

\$5 Million Vegas Challenge Revs Up for a Fourth Texas Lottery Winners' Event

What began as one of the very first projects assigned to Ryan Mindell in his new job as Director of the Texas Lottery has grown beyond his imagination to a fourth \$5 MILLION VEGAS CHALLENGE event for Texas players.

The first three families of games tied to the \$5 MILLION VEGAS CHALLENGE sold more than \$1.4 billion at retail and sent 60 players to an exclusive, high-payout event in Las Vegas awarding a total of more than \$6.4 million in cash prizes. Player response – and game sales – have been so successful, a fourth family of games is set to launch in September 2023 and a fourth winners' event will take place spring of 2025. As for the \$5 MILLION VEGAS CHALLENGE? It's now a brand of its own.

It all began in 2018 when the Texas Lottery tapped scratch games partner Scientific Games to create a second-chance promotion unlike any other. Funds were limited for product enhancements, promotions and advertising and the Lottery was looking for an outside-the-box, turnkey promotion to support a family of games.

The *Multiplier Family* launched in December 2018 and January 2019 and featured games at the \$1, \$3, \$5, \$10, \$20, and \$30 price points. With holographic stock and fluorescent ink, the games glowed with promise. It would become one of the most successful family of games in the Texas Lottery's history.

"The promotion hit so many different sweet spots. Thousands of players win \$100, which is good for both casual and regular players. The players who win a trip to Las Vegas know that one of them is leaving with a big prize," says Mindell. "It's just a great promotion. I cannot speak highly enough of it."

The Scientific Games events team produces an exciting, fast-paced, first-class experience. Lotteries can adjust prize amounts but offering a strong guaranteed win is key.

- One winner is guaranteed to win a cash prize between \$1 million and \$5 million
- Four winners are guaranteed to win a cash prize between \$100,000 and \$1 million
- 15 winners are guaranteed to win a cash prize between \$5,000 and \$50,000

"We knew when we were planning this with Scientific Games that we wanted something compelling for our players. They have the chance to win up to \$5 million but somebody is guaranteed to win \$1 million – and all of them leave with cash prizes," shares Mindell. "Everything has been so seamless. Sometimes vendors will promise turnkey, but Scientific Games has definitely delivered on the \$5 MILLION VEGAS CHALLENGE."

Players can win a cash prize in each of the five drawings, which keeps them engaged throughout the promotion. Scientific Games handles all prize fulfillment and conducts the final second-chance drawing among the \$100 prize winners. Ultimately, 20 players and their guests win a once-in-a-lifetime, four-day/three-night trip to Las Vegas, round trip airfare, deluxe hotel accommodations, \$1,000 spending money, and participation in the \$5 MILLION VEGAS CHALLENGE event.



The Texas Lottery was so pleased with sales and the first promotion, they worked with Scientific Games on a second promotion tied to a MONOPOLY-themed family of scratch ticket games. The family, including a crossword game at the \$3 price point, launched in January 2020 and the promotion took place in spring 2021. The family, which Mindell describes as "blinged out" with product enhancements, topped \$465 million in retail sales.

Social media featuring a series of Mr. MONOPOLY-themed videos was key in driving awareness and sales for the MONOPOLY scratch ticket games. The Lottery team created memorable, efficient content. As paid/promoted posts on Facebook and Instagram, the videos garnered high engagement with Texans with more than half a million views and thousands of shares, likes and comments. The family was also supported by radio ads and billboards across the state.

"We had the opportunity to pair the preeminent licensed brand in the lottery space with the biggest player challenge. The MONOPOLY family of scratch ticket games really knocked it out of the park. The games looked incredibly sharp and what's wonderful about the promotion is that you can build the cost of special printing features and licensing fees into the package. Lotteries can adjust the structure of the promotion to meet their needs," says Mindell.

Thus far, 62,000+ players won \$100 prizes in the \$5 MILLION VEGAS CHALLENGE second-chance promotions – a total of more than \$6.2 million. With a third jackpot-themed family and \$5 MILLION VEGAS CHALLENGE wrapping in 2022, the Texas Lottery didn't lose time on moving forward with a fourth promotion for 2023.

"We meet with all three vendors each year as part of our scratch ticket game planning, and we wanted something outstanding this year. Scientific Games held a contest with 30+ game designers and the winning game design easily expanded to the Winnings family of games. We're all very excited," said Mindell.

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