



OFFICIAL LOTTERY GAME OF NASCAR

Championship Dreams Fueled by Collaboration between *NASCAR and Powerball*



Drew Svitko, Anna Domoto, Stephanie Walker, Barb Niccum, Sue Dooley, Bret Toyne

In the middle of the Arizona desert, a championship dream fueled by NASCAR® and Powerball® came to life. In front of a sold-out crowd at Phoenix Raceway, Stephanie Walker of West Point, MS, was declared the \$1 million winner and champion of the NASCAR Powerball Playoff™ – the latest national Powerball® promotion borne from its new partnership with NASCAR®.

Broadcast live on NBC during the final hour leading up to the 2023 NASCAR Cup Series Championship Race™ on November 5, the \$1 million drawing in Victory Lane served as the grand finale of the national Powerball promotion. The event's crescendo was Walker's triumphant exclamation and embrace with her best friend who ran on stage to congratulate her. The winning moment has resonated with audiences universally, all of whom were moved by the Mississippi Lottery player's stroke of good fortune.

“Stephanie’s victory evoked emotions in

everyone who saw it and humanized the entire promotion and VIP experience for viewers,” said Drew Svitko, Powerball Product Group Chair and Pennsylvania Lottery Executive Director. “It was a genuine expression of pure joy and triumph!”

“This is life-changing for me and my family,” said Walker.

It’s the compelling content the two entertainment titans envisioned when they first announced their partnership last February. The partnership is Powerball’s first with a major sports league and allows it to engage with players as the Official Lottery Game of NASCAR. The collaboration also signifies a progression in the game’s national marketing approach, which in recent years, has focused on identifying partners who can help amplify the Powerball brand by delivering unique

Powerball-based content to national audiences.

“For years, with a few exceptions, Powerball’s marketing efforts were driven largely by the advertised jackpot and varied by each lottery jurisdiction,” said Rebecca Paul, MUSL Marketing and Promotions Committee Chair and Tennessee Lottery President and CEO. “By partnering with NASCAR, we can build brand awareness for Powerball on a national level, while providing lotteries with a promotion that leverages the equity in both brands, so they can use it to engage their players on the local level.”

Twenty-four lotteries participated in the NASCAR Powerball Playoff™ in its inaugural year, with lottery entry periods spanning from April to the end of July. Entry into the promotion began at the state level with participating lotteries holding second-chance drawings and contests of their choosing to form a national pool of entrants. At the end of the NASCAR regular season in August, MUSL randomly selected 16 semi-finalists from the national pool to advance to the playoff drawings – a series of elimination drawings that mirror the elimination rounds of the NASCAR Playoffs.

In the NASCAR Playoffs, the top 16 drivers at the end of the regular season are eligible to compete for the championship title. After each playoff round, the bottom four drivers are eliminated until the field of eligible drivers decreases from 16 to 12 to 8 to 4. The final four drivers, known as the Championship 4, are the elite group competing for the championship title during the final race of the season at Phoenix Raceway.

Likewise, the NASCAR Powerball Playoff™ started with 16 national semi-finalists. When NASCAR reduced its playoff field



Kyle Busch and Friends



Winning Moment



Finalist - Hoosier Lottery - Donald Pope



Victory Lane Stage



Pace Car Ride



Winning Moment



of drivers, Powerball reduced its playoff field of semi-finalists eligible to win the \$1 million grand prize. Through a series of elimination drawings, the field of semi-finalists was reduced from 16 to 12 to 8 to 4 – with the remaining four finalists winning a VIP trip for two to NASCAR Championship Weekend™ at Phoenix Raceway and entry into the \$1 million drawing in Victory Lane. Cash prizes were awarded to all 16 semi-finalists based on their elimination position, ranging from \$2,500 to the \$1 million grand prize.

“The timeline of this promotion gave us multiple opportunities throughout the year to promote the Powerball brand, even when there wasn’t a \$1 billion jackpot,” said J. Bret Toyne, MUSL Executive Director. “The equity in the Powerball brand is worth much more than the advertised jackpot, and the MUSL Marketing and Promotions Committee has prioritized opportunities to grow the national presence of our flagship product.”

To build that presence, Powerball embarked on its largest national advertising campaign in nearly a decade. Working with Kristin Miller, the Director of NASCAR Partnership Marketing assigned to the Powerball account, MUSL staff members reviewed a master calendar of lottery entry periods and the NASCAR race schedule to strategically pinpoint advertising efforts. Collaborating with multiple NASCAR departments and broadcast partners, the two teams set out to tell the exhilarating story of the promotion across multiple mediums, including television, radio, podcast, web

and social media.

To build excitement and anticipation throughout the Playoffs, the two partners treated each elimination drawing as a media event supported with full creative and a coordinated communications plan. The results of each Playoff drawing were made public during NASCAR race broadcasts on NBC and USA networks, with a customized spot that announced the advancing semi-finalists. On the digital side, new creative materials were produced for each announcement and published to Powerball and NASCAR websites and social media accounts, as well as distributed to participating lotteries to post.

By the time the four finalists arrived in Phoenix for NASCAR Championship Weekend, lotteries, players and race fans had already been following the finalists’ journey to the Championship drawing for months.

“Following Stephanie’s journey throughout this promotion has been exciting for all of us in Mississippi,” said Mississippi Lottery President Jeff Hewitt. “It has been a pleasure getting to know her these last several months, and we are incredibly thrilled for her big win.”

While they were in Phoenix, the four finalists – who hailed from the Hoosier Lottery, Mississippi Lottery, New Mexico Lottery, and South Dakota Lottery – experienced NASCAR Championship Weekend™ as Powerball VIPs. Powerball contracted with travel partner, On Location, to oversee travel arrangements for

finalists and guests to Phoenix and private transportation to and from the track each day.

At Phoenix Raceway, the Powerball VIPs had exclusive access to pit row, the garages, and Victory Lane. They also had the option to view the NASCAR Championship Weekend races up-close from the track infield or above in the Ally Curve Hospitality Suite, which boasted panoramic views of the track and the foothills of the Estrella Mountains in the distance. The finalists and their guests also felt the speed of Phoenix Raceway first-hand during a pace car ride with a professional driver, many noted the ride was one of their favorite parts of the experience.

Other events that added to the exclusive NASCAR experience included a guided tour inside a Trackhouse Racing hauler and a visit to the RFK Racing pit box, where finalists discussed race strategy with a pit crew member. The Powerball VIPs also had a private meet-and-greet with Cup Series driver Erik Jones inside his Legacy Motor Club hauler, in addition to numerous encounters with other VIPs, including Richard Petty, Kyle Busch, Richard Childress, and even comedian and actress Tiffany Haddish!

All of these once-in-a-lifetime experiences led up to the final drawing in Victory Lane, where a championship dream collectively fueled by NASCAR and Powerball came to life.

“Just like the NASCAR Playoffs, the NASCAR Powerball Playoff Championship drawing has been filled with anticipation and excitement, culminating with Stephanie Walker taking home the \$1 million prize,” said Michelle Byron, NASCAR Senior Vice President of Partnership Marketing. “This promotion was a perfect way to engage our loyal fans and lottery players alike, and we can’t wait to see it come to life again next year.”

The NASCAR Powerball Playoff™ promotion returns in 2024 with new participating lotteries. Stay tuned to Powerball.com for more information. ■

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Xfinity Series Championship - Finalists



Chad Knaus and Finalist



Phoenix Raceway

Cup Series Trophy & Finalists



RFK Racing Pit Box Tour