

Holiday Scratchers 2026

Starting November 16, while quantities last



What is it?

A holiday themed Gift-With-Purchase giveaway (while supplies last!).

When a player **spends \$30 or more on S&W tickets**, they will receive a Holiday Scratcher.

These are limited edition scratchers designed to:

- Drive Scratch & Win sales during the launch of the Holiday S&W tickets.
- Create added value for customers and encourage incremental purchases.



Channel & Distribution

- Promotion available at all RSG locations.
- Scratchers distribution is tiered and based on annual sales.
- Each store will receive one shipment of scratchers with no replenishments of inventory.



Important Dates & Actions

Action	Date
Receive Scratchers & POS materials	Week of November 9
Display POS materials	November 16
Remove POS materials	When your location runs out of the holiday scratcher



Trade Marketing Support

- Social Media Awareness campaign
- Promo Tile on Lotto Mobile App (LMA)

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Please install assets on **November 16** as per the instructions below.

Promotional items will be shipped directly to the store for store staff to install.

1 Wobbler

Install Wobbler in a visible space at checkout.



2 Tent Card

Install Tent Card in a visible space near the lottery terminal.



3 Corner S&W Decal

Install on the lower-left corner of the S&W Display Case.



4 Standee

Install 23" x 58" Standee in high visibility area close to the RSG kiosk.



5 Scratcher Display

Install Scratcher Display at a visible space next to pinpad at checkout area.



6 Small Poster

Place the 8.5" x 11" Poster in a plexiglass holder and display on the counter.

