MAKING MONEY WHILE FULFILLING OUR MISSION

COLORADO LOTTERY:: NOV 2022



CHRISTIAN HAWLEY

Senior Advertising & Marketing Manager

Colorado Lottery



DANIELLE DEATS

Account Director

Cactus

CONSERVATION

$3.9 billion given back



REVENUE

Exceeded FY22 sales goal of $825,000,000



RESPONSIBILITY

WLA Level 4 Certification



CONSERVATION



REVENUE



OUR UNIQUE ADVANTAGE

- Only entity that gives its profits back to the state.
- Coloradans love to play, and the Colorado Lottery helps make it all possible.















PLAY ON®

POWERBALL®

MEGA MILLIONS®

COLORADO LOTTO+™

LUCKY FOR LIFE®

CASH 5™

PICK 3™

SCRATCH™

ENCOURAGE LOTTERY GAMEPLAY

REMIND PLAYERS WHERE THE MONEY GOES




POWER BALL®
$ 128
MILLION
MEGA MILLIONS®
$ 204
MILLION
PLAY ON
COLORADO
LOTTERY™


POWER BALL®
128
$ MILLION
PLAY ON
MEGA® MILLIONS
204
$ MILLION
COLORADO LOTTERY
Must be 18 to buy. Prizes equal 50% of overall sales. Jackpot prize is estimated annuitized and will be divided equally among all winning tickets. Odds of winning vary by game. See coloradolottery.com for details. © 2022 Colorado Lottery


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COLORADO
LOTTERY
PLAY ON
COLORADO LOTTERY
CONSERVATION MONTH
GREAT OUTDOORS
$3.9 Billion
PAY TO:
THREE BILLION NINE HUNDRED MILLION DOLLARS
AMOUNT:
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THEY WIN WHEN
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THEY WIN WHEN YOU PLAY ON
COLORADO LOTTERY CONSERVATION MONTH
COLORADO LOTTERY
OUTFRONT
23405



- Celebration of our state as much as our state lotto game.

- Highlights the chance to become a millionaire and the investment in outdoor spaces made possible by Colorado Lottery dollars.

WHAT'S NEXT?

Build on our success and supercharge sales by continuing to incorporate conservation messaging into everything we do.

QUESTIONS?

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