

RSG | May 2 to July 3, 2022

\$10 MYSTERY MULTIPLIER – PURPLE SCRATCHER



Campaign Details:

- The new \$10 Mystery Multiplier scratch ticket will launch on May 2nd and will have marketing support until July 3rd.
- To support this ticket launch, 5 bags of 50 purple scratchers will be made available to each RSG location to hand out with the sale of a \$10 Mystery Multiplier ticket.
- Tickets, POS and scratchers to arrive starting **May 2nd** as separate shipments.

Sales Tips:

- Let your core players know a new \$10 Mystery Multiplier ticket is available.
- The new \$10 Mystery Multiplier ticket allows you to win up to \$500,000.
- Tell your customers 'buy a \$10 Mystery Multiplier get a free scratcher!', while quantities last.
- \$10 Mystery Multiplier is our first ever Scratch & Win ticket to feature both a pull-tab section as well as traditional scratch game play areas.
- Promotion poster will not be provided.

