
ARIZONA ADVENTURE 2.0
Arizona Lottery

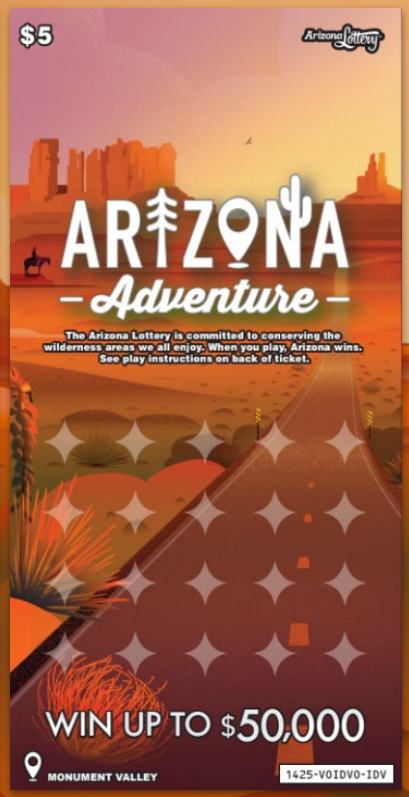
2ND YEAR OF CELEBRATING

ARIZONA STATE PRIDE

THROUGH A UNIQUE TICKET & ADVENTURE PROMOTION







Arizona Lottery

Program
OVERVIEW

Buy Tickets

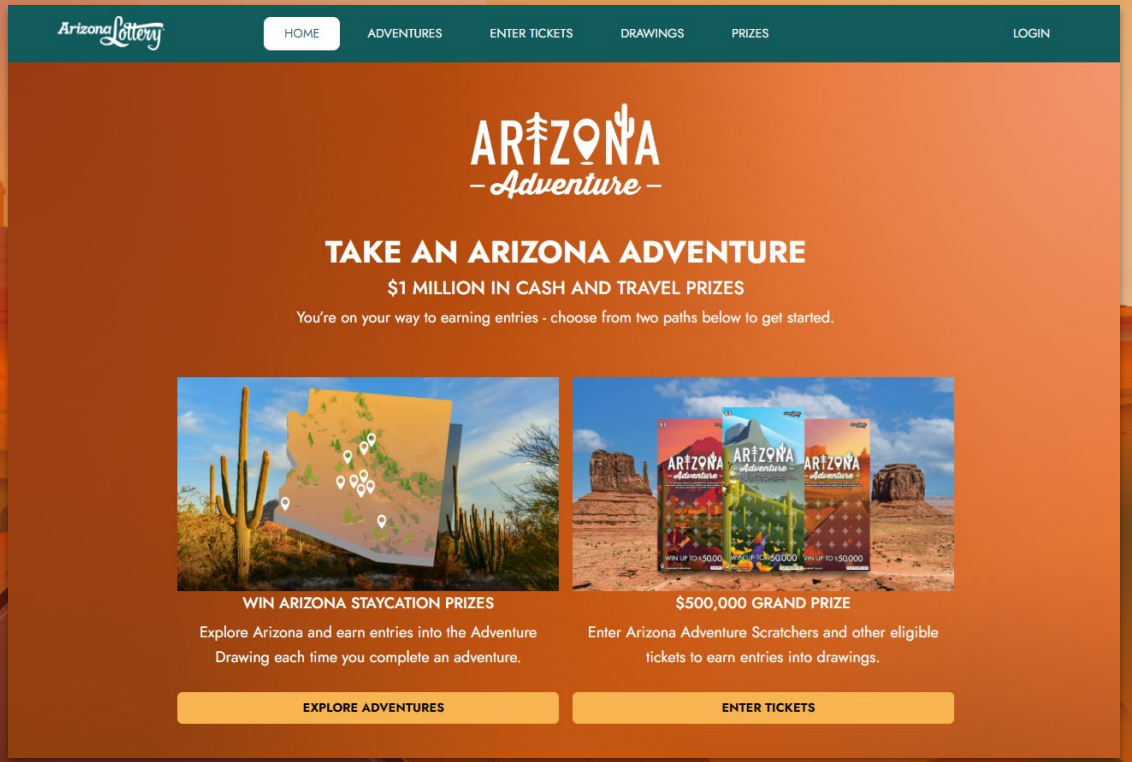
Win up to $50,000 instantly

Enter Drawings

Enter Tickets in Players Club
Check-in at Adventure Sites

Win Prizes

$1 Million in Cash and
Arizona Travel Prizes



Arizona Lottery

Program
ADJUSTMENTS



2022

Launched in August

Eligible Games

All $5 Scratchers®

Partner

Arizona State Parks

Check-in Locations

12 State Parks

Prizes

1 winner of $200,000 plus trip &

40 winners of trip



2024

Launched in February

Eligible Games

$5 Arizona Adventure

All $20+ Scratchers

Partner

Arizona Office of Tourism

Check-in Locations

10 Popular Recreation Areas

Prizes

Cash Prizes - 1 winner of $500,000 & 6 winners of $50,000

Adventure Prizes - 1 winner of $50,000 plus trip & 14 winners of trip

Scratchers® is a registered service mark of the California Lottery.


2024
MINDSET
“Accessible Adventures”
“Eyes on the Prize”
Arizona Lottery


ADVENTURES

Accessible

ADVENTURES



2022



2024

Arizona Lottery

Accessible

ADVENTURES

Improvements

- City-centric locations
- Reliable cell coverage
- Low or no entrance fees
- Popular recreation areas
- Expanded check-in radius from 1 to 3 miles




PRIZING
$1 Million in Cash and Arizona Travel Prizes

Choosing the right

PRIZE PARTNERS

STATE	ARIZONA OFFICE OF TOURISM				
CITY	GRAND CANYON WEST	VISIT PAGE	DISCOVER FLAGSTAFF	VISIT COTTONWOOD	TANQUE VERDE RANCH
LOCAL	Sky Walk Helicopter Pontoon Experience Hualapai River Runner Hualapai Lodge Grand Canyon West	Lake Powell Golf Course Papillon Helicopter Powell Adventure Co. Epic Adventure Rides Antelope Point Marina Hyatt Place	High Country Motor Lodge Arizona Snowbowl FLG Extreme Adventure ATRIA James Beard Nominee Museum of Northern Arizona Lowell Observatory	Merkin Vineyards Hilltop Winery & Trattoria Alcantara Vineyards Verde Canyon Railroad The Tavern Hotel	ALL INCLUSIVE Spa Treatments All Meals Scenic Drive up Mt. Lemmon

Statewide & Local

REPRESENTATION



IN PARTNERSHIP WITH
ARIZONA
OFFICE OF TOURISM

Alcantara Vineyard & Winery

TANQUE VERDE EST RANCH 1868

MERKIN VINEYARDS
HILLTOP WINERY & TRATTORIA

CENTER OF ADVENTURE
PAGE

GRAND CANYON West

HIGH COUNTRY
Motor Lodge

Lowell OBSERVATORY

FLG
FLAGSTAFF AZ

VERDE CANYON
WILDERNESS ROUTE
RAILROAD

SNOWBOWL

MUSEUM of NORTHERN ARIZONA
Celebrating the Colorado Plateau

VISIT COTTONWOOD
Heart of Arizona Wine Country

OFF ROAD UTV TOURS
EPIC ADVENTURE RIDES
LAKE POWELL

Lake Powell Adventure CO.

SIGHTS AND HEIGHTS



PAGE, AZ

HIGH ALTITUDE ADVENTURE



FLAGSTAFF, AZ

GRAND ADVENTURE



GRAND CANYON WEST, AZ

RELAX AND RECHARGE



TUCSON, AZ

WINE AND DINE



COTTONWOOD, AZ

CASH PRIZES

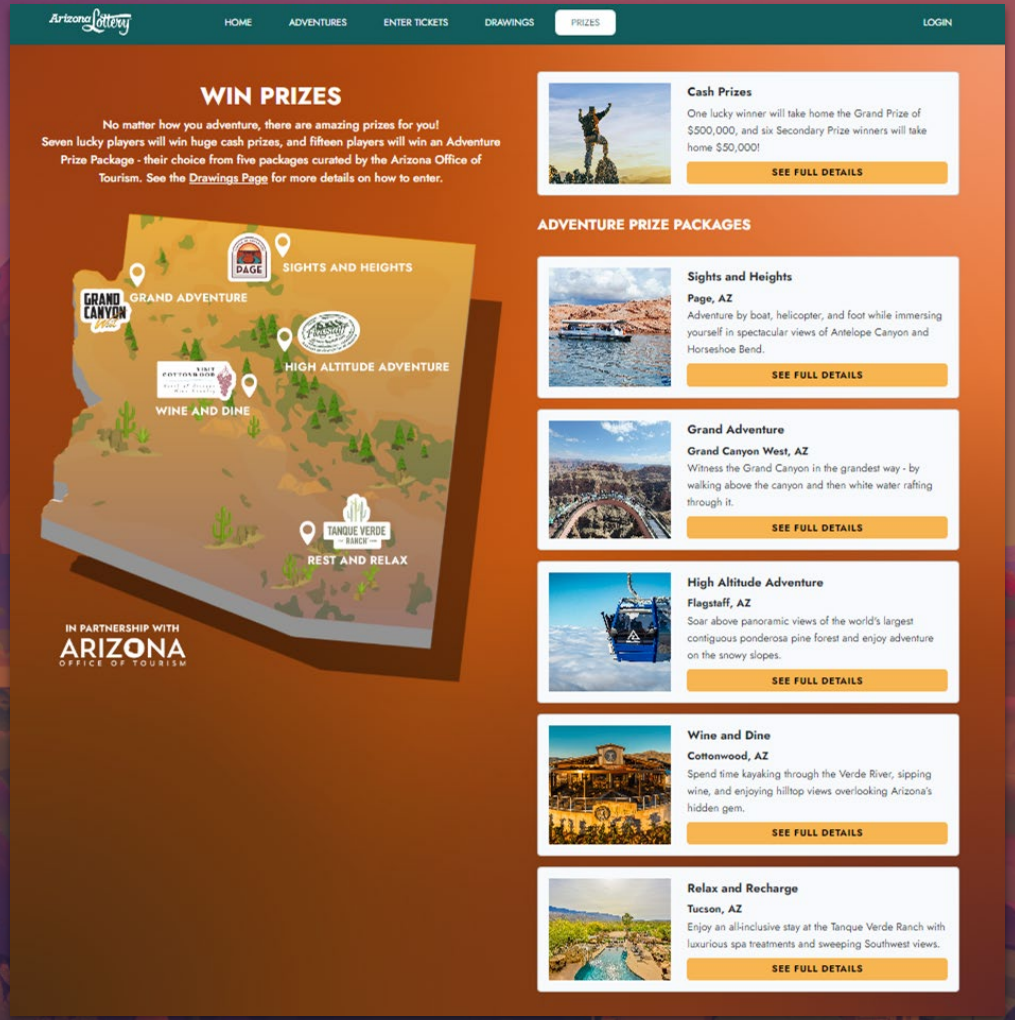
GRAND PRIZE OF $500,000



Dedicated Prizes

WEBPAGE

- Visuals of each business
- Links to each businesses' website
- Information about how ticket sales support environmental conservation




CAMPAIGN SUPPORT

Campaign
MILESTONES

	FEBRUARY	MARCH	APRIL
MEDIA	Site Direct Display - AZFamily + ABC15 Buyer's Edge + Gaming Guide TV Super Bowl KPNX TV Segment PHNX Sports Suns Sponsorship Coyotes Sponsorship	Site Direct Display - AZFamily + ABC15 Westgate Digital Display KPNX TV Segment PHNX Sports Suns Sponsorship Coyotes Sponsorship	Final Four Activation at Westgate + Digital Takeover KPNX TV Segment PHNX Sports Suns Sponsorship Coyotes Sponsorship
PR	Campaign Awareness / Press Kit Distribution Gives Back Messaging Promote Winner Awareness	Promote Winner Awareness Paid Midday Segments	Promote Winner Awareness Industry Innovation B2B Pitch Earth Day Tie-in
EVENTS	Kickoff Event February 10, 2024 Papago Park ASU Hockey and Basketball Games NASCAR Kroger Activation	KNIX Smoke Show First Day of Spring Cleanup Influencer Meetup	Final Four April 4 - 7, 2024 Westgate Country Thunder April 11 - 14, 2024 Florence, AZ
SOCIAL	Launch Staycation Awareness/Education Trails Awareness	Activate Influencers & Local Businesses	Activate Influencers & Local Businesses

2024

MEDIA PLAN

This campaign was supported by a full-market media plan, including television, streaming TV, radio, out of home, digital, paid social media, and print ads.



$1M+

IN TOTAL SPENDING



215M

PROJECTED IMPRESSIONS



FEBRUARY - APRIL

FLIGHT DATES

Arizona Lottery

Generating

PR BUZZ

Customized Press Kit

- T-shirt
- Map of Adventure Locations
- Postcards
- Reusable Water Bottle
- Water Bottle Stickers
- Usable Bag
- Free Scratchers





Media



Player Giveaways



Social Influencer Unboxing

Promotional

EVENTS

In the Community

- Park Cleanup Events in partnership with Office of Tourism encouraging check-ins
- Arizona Adventure Spin Wheel and Promotional Items at
    - ASU Hockey Games
    - Final Four
    - Country Thunder
    - Kroger/NHRA Appearances





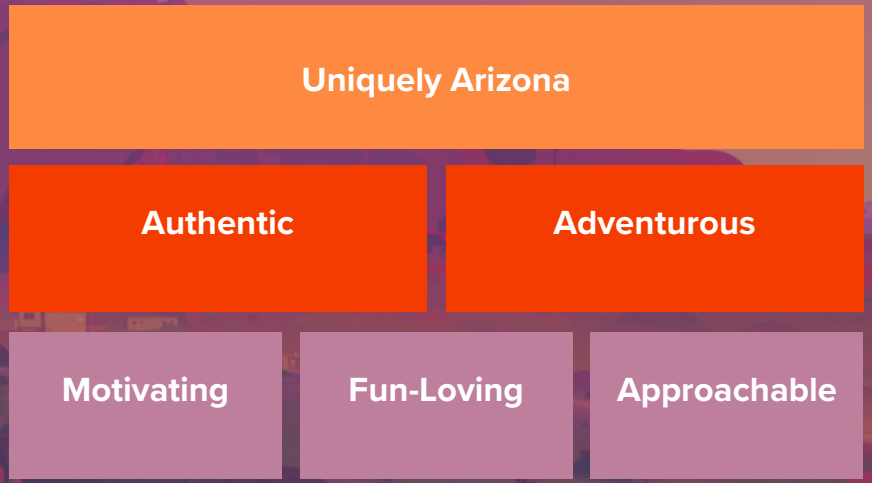




Influencer
MARKETING

Choosing Our Influencers

- A diverse mix of Arizona-focused influencers that align with Lottery values
- Followings ranging from 20,000-230,000
- Must have a highly engaged audience and produce content that gains traction
- Actively interacting with their communities and be viewed as a trustworthy source of information



Authentic

ARIZONANS

6 Influencers

- Paloma Kemak
- Kristen Keogh
- Hiker's Ledge
- The AZ Hikeaholics
- Wildjoy Experiences
- Vanessa Ramirez













Influencer

CONTENT MIX



Playing Tickets



Showcase Prizes



Checking In

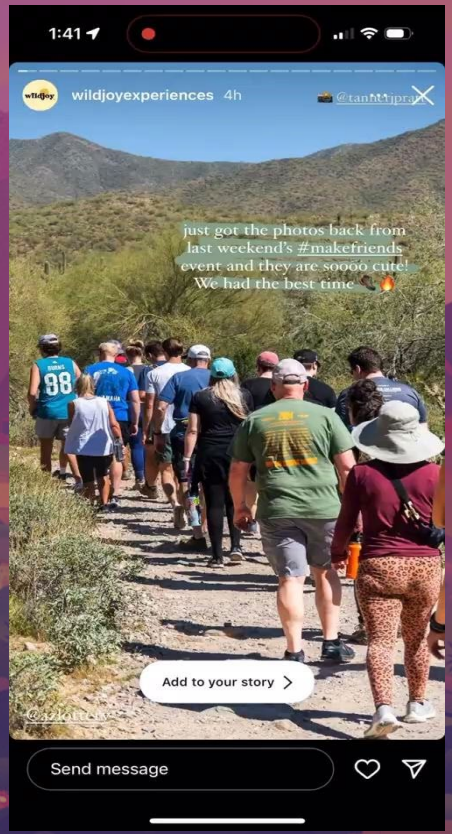
Outdoor

EXTENSIONS

Influencer Meetup Event

- Wildjoy hike at an Adventure check-in location
- Set aside time for checking in/ entry





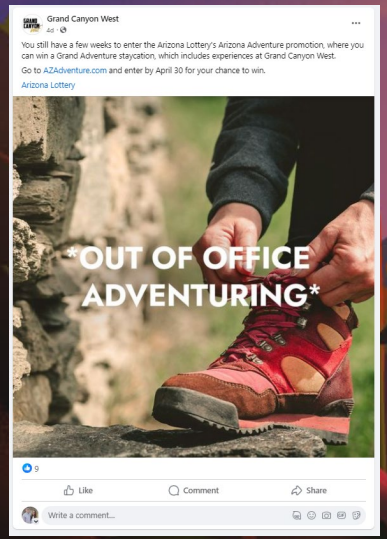




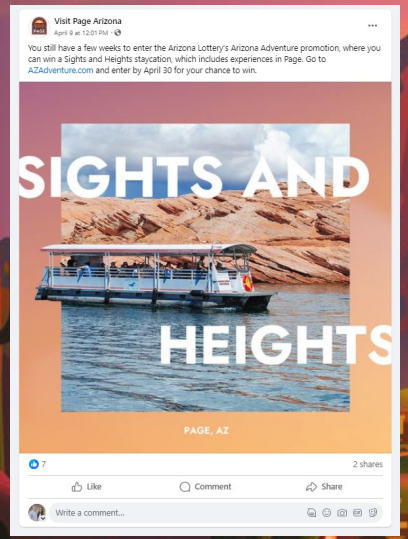


Free Bizfluencer

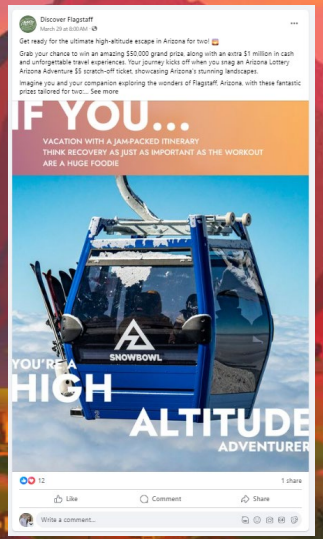
MARKETING



GRAND CANYON WEST



VISIT PAGE



DISCOVER FLAGSTAFF



VISIT COTTONWOOD



TANQUE VERDE RANCH

Free Bizfluencer

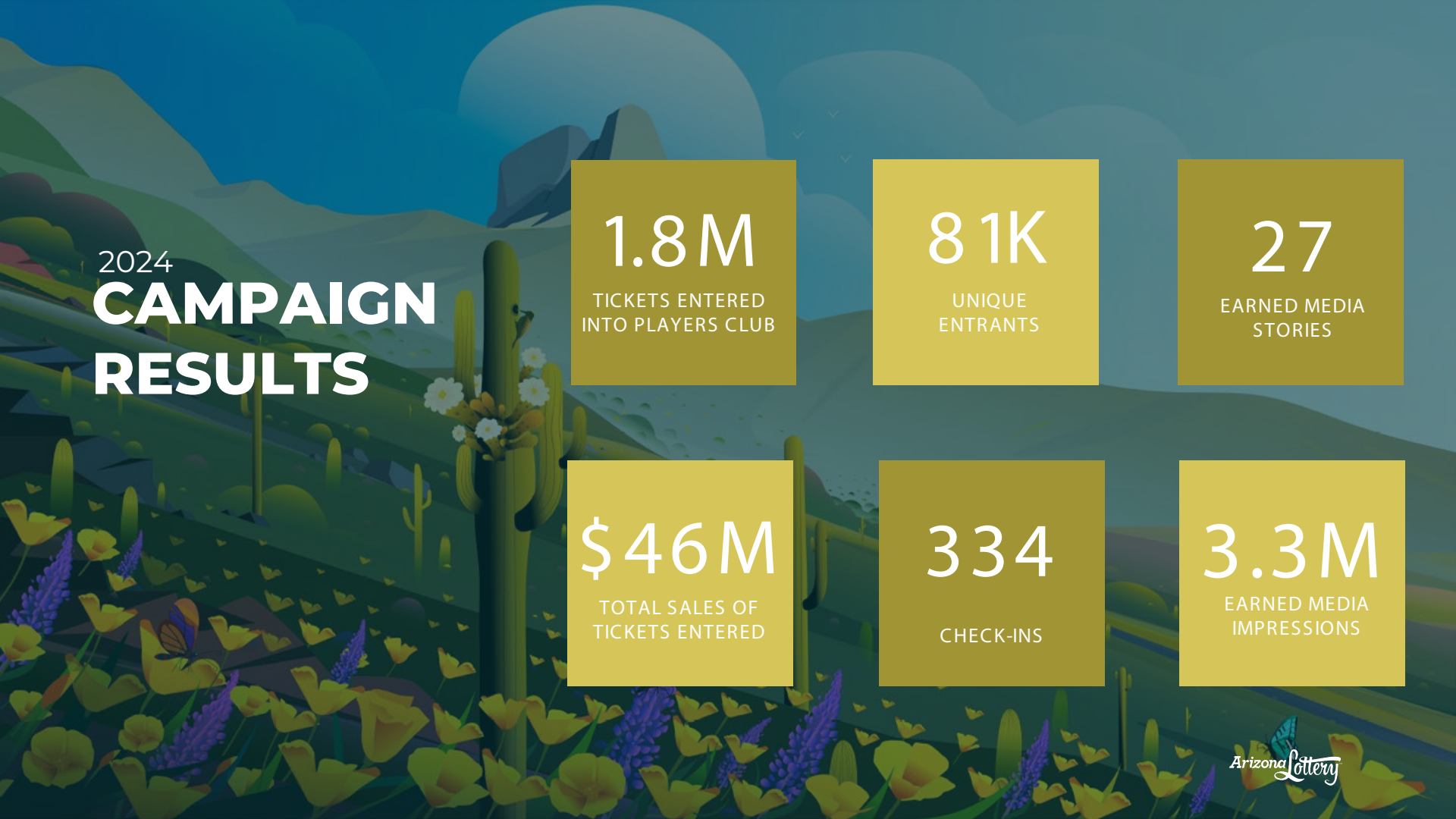
MARKETING

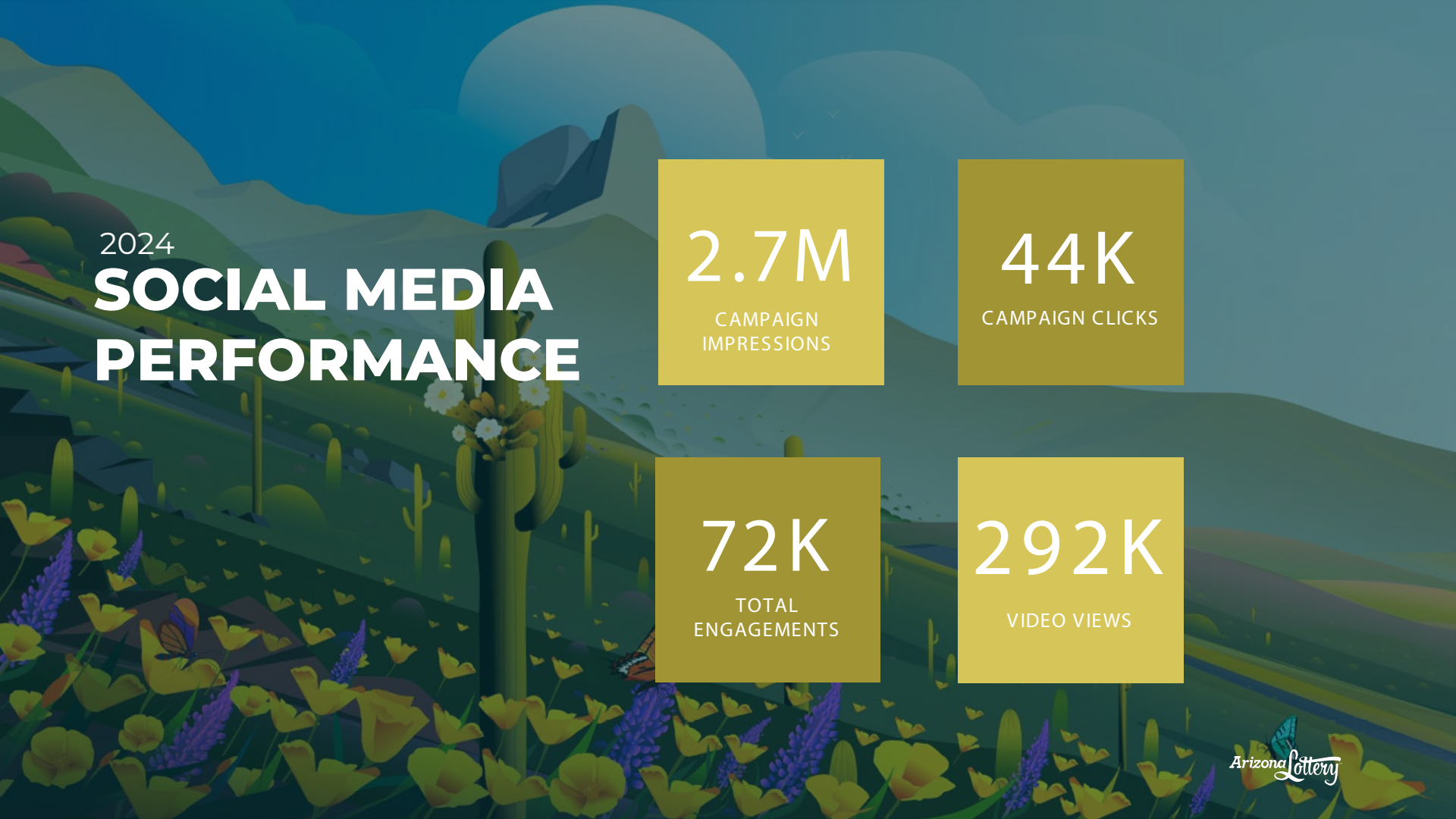


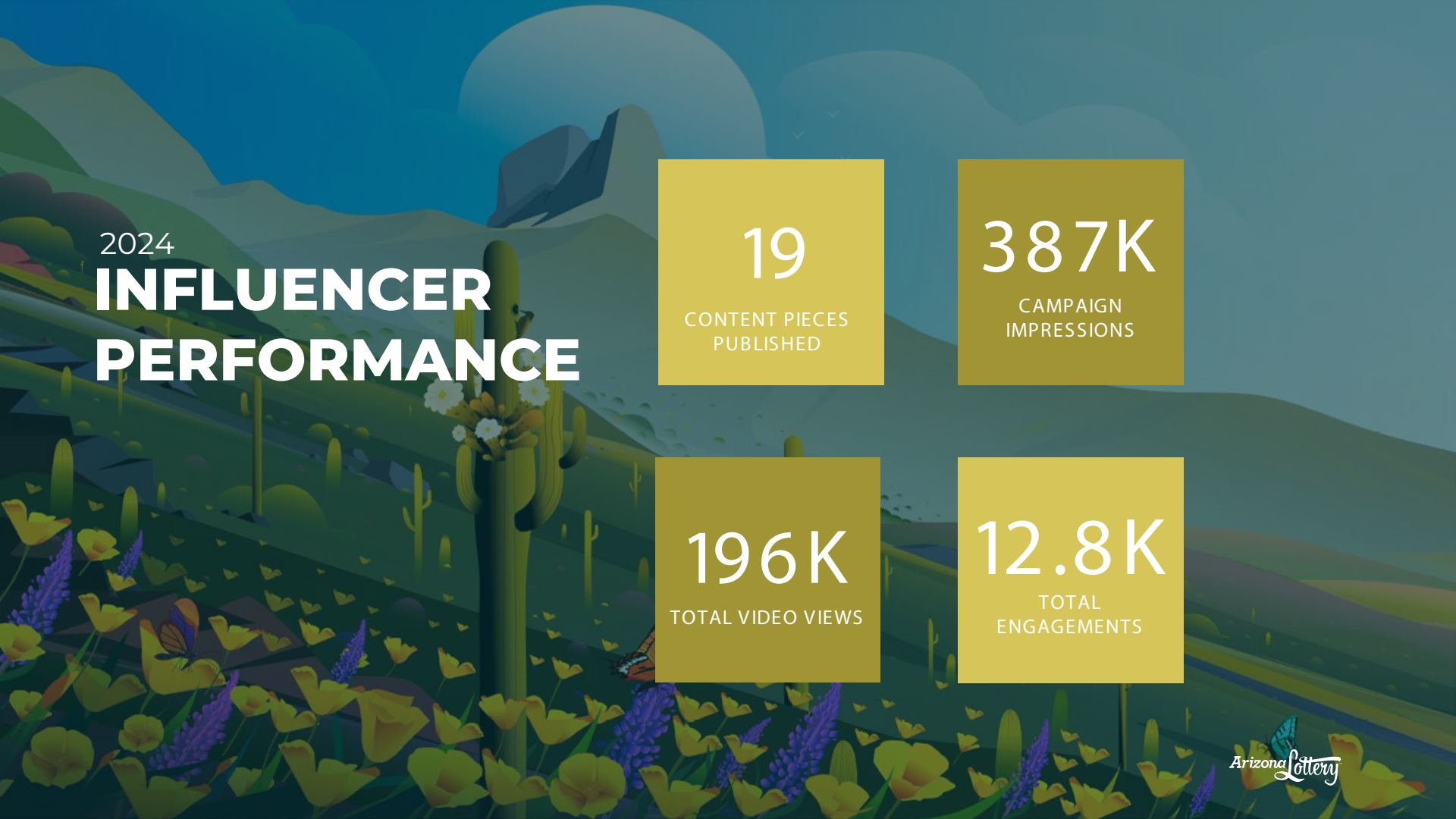




STATE FORTY EIGHT


2024
CAMPAIGN RESULTS
1.8M
TICKETS ENTERED INTO PLAYERS CLUB
81K
UNIQUE ENTRANTS
27
EARNED MEDIA STORIES
$46M
TOTAL SALES OF TICKETS ENTERED
334
CHECK-INS
3.3M
EARNED MEDIA IMPRESSIONS
Arizona Lottery


2024
SOCIAL MEDIA PERFORMANCE
2.7M
CAMPAIGN IMPRESSIONS
44K
CAMPAIGN CLICKS
72K
TOTAL ENGAGEMENTS
292K
VIDEO VIEWS
Arizona Lottery



2024

INFLUENCER PERFORMANCE

19
CONTENT PIECES PUBLISHED

387K
CAMPAIGN IMPRESSIONS

196K
TOTAL VIDEO VIEWS

12.8K
TOTAL ENGAGEMENTS

Arizona Lottery

WHAT'S NEXT

Arizona Lottery


LOTERÍA
Bringing Arizonans together through Lotería games while highlighting local conservation efforts
Arizona Lottery
X
DESERT BOTANICAL garden



CLASSIC CARS

Celebrating iconic Arizona events through tickets, partnership, and prizing.

Arizona Lottery™ x Barrett-Jackson®

THE WORLD'S GREATEST COLLECTOR CAR AUCTIONS®


THANK YOU
Arizona Lottery