MARYLAND LOTTERY®

50 Year Anniversary Cash Bash Promotion



Celebrating 50 Years of Fun & Games

From 1973 – 2023, the Maryland Lottery has grown to:

- Over 300 employees
- Over 4,400 Retailers
- Over $2.6 Billion in Sales
- Over $1.6 Billion in Prizes





Who are we celebrating?

Instead of focusing our anniversary around the Lottery, *we wanted to celebrate the Marylanders who have enjoyed our games for 50 years.* After all, none of this would have been possible without them.

The Marylanders who:

- Played their favorite number.
- Bought a scratch-off as a gift.
- Dreamed about winning a big jackpot.
- Won a prize.
- Entered a second-chance promotion.
- Visited the Maryland Lottery booth at an event.

Thanks for having fun.
Thanks for winning.
Thanks for contributing.
50 YEARS. Thanks for Playing.



How did we thank our players?

All Star Line Up of Products, Promotions & Winning Opportunities













All Leading Up to One Big Second-Chance Promotion and a Chance up to Win $5 Million!



Cash Bash Second-Chance Promotion

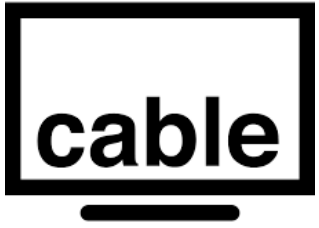
- February 20th – August 1st
- All Games Second-Chance Promotion
- Enter $50 worth of eligible tickets
- 5 Drawings – 110 Total Winners
- 50 Winners = $1,000 each
- 50 Winners = $2,500 each
- 10 Event Finalists = $10,000 to $5 Million!



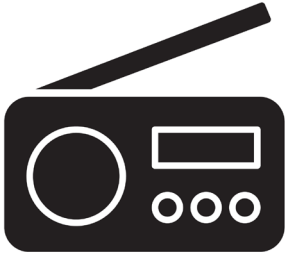
53,911 Unique Participants
Over 3.7 Million Entries

Marketing Push: 12 Weeks of Media Support









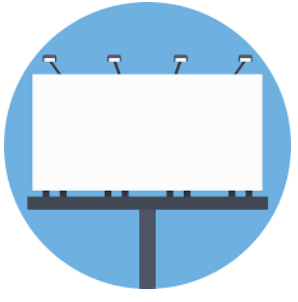
pandora®



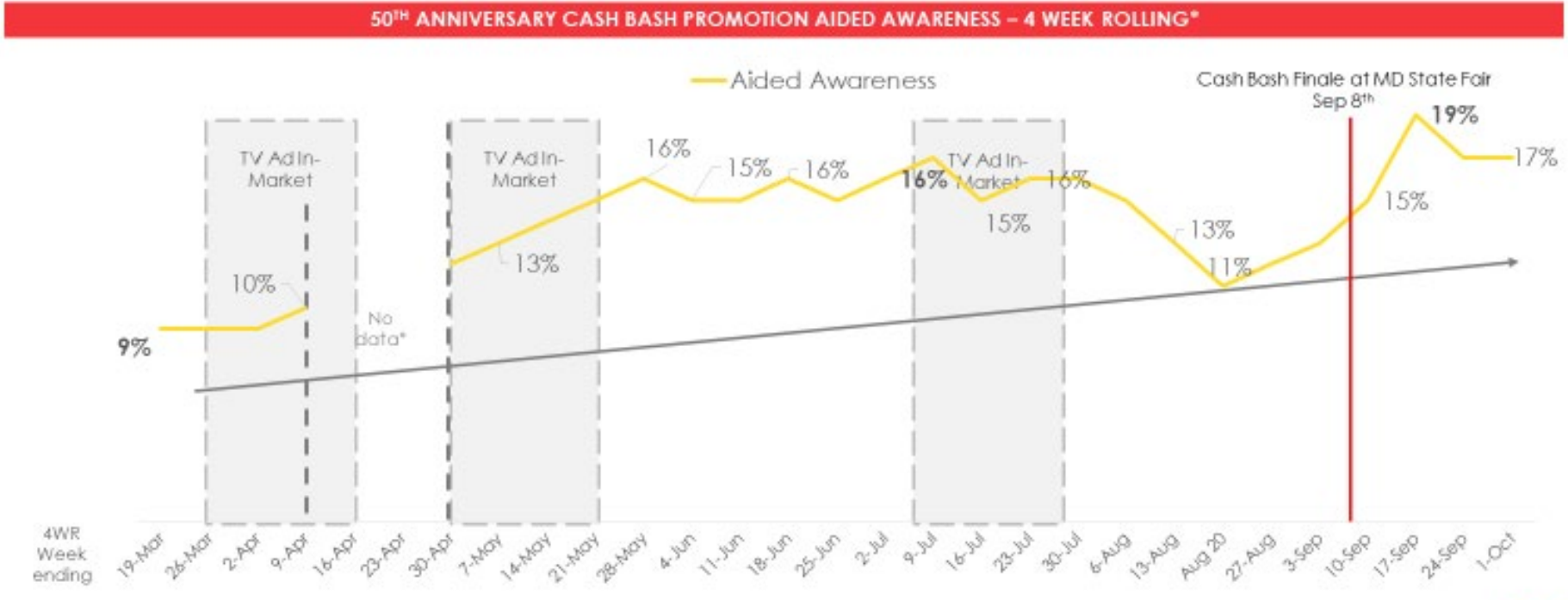








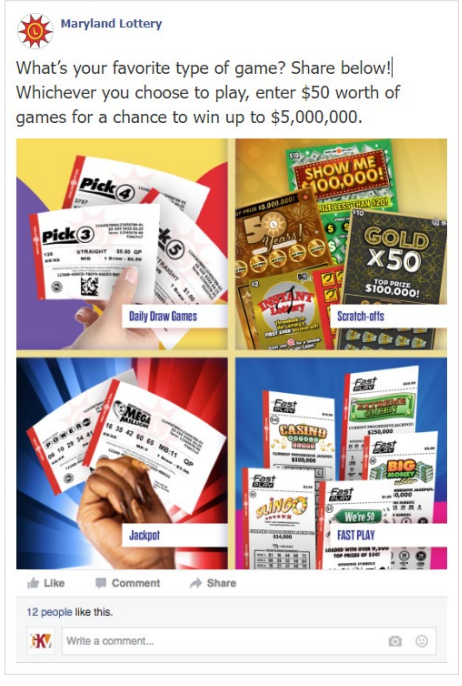
Multiple flights of the Cash Bash campaign helped drive and sustain awareness of the promotion.

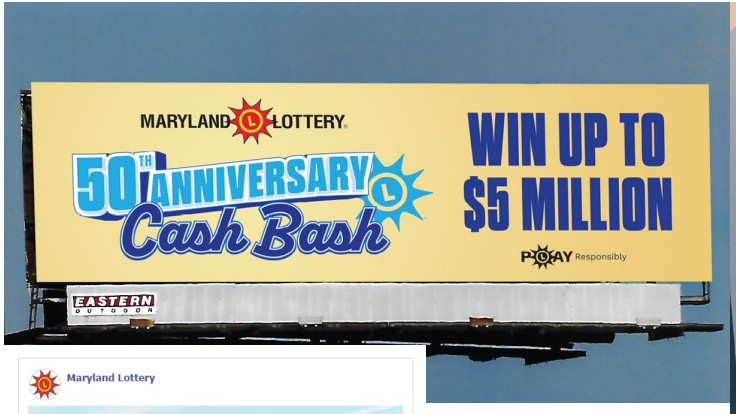


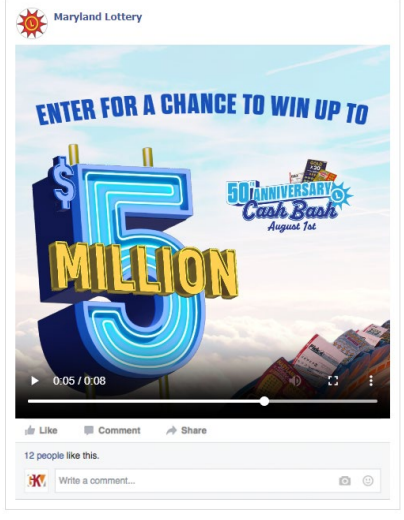
Base: All respondents n=1500
P1. Which of the following Maryland Lottery Promotions are you aware of?
• 50th Anniversary Cash Bash Promotion option went into the survey on February 20, 2023.
** Q4'23 fielding started on April 14th, 2023

 © Ipsos

Marketing Materials



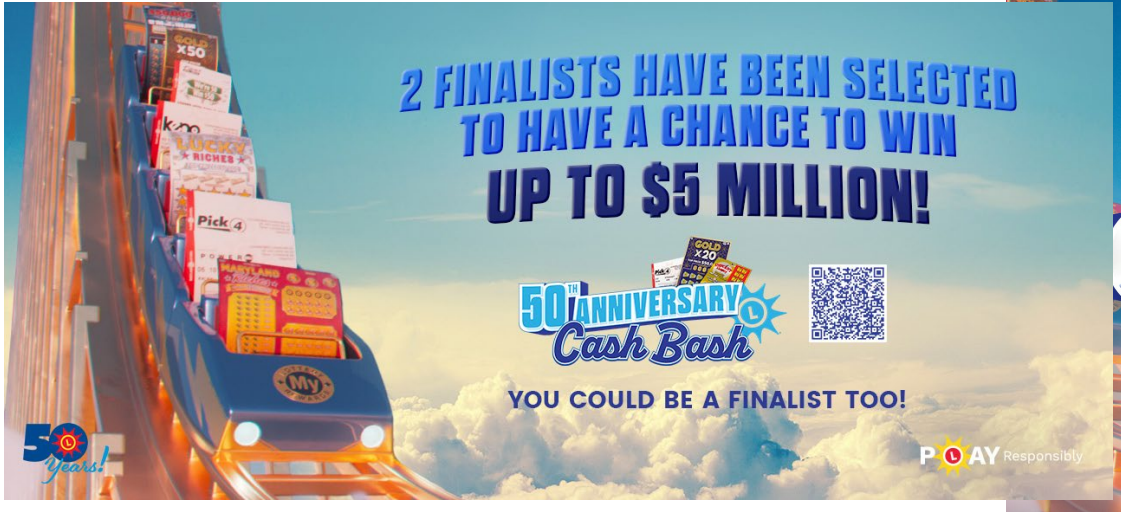







50TH ANNIVERSARY
Cash Bash
mdlottery.com/cashbash
PLAY Responsibly
See how to play within your limits at mdlottery.com/playresponsibly
or call 1-800-GAMBLER. Must be 18 years or older to play.

Winner Awareness





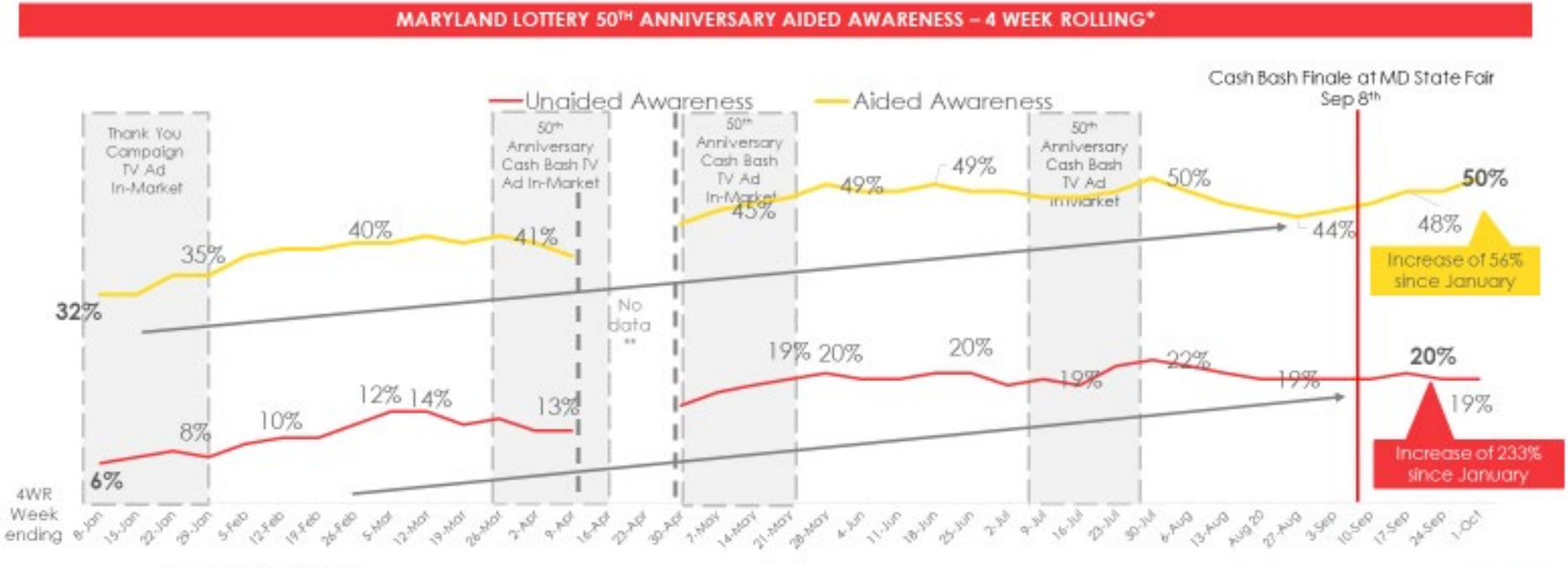
Final Push


YOU CAN STILL ENTER TO WIN UP TO $5 MILLION!
THERE'S STILL TIME.
FINAL DEADLINE AUGUST 1
50TH ANNIVERSARY
Cash Bash Grand Finale
September 8
50 years!
FINAL DRAWING

Final Push


50TH ANNIVERSARY
Cash Bash
Grand Finale
Maryland State Fair
Friday, September 8, 2023
Ten finalists. One event.
And a chance to win up to $5 million.
It will all come down to this! Five finalists will win $10,000, four finalists will win $25,000, and our last round will see one finalist win between $100,000 and $5 million!

Awareness of the 50th Anniversary held steady during the last wave of the Cash Bash campaign, dipped in August, but up again in September with the grand finale.



Base: All respondents n=1500
50UA. To the best of your knowledge, about how long (number of years) has the Maryland Lottery been selling games? If you are not sure please select Not sure.
50AA. Which one of the following is closest to how long you think the Maryland Lottery has been selling tickets? Please answer even if you have provided an answer to the last question
** Q4'23 fielding started on April 14th, 2023

Grand Finale

- Maryland State Fair
- 10 Finalists
- 5 Winners = $10,000
- 4 Winners = $25,000
- 1 Lucky Winner = $100,000 to $5 Million

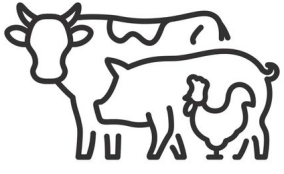


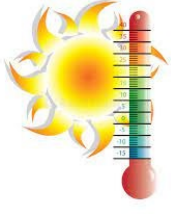
From Cow Palace to Game Show

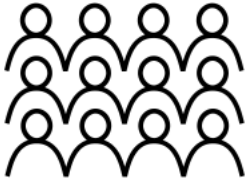




Working with…







Game Show & Our Winners









Thank You to Our Partners

Production, Location, Game Show Experience, Insurance, Project Management & Creative Development:

The MARYLAND STATE FAIR
PRESENTED BY TOYOTA

SCA
Our Risk. Your Reward.

Atlas
EXPERIENCES

GKV

REJ

