IALottery™
Woo Hoo for You™

2023: Hawkeye™ Scratch Tickets Come to Life

Presented by Kassandra Trenary

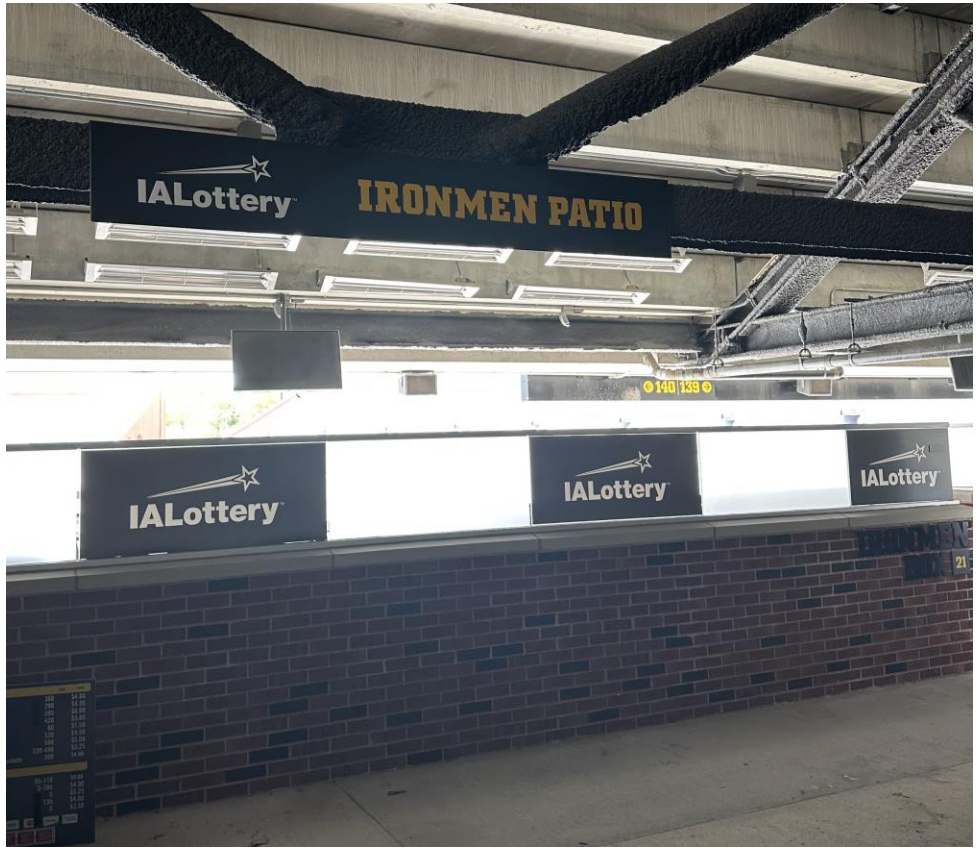
Director, Marketing & Advertising


MAKE SOME
NOISE
KINNICK STADIUM
HAWKEYES
IOWA
KNOCK
24

Partnership

IRONMEN PATIO SUITE

More than just tickets and ads…





Kinnick Stadium

One-of-a-Kind Experience

2019: Gridiron Giveaway
($2 Powerball)
2021: Prize Zone Electric 7s
($10 Electronic 7s Scratch)
2022: Prize Zone Cash
($10 Cash Scratch)

2023: ????



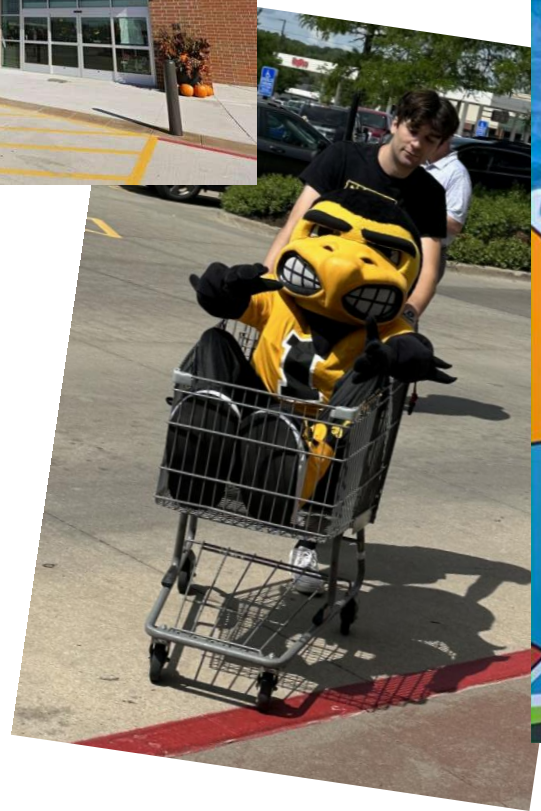

IALottery
$5
Visit ialottery.com
WIN UP TO $50,000!
I
BONUS $10
O
BONUS $20
W
BONUS $50
A
BONUS $100
24 CHANCES TO WIN!

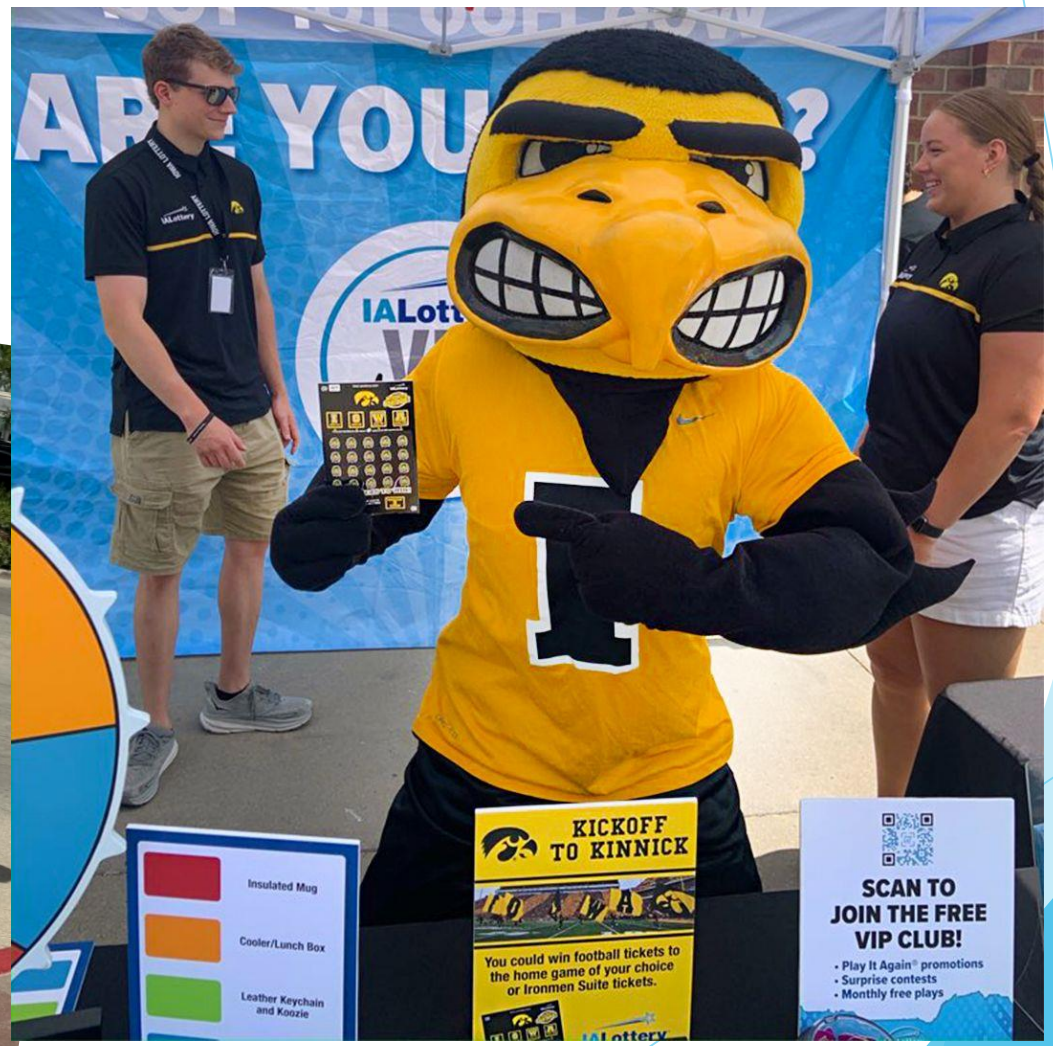

$5
Visit ialottery.com
IALottery
WIN UP TO $50,000!
I
BONUS $10
O
BONUS $20
W
BONUS $50
A
BONUS $100
Scratch each of the BONUS play spots. Reveal a " " symbol, win the PRIZE amount for that spot.
24 CHANCES TO WIN!
Reveal a " " symbol, win the PRIZE shown for that symbol. Reveal a " " symbol, win 5 TIMES the prize shown for that symbol.
SCRATCH 2 CASH
$5

Retail Partner Involvement

Hy-Vee







Creative

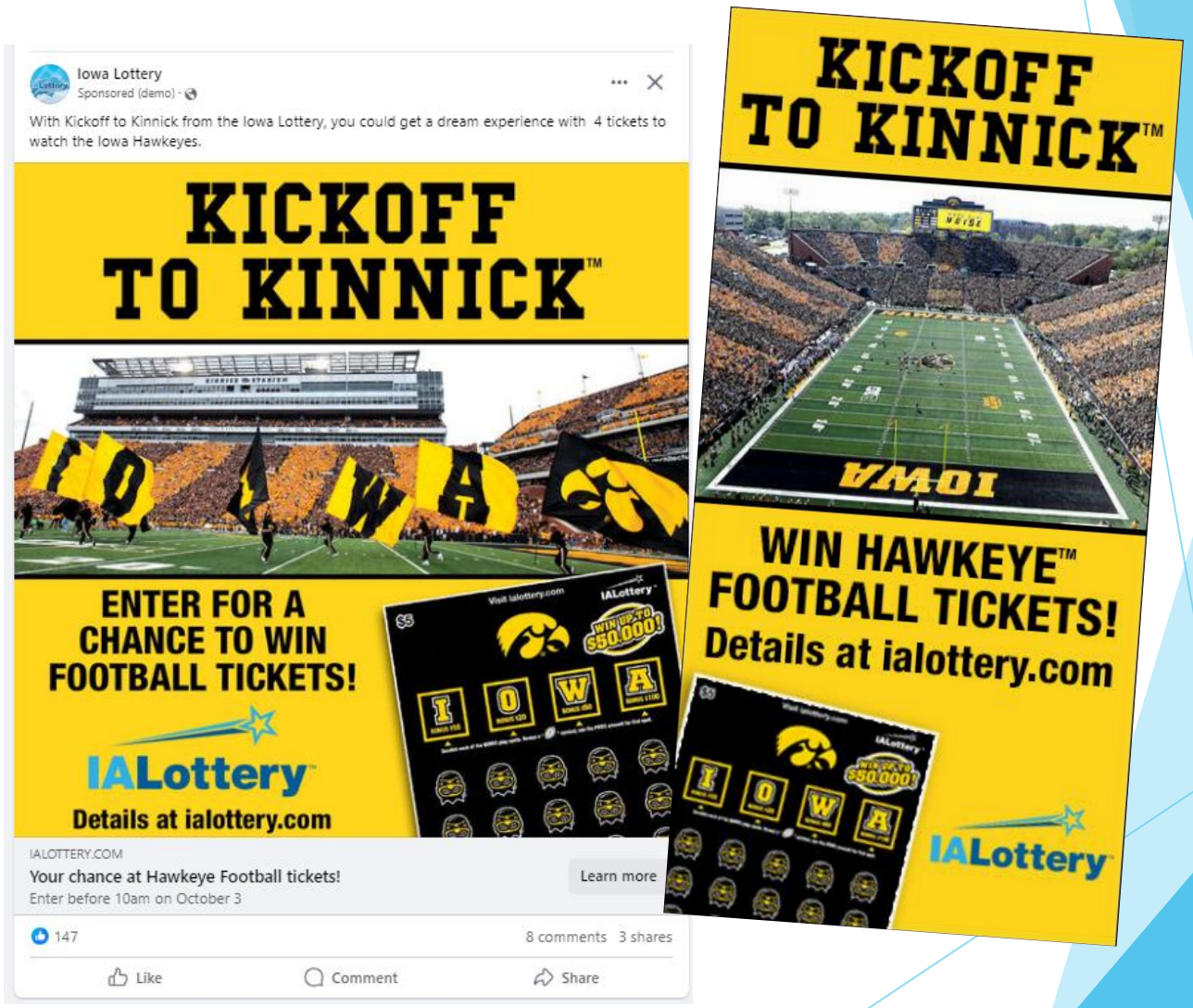
KICKOFF TO KINNICK



Media Mix

KICKOFF TO KINNICK
12 Week Promotion

- Broadcast
- Cable
- Radio
- CTV
- Pre-Roll
- YouTube
- Streaming Audio
- Digital Display
- ESPN
- Meta
- Snapchat



Media Performance

KICKOFF TO KINNICK

Over 25 million impressions
Nearly 30 thousand clicks
Less than $14 CPM

Key Media Metrics

KICKOFF TO KINNICK

1

Return on Ad Spend

Sales/Media Spend

2

Cost Per Entry

Entries/Media Spend

3

Cost Per New Member New

Members/Media Spend

368%	$14.37	$174.30
ROAS	COST PER ENTRY	COST PER NEW MEMBER

The Kickoff to Kinnick successfully drove an outstanding ROAS (directionally) and outperformed KPIs by more than 30%.

Email & CRM Activity

Iowa Lottery VIP Club



IALottery

VIP CLUB | WINNING NUMBERS

Hello [%TITLE_CASE:[%FIRST_NAME%]%],

Calling all Cyclone™ Fans and Hawkeye™ Fans! With just one week left until the September 13th drawing, your chance to score big is now – enter your Hawkeye scratch tickets or Iowa Mega Millions® tickets into the VIP Club for the thrill of experiencing unforgettable Cyclone and Hawkeye football games this fall!

KICKOFF TO KINNICK™
You could win Hawkeye™ football tickets!
IALottery

For Hawkeye Fans:

Find Hawkeye scratch tickets at retailers near you for a chance to win up to $50,000! Remember, all nonwinning Hawkeye scratch tickets can be entered into the VIP club for your chance to see a game at Kinnick Stadium! It is your last chance to register to win tickets for the Iowa Lottery Ironmen Suite and to witness

YOU COULD WIN FOOTBALL TICKETS!
MEGA MILLIONS
STATE

For Cyclone Fans:

Picture yourself in the stands, cheering for the Cyclones as they take the field! Any Iowa Mega Millions ticket bought on or after July 17 could win you exclusive Iowa State home game football tickets against Oklahoma State, TCU, Kansas or Texas – you decide!

How to Get in on the Action:

It's as easy as going to your nearest retailer and grabbing your tickets today! Hawkeye Fans, Cyclone Fans, we've got something for all of our Iowa football fans!

Thank you for being a valued VIP Club member. Best of luck!



IALottery

VIP CLUB | WINNING NUMBERS

KICKOFF TO KINNICK™
You could win Hawkeye™ football tickets!
IALottery

Hello [%TITLE_CASE:[%FIRST_NAME%]%],

Time is ticking! With just one week left until the September 13th drawing, join the excitement of our Kickoff to Kinnick™ Promotion. Don't pass up the chance to win up to $50,000 or enter your nonwinning scratch tickets for remarkable experiences like seeing a game from the Ironmen Suite at Kinnick Stadium tickets or an Iowa home football game this Fall.

Here's what you can win with your eligible Hawkeye scratch ticket:

Each VIP Iowa Ironmen Suite package – valued at more than $1,250:

- 2 tickets in the Iowa Ironmen Suite to the Oct. 21 Minnesota vs. Iowa football game at Kinnick Stadium
- 2 tickets in the Iowa Ironmen Suite to the Oct. 21 Minnesota vs. Iowa football game at Kinnick Stadium
- Food, water and soda in the suite
- $100 spending money
- Required state taxes paid on behalf of the winner

Each Iowa home-game ticket package – valued at more than $350 - includes:

- 4 tickets to the Iowa home football game of your choice between: Purdue (Oct 7) and Minnesota (Oct 21)
- $100 spending money
- Parking pass

Grab your Hawkeye scratch tickets today from a retailer nearby and enter for your chance to win in our next drawing on September 13th, or our final drawing on October 4th!

Thank you for being a valued VIP Club member. Best of luck!

13001 University Avenue | Clive, IA 50325

Lottery Metrics

KICKOFF TO KINNICK

1

Ticket Sales

$3,166,800

2

New Members

4,935

3

Total Entries

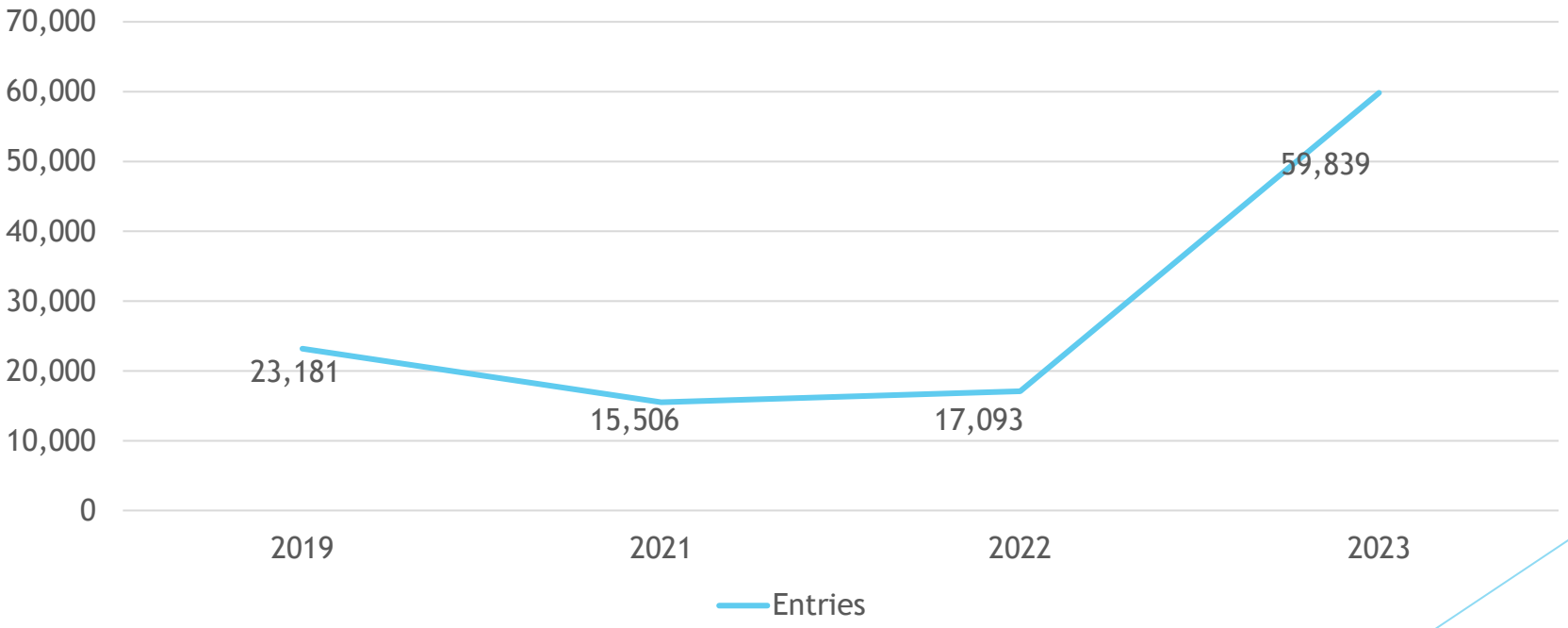
59,839

Trend Analysis

KICKOFF TO KINNICK

Promotions

2019: Gridiron Giveaway ($2 Powerball)
2021: Prize Zone Electric 7s ($10 Electronic 7s Scratch)
2022: Prize Zone Cash ($10 Cash Scratch)
2023: Kickoff to Kinnick ($5 Tigerhawk Scratch)



Campaign Success

KICKOFF TO KINNICK

1

3%

Growth in New Members

2

22%

Decrease in CPM

3

25mm

Impressions

4

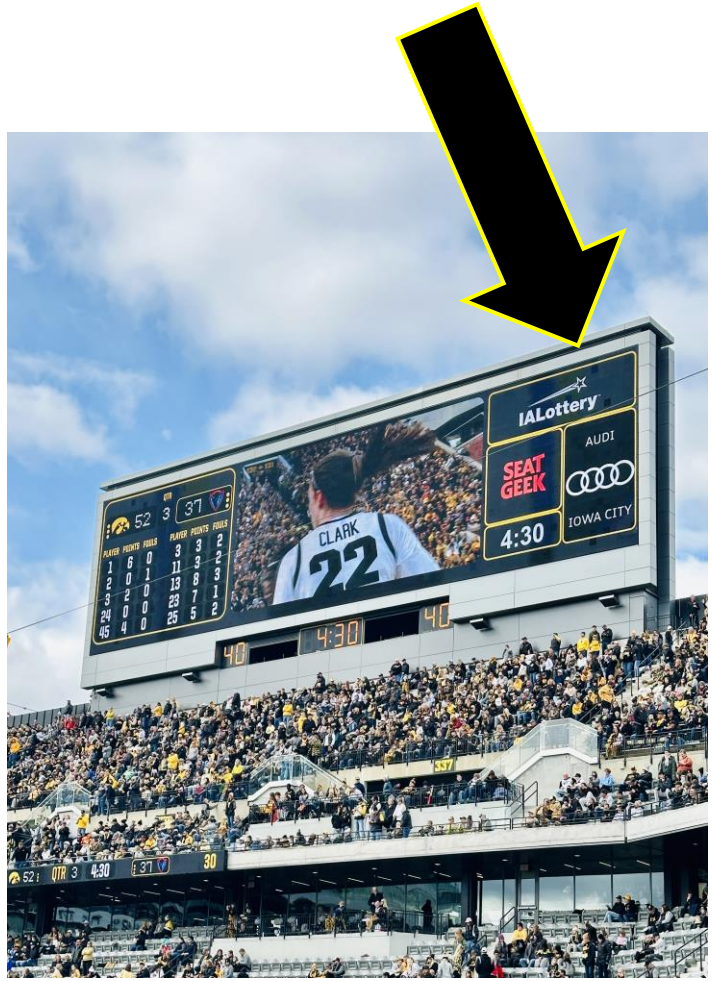
27k

Site Visitors

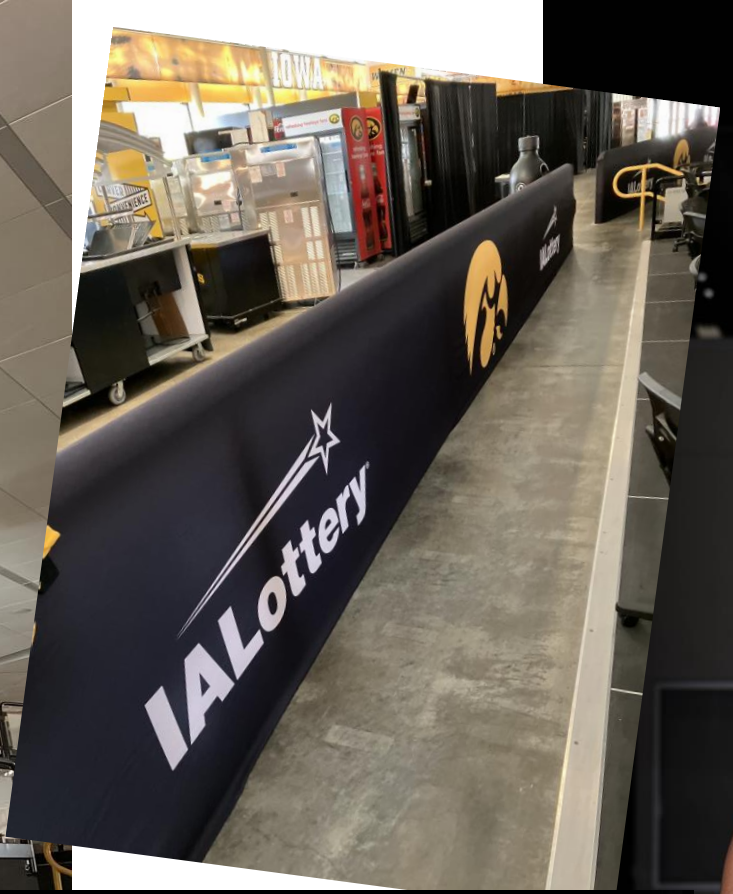
Not just one ticket… but two…








GG
SECTION
GG
HH
IALottery
IALottery
IALottery
TERRACE


IOWA
IALottery




B1G
IOWA
55
Wilson


IOWA BASKETBALL
IOWA HAWKEYES
IOWA
00


IALottery
Woo Hoo for You

Thank You!