



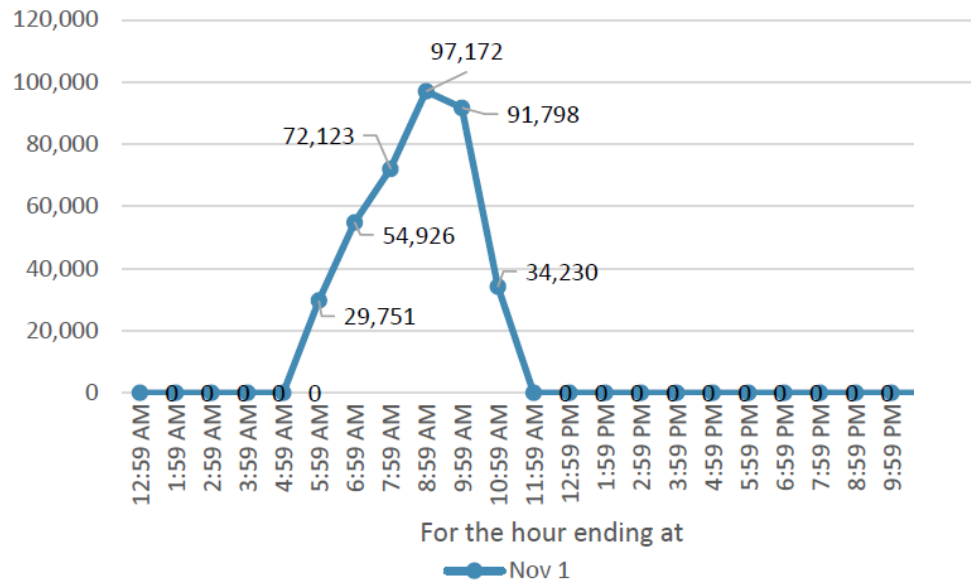
**MONTANA  
LOTTERY**

# **WINTER COMMISSION MEETING Montana Millionaire 2024**

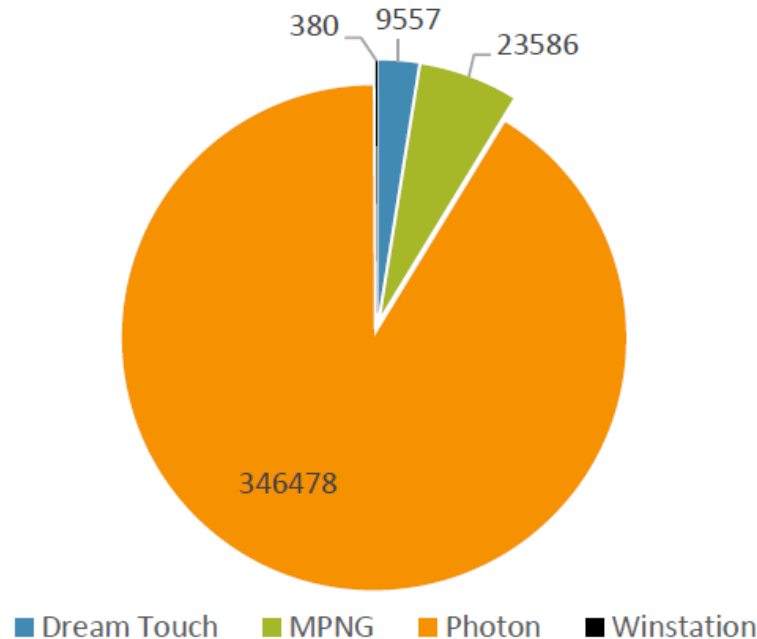
**| March 7, 2023**

# Montana Millionaire 2023

Millionaire Tickets Sold by the Hour



Sales by Terminal



## Performance Metrics:

- Sold out in 5 hours at 10:26 a.m. Nov. 1
- Average of 63,333 tickets sold per hour or 1,300 ticket per minute
  - 97,172 tickets sold between 8-9:00 a.m.
- Total sales: \$7,600,000
- Total net profit: \$2.2M (est. 29% margin)



# Montana Millionaire 2024 (Proposed)

## Montana Lottery

### 2024 Montana Millionaire PROPOSED

Ticket Price:	\$20.00
Total Tickets available:	500,000
Ticket Price:	\$20.00
Additional Tickets for 2023	220,000

Total Revenue	\$10,000,000
Profit	\$4,150,000
Prize Cost	\$5,850,000
Payout	58.50%

	Odds	Number of Winners	Cash Prizes	Prize Cost	Prize % Of Sales
Grand Prize	125,000.0000	4	\$1,000,000	\$4,000,000	40.00000%
Instant Win Prize #2	217.3913	2300	\$500	\$1,150,000	11.50000%
Instant Win Prize #1	111.1111	4500	\$100	\$450,000	4.50000%
		0	\$0	\$0	0.00000%
12/2/2024 Quarter Million Monday Drawing Prize	Depends on amount of entries	1	\$250,000	\$250,000	2.50000%
<b>Overall Odds:</b>	<b>73.5</b>	<b>6805</b>	<b>Total:</b>	<b>\$5,850,000</b>	<b>58.50000%</b>

## Game Change Highlights:

- Four (4) Million-dollar prizes
- Better odds to win \$1 million
  - 126,671:1 to 125,000:1
- 120,000 more tickets
  - 380,000 to 500,000
- 200 more \$500 instant wins
- 2500 more \$100 instant wins
- Rebranding of mid-season drawing
  - \$250,000 prize
- Overall odds improved by 20% (92.2 to 73.5)
- Similar payout percentage

