



# Point-of-Sale Powerball New Year Massive Money Sweepstakes

Retailer Placement Instructions

# NEW YEAR, MASSIVE MONEY

## SWEEPSTAKES

## 2022

Powerball® is starting 2022 off right with their First Millionaire of the Year promotion! We're supporting their promotion by running the "New Year, Massive Money" sweepstakes that will have all of your players ready to take their shot at winning \$1,000,000. You can showcase our engaging and informative POS to push Powerball ticket sales at your store!

YOU WILL PUT UP THE FOLLOWING PIECE

**New Year Massive Money Counter Decal**



**New Year Massive Money Counter Decal**

Place in a visible location on the front counter, near the cash register where customers will see it.

The campaign will also be supported with the following POS materials:



Vending Violator



Win30 Dress-Up



Windmaster