

S&W Holiday Campaign

November 17, 2025 – January 4, 2026



What is it?

A holiday campaign featuring retail POS and media that spotlight both the S&W Holiday tickets and the Tech the Halls contest.



When is it?

November 17, 2025 – January 4, 2026

Details:

- Retail POS items include posters, display case strips and bubble case banners
- A holiday media campaign beginning November 27 for 4 weeks will include social and digital ads, out of home, radio, and digital audio.



Text or call Lottery Retail Support:
1-800-667-1649



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Special Features:

- **10 Holiday tickets in total**, all **eligible for the Tech the Halls contest**.
- All 10 Holiday tickets are eligible for our returning Tech the Halls contest. Remind your customers to **enter their winning and non-winning holiday tickets at techthehalls.ca** for a chance to win even more prizes! It's easier than ever to enter with the Tech the Halls Scan Code in the contest scratch area. Be sure to cover the Code when validating the ticket.
- Perfect for gift-giving or for players who look forward to the Holiday tickets.
- Holiday tickets have better overall odds.
- Additionally, **\$10 A Gift For You**, a National S&W ticket is great for any gift giving occasion like birthdays, anniversaries and even Christmas. This ticket will continue to sell after the Holiday season and therefore is not eligible for the Tech the Halls contest.

Retailer Tips:

- Follow the Holiday planogram to showcase all the tickets prominently
- The Holidays account for over 25% of yearly S&W sales so ensure you take advantage of media and point-of-sale marketing support and have enough inventory to meet demand



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