

POWERBALL IS OFF TO THE RACES WITH NASCAR

Powerball® has shifted into high gear to cap off its 30th anniversary. The world-record jackpot game has entered its first partnership with a major sports league by becoming an Official Partner of NASCAR®, which includes Powerball being named the “Official Lottery Game of NASCAR.” The partnership is the latest progression in the game’s national marketing strategy, which over the last five years, has focused on finding partners that can create synergy with the Powerball brand and deliver unique Powerball-based content to national audiences.

“We believe this partnership leverages what Powerball and NASCAR do best – deliver thrilling entertainment to our fan bases,” said Drew Svitko, Powerball Product Group Chair and Pennsylvania Lottery Executive Director. “Having NASCAR as a lottery partner only amplifies our mission of offering a premier product that supports state programs and services everywhere tickets are sold.”



Daryl Wolfe, NASCAR and Drew Svitko, MUSL/Powerball

Svitko joined Daryl Wolfe, NASCAR Executive Vice President and Chief Revenue Officer, to announce the partnership at Daytona International Speedway on Feb. 15, 2023, as part of the events leading up to the 65th Annual DAYTONA 500 and the start of 2023 NASCAR regular season. This year, NASCAR is celebrating its 75th “diamond” anniversary. To highlight

the celebration, NASCAR has rolled out new marketing and creative campaigns that honor the sport’s past, present and future – recognizing some of the most significant competitors, contributors and moments in the sport’s history while looking forward to the road ahead.

“NASCAR and Powerball have shared in the goal of providing exhilarating excitement for decades while also giving back to the communities in which we are a part of,” said Wolfe. “Powerball creates millionaires every year, and we can’t wait to see the different winning opportunities this partnership will bring to our loyal fans throughout the country.”



OFFICIAL LOTTERY GAME OF NASCAR



As part of the partnership, Powerball and NASCAR will launch a season-long promotion called the NASCAR Powerball Playoff, which will culminate with one lottery player winning a \$1 million prize in a special drawing broadcast live from the NASCAR Cup Series Championship Race at Phoenix Raceway on November 5. In addition, Powerball branding and messaging will be integrated into race broadcasts, speedways and other NASCAR outlets throughout the 2023 race season.

The promotion will begin at the state-level with participating lotteries randomly selecting entrants, by a method of their choosing, to form a

national pool of semi-finalists. Sixteen finalists will be drawn from the national pool to go head-to-head in a series of drawings that coincide with the elimination rounds of the NASCAR playoffs. The top four finalists will win a VIP trip to the NASCAR Cup Series Championship Race Weekend and advance to the \$1 million drawing.

“This is a tremendous opportunity for us to grow the Powerball brand at the state and national level,” said Rebecca Paul, MUSL Marketing and Promotions Committee Chair and Tennessee Education Lottery President and CEO. “We are excited to see the exceptional Powerball content that will develop as a result of this promotion. We have the

product, storyline, and a great partner to create dynamic television exposure for the brand.”

Powerball is on track to achieve its highest year of recorded sales, with base game sales up 45-percent in Fiscal Year 2023 compared to Fiscal Year 2022. The primary sales boost coming from Powerball’s world record \$2.04 billion jackpot run that ended last November with a single winning ticket in California, as well as game sales spurred by two Mega Millions® jackpot runs that each exceeded a billion dollars last July and January. Powerball’s add-on feature, Double Play®, has also expanded to sixteen jurisdictions, with Idaho and Nebraska becoming the latest lotteries to introduce the feature last February.

“Powerball has experienced incredible momentum over the last year in terms of sales, promotions and overall brand awareness,” said J. Bret Toyne, MUSL Executive Director. “Our Association has a core value of entertainment, and we’re confident the NASCAR partnership will help us fulfill that value as we continue to strive for year-over-year revenue growth.” ■

