MUSL
Multi-State Lottery Association

EXPRESSION OF INTEREST

Opportunities

Sponsorships **Licensing** **Promotions** **Game Development** **Productions**

INTRODUCTION

The Multi-State Lottery Association (MUSL) is an unincorporated non-profit association owned and operated by thirty-nine (39) government-authorized member lotteries. MUSL's flagship product is Powerball®. Since its first drawing in 1992, the Powerball game has become synonymous with life-changing jackpots and has generated $31 billion for public programs and services supported by U.S. lotteries.

The reach of the Powerball brand is expansive, and its popularity has hit a renaissance, with Powerball sales exceeding $6.84 billion in Fiscal Year 2023. The game boasts the world record for largest lottery grand prize at $2.04 billion, achieved in 2022, and delivered two (2) back-to-back jackpots of more than $1 billion each at the end of 2023.

Powerball tickets are sold in 45 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. The national sales network includes more than 200,000 retailers, and in some jurisdictions, tickets are sold online.

Powerball drawings are broadcast live every Monday, Wednesday, and Saturday at 10:59 p.m. EST from the Powerball draw studio located in Tallahassee, Florida. Drawings are livestreamed on the Powerball website, with recorded draw shows posted to the Powerball YouTube channel for maximum audience reach.

To learn more about MUSL, please visit our website: www.MUSL.com. To learn more about Powerball, and the additional multi-state lottery games our members offer, please visit the official Powerball website: www.Powerball.com.

BACKGROUND

For the past three decades, the Powerball product has helped U.S. lotteries maximize profits to fund public services and programs in their respective states. Proceeds from the sale of a Powerball ticket go to benefit a wide array of good causes, including but not limited to education and scholarship funding, veteran services, and parks and conservation. The intent of issuing this Expression of Interest (EOI) is to raise awareness of the Powerball brand, so that lotteries can increase revenues to support these important social needs.

MUSL most recently partnered with an entertainment production company and a major sports league to develop national Powerball promotions. The storylines of the two promotions have varied, but each has culminated with a $1 million drawing broadcast live during a special network television event. Specific lottery messaging and player stories were highlighted throughout each of the broadcasts. These national promotions, in combination with Powerball's recent billion dollar jackpots, resulted in extensive media coverage for the Powerball brand, the lottery industry, and MUSL throughout 2023.

For each promotional partnership, we have confirmed audience reach through broadcast ratings, provided by The Nielsen Company, and earned media reports. Analytics from Powerball and partner websites, email marketing campaigns, and social media have also been used to evaluate performance and audience engagement.

PURPOSE/GOAL

LOTTO AMERICA POWERBALL DOUBLE PLAY POWERPLAY 2by2

This EOI provides information to help potential entities and MUSL determine if a partnership would benefit both organizations.

We are interested in connecting with industries that want to form a strong partnership with Powerball, such as multi-media producers and outlets, professional sports organizations, retailers, service providers, manufacturers, and established technology companies.

Your concept may focus on promotions, sponsorships, licensing, and media productions. MUSL is also interested in jointly developing new games that appeal to existing and prospective lottery players. Here are a few examples that we are interested in hearing about:

- Event sponsorships and entity endorsements.
- Brand name licensing rights on goods and/or services that align with lottery games.
- Lottery game development that meets various requirements from lotteries.
- Product placements that showcase the brands.
- Television shows and movies that portray and use the brands in a positive and meaningful way.
- Retail incentives that combine your products and/or services with lottery games.
- Documentaries and docuseries focused on lotteries, players, and beneficiaries/communities in positive, entertaining treatments.
- Podcasts and radio shows that focus on the lottery industry.

BENEFITS/OPPORTUNITIES

MUSL believes that by partnering with other reputable companies, we can leverage the power in both brands to reach new audiences, while delivering unique co-branded content. Working with a central organization of lotteries will offer economies of scale, and a one-stop shop for you to introduce or reacquaint yourself with the lottery arena, 39 (or more) lotteries at a time.

MUSL is offering an opportunity for your company to enhance and promote your brand alongside our portfolio of lottery brands, including the world-famous Powerball game. We are interested in highlighting the entertainment value of our game(s) and the good causes supported by the lottery industry. A successful partnership will build connections between your marketing strategies and customers with our valued players.

MUSL is interested in receiving proposals that provide a thorough explanation of concepts for any or all the following projects: 1) sponsorships; 2) promotions; 3) game development; 4) media productions; 5) brand licensing.

PROPOSALS

This EOI will continue indefinitely to help us evaluate opportunities that are offered. There are no deadlines for submissions, and MUSL may choose one or more proposals from multiple companies. Agreements entered may not be exclusive arrangements. MUSL may request additional information and will likely request presentations of one or more Proposal via Microsoft Teams meetings.

Your submission of five (5) pages or less, should be sent to Partnerships@MUSL.com, and include these specific elements:

1. A one-page Executive Summary.

2. A description detailing how your concept will engage players and audiences of various demographic groups, appeal to regular and infrequent lottery players, and provide measurable success for audience reach and engagement.

3. Specific information which sets forth how your concept will highlight the entertainment value of the lottery industry and the games offered and underscore the importance of lottery work in communities.

4. A recitation of marketing resources your company will provide, such as go-to-market strategies, logo design services, point-of-sale, and other types of local as well as national advertising campaign plans, etc.

5. Identification of national and social media opportunities that may be provided by your ideas.

6. Options to collaborate with reputable companies that may wish to contribute to your concept.

7. How the concept(s) can be measured and evaluated for success.

8. An attestation by an officer of your company that the idea is original and is owned by you, and that you are not violating any agreement or understanding you have with another party for the same, or similar idea(s).

Should you require a non-disclosure agreement, please reach out to Legal@MUSL.com.

Should you have any questions concerning this EOI, please email Partnerships@MUSL.com

EVALUATIONS
Proposals must provide examples of how your concept focuses on the entertainment value of lottery games, player engagement, and lottery contributions to good causes in jurisdictions. MUSL will review how your idea will be appealing to lottery players of all ages, including existing and new players. Also of interest, a detailed marketing and media plan and how it will produce commercial value.

MUSL BRANDS
As a precursor to any discussions, here is a brief overview of our most popular multi-jurisdictional games:

POWERBALL®
Powerball is the pinnacle of lottery brands and world-renowned for its record-breaking jackpots. The game currently holds the world record for largest lottery jackpot at $2.04 billion (annuitized), which won by a single ticket in the November 7, 2022 drawing. In 2023, the game continued to produce chart-topping jackpots, including two consecutive grand prizes that climbed to $1.08 billion and $1.765 billion.

Since its first drawing in 1992, the Powerball game has helped generate more than $31 billion for good causes supported by U.S. lotteries. More than half of all proceeds from the sale of a Powerball ticket remain in the jurisdiction where the ticket was sold.

Powerball tickets are $2 per play. Tickets are sold in 45 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Players pick five (5) numbers between 1 and 69 for the white balls, then one (1) number between 1 and 26 for the red Powerball. The overall odds of winning a prize are 1 in 24.9. The odds of winning the jackpot are 1 in 292.2 million.

Powerball drawings are broadcast live every Monday, Wednesday, and Saturday at 10:59 p.m. ET from the Florida Lottery draw studio in Tallahassee. Powerball drawings are also live streamed on Powerball.com.

Power Play®

For an additional $1 per play, the Power Play® feature can be added to a Powerball ticket to multiply non-jackpot prizes by 2, 3, 4, 5 or 10 times. The multiplier number is randomly selected before each drawing. The 10X multiplier is only in play when the advertised jackpot annuity is $150 million or less.

Double Play®

Double Play is the latest add-on feature to the Powerball game. Launched in 2021, alongside the addition of a third weekly Powerball drawing on Monday nights, the Double Play feature has quickly grown in popularity and has expanded to 22 participating lotteries, with additional lotteries in queue to implement the feature.

For an additional $1 per play, players can play their Powerball numbers again in a separate Double Play® drawing that offers a $10 million top cash prize. The Double Play drawing is held after every Powerball drawing on Monday, Wednesday and Saturday. Tickets that include the Double Play feature are eligible to win prizes in both the Powerball drawing and the Double Play drawing.

LOTTO AMERICA®

Lotto America is a $1 draw game that has attracted a loyal player base since its launch in 2017. The game is currently sold by 13 lotteries, and like Powerball, offers drawings every Monday, Wednesday and Saturday night. Lotto America is sometimes referred to as a smaller version of Powerball, with improved odds of winning a prize.

For $1 per play, players have the chance to win the rolling jackpot prize, which starts at $2 million, or eight lower-tier cash prizes. In April 2023, the Lotto America achieved its highest jackpot ever – a $40.03 million prize awarded to a player in Iowa.

Players pick five (5) numbers between 1 and 52 for the red balls, then one (1) number between 1 and 10 for the Lotto America Star Ball®. For an additional $1 per play, players can add the All Star Bonus® to their ticket to multiply non-jackpot prizes by 2, 3, 4 or 5 times. The multiplier number is randomly selected before each drawing.

The overall odds of winning a prize are 1 in 9.63. The odds of winning the jackpot are 1 in 25.9 million. Game results are drawn on a digital draw machine manufactured by a widely known provider of lottery machines and certified by an industry leader in reviewing software and testing for random outcomes.

2BY2®

2by2 is daily draw game with a unique premise – players select two (2) red balls numbers between 1 and 26 and two (2) white balls numbers between 1 and 26. Players who match all four numbers win the top prize of $22,000. Match three numbers to win $100. Match two numbers to win $3. If you match one number, you get a free ticket to play 2by2 again.

To encourage daily participation, the game offers the 2by2 Tuesday feature, in which all prizes won on Tuesday automatically double in value, including the game's top prize which doubles to $44,000. To qualify for the 2by2 Tuesday feature, players much purchase a multi-draw ticket for seven consecutive draws.

The 2by2 game is available for purchase in four states: Kansas, Nebraska, North Dakota, and Wyoming. Each lottery that sells 2by2 offers its own annual promotion to increase awareness of the game and provide opportunities for existing and potential players. However, the participating lotteries are always interested in a joint promotion to achieve those same objectives.

Thank you for your interest in MUSL and the lottery genre.

Note: *The selected Party(ies) may be subject to completion of background checks of the organization, its owners and any staff assigned to work on a project. Any resulting contract will include requirements regarding confidentiality, insurance, security, intellectual property rights, and other provisions.*

Companies submitting Proposals are solely responsible for the costs associated with their submissions in response to this request; MUSL will not reimburse any company for costs incurred in the submission of a Proposal.

By issuing this request, MUSL is not offering to enter into a contract with any interested company, nor does acceptance of a Proposal or request for additional information constitute an agreement to enter into a contract with any interested company.