football League to launch Powerball Xs and Os™. 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 team logos from a field of 32. Or they can choose quick pick and have their teams picked for them.
- **How to Win:** Match at least 4 team logos to the logos drawn to win. To win the jackpot, a player must match all 8 team logos drawn.
- **Jackpot:** The starting jackpot will be estimated based on projected sales and will roll each time the jackpot isn't won. The estimated starting jackpot is $1 million and 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.
- **Promotional Prizing:** Promotional drawings for exciting prizes like NFL game tickets and Super Bowl trip packages, cash and more.
- **Multi-state Lottery:** The NFL Powerball Xs and Os is a multi-state lotto game and NOT a Minnesota-only game.
- **Odds:** Overall odds are approximately 1 in 12.16. See chart for full odds.

MATCH	WIN	APPROX. ODDS
Match 8	Jackpot	1 in 10,518,300
Match 7	$20,000	1 in 54,782.81
Match 6	$500	1 in 1,361.06
Match 5	$40	1 in 92.80
Match 4	$7	1 in 14.14

Approximate Overall Odds are 1 in 12.16

To help support the launch of this new game, we've included a sticker and tower topper in this month's kit. Don't let your sales get sidelined – place these next to any football related items in your store for an easy cross-promotion!

MINNESOTA LOTTERY

Must be 18+ to play.

GHOULISHLY GOOD FUN!

The new Ghostbusters™ scratch game has arrived with four ticket scenes and a top prize of up to $100,000. This slime-filled scratch game features fluorescent green artwork that's sure to catch players' eyes.

Charge up your proton pack and get ready for some supernatural sales!

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