



LOTTERY WINNERS IN SPACE!

EXPERIENTIAL PRIZING REDEFINED.

Hans Christian Andersen, the renowned Danish author, who transported millions to far away worlds with his marvelous, fantastical stories famously observed that, “To travel is to live”. It’s true. The sentiment is as relevant now as it was 200 years ago. We love to travel, and we thrive on the experiences our journeys deliver. It’s at the heart of why experiential prizes in the lottery industry work so well. By awarding ‘money-can’t-buy’ trips, loaded with custom touches that make them totally unique, lotteries are fulfilling player dreams and creating goodwill in high profile ways that more traditional cash prizes don’t often deliver. Games and promotions that include experiential trip prizes have become an indispensable tool to help lotteries achieve their sales, marketing, and public relations goals.

And as experiential prizing has evolved, lotteries and their vendors have learned valuable lessons about what differentiates a ‘trip’ prize from an ‘experience’. Winners are increasingly delighted by incredible destinations and one-of-a-kind activities they might never consider but for the purchase of a lottery ticket.

Experiential prizes have come a long way since lotteries began awarding them decades ago. Trips to Vegas or Hawaii are still popular today, but players have grown to expect more, and the things INCLUDED in those trip prizes have steadily raised the bar. Anyone can buy airline tickets to Vegas and book rooms at famous casinos, but the turnkey, all-inclusive, white-glove treatment vendors deliver, along with cash and unique events take these prizes to a whole new level. We feel like we’ve nearly perfected the process.

But even the most successful recipes can benefit from a new perspective. How do we take the winner’s experience to new heights? What can lotteries offer that checks off all the right boxes, cuts through clutter, creates buzz, and pushes the ‘wow’ factor through the roof? It’s space. It’s giving lottery winners a true, life-changing opportunity to see the world from an entirely new perspective. And it’s now reality. That’s the dream the team at Alchemy3 has brought to life. The bar has



been raised, and players will be lining up to take their shot. “We’ve been looking to space for a long time”, said Jeffrey Schweig, President at Alchemy3. “But until now, there were just too many barriers. Cost was prohibitive and the inherent risks involved with rocket powered flight were just too much. It wasn’t until we established our relationship with the great folks at Space Perspective that we knew we were really on to something.”

Imagine. Lottery winners embarking on an all-inclusive, fully curated trip to Florida’s ‘Space Coast’ where they’ll experience Cape Canaveral and its contributions to NASA and space exploration, culminating in a SIX HOUR flight that will take them to the very edge of space; the perfect backdrop for conducting (pardon the pun) an ‘astronomical’ drawing that may result in the creation of a new millionaire at 100,000 feet! That’s the experience your lottery can now affordably offer.

The team from Space Perspective quickly understood the vision and value proposition Alchemy3 brought to the table. “The opportunity to send lottery winners into space using our technology was very appealing to us,” said Edyta Teper, Head of Global Sales, Trade Partnerships at Space Perspective. “And with the launch of the Texas Lottery’s program later this year, our partnership with Alchemy3 will make space flight available to just about anyone. It’s a realization of our own vision, and we see it as a truly mutually beneficial relationship.”

So, what will a Space Perspective trip to the edge of space be like?

No rockets. No g-forces. Space Perspective will deliver a completely reimagined spaceflight experience. Instead of rocketing away from the Earth at high velocity, Space Perspective’s zero-emissions spacecraft, Spaceship Neptune, is rewriting the playbook. Propelled by a SpaceBalloon™, eight passengers will ascend on a gentle yet thrilling journey to look back at our planet from an entirely new perspective.

The six-hour voyage aboard Spaceship Neptune will be more like a super-premium box seat at a sports stadium – safe and comfortable, with no training needed, and as easy as boarding an airplane. The pressurized roomy capsule, or ‘space lounge’ allows passengers to experience the majesty of space in luxury, giving winners the ability to walk about the capsule during the flight and enjoy VIP amenities that include Wi-Fi, a stocked bar, and onboard facilities with a view. This journey to the edge of space provides a great opportunity to LIVE STREAM the experience, create incredible media buzz and delivers a perfect backdrop for lotteries to consider the award of life-changing second chance cash prizes. The buzz surrounding such an event could eclipse that generated even by recent massive draw game jackpots.

The reality of ‘accessible, affordable’ space flight has made Space Perspective a new star in the field of space tourism, and flights to space are booking fast. If you’d like to learn more about how you can send your own winners on this adventure of lifetime, contact your Alchemy3 Account Director today. ■

