Mid-Quarter Commission Meeting

April 29, 2022

Marketing and Sales

Anne Charpentier

April 29, 2022

Montana Millionaire FY 2023

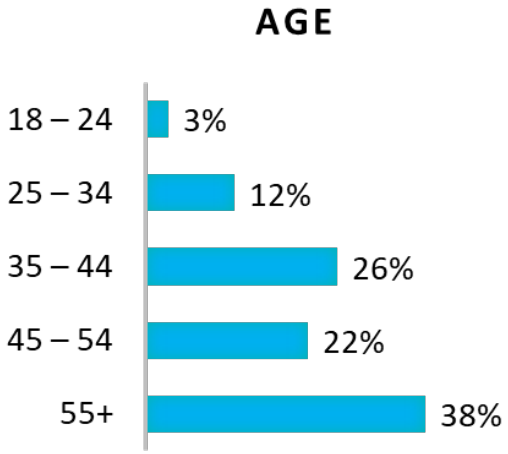
MONTANA MILLIONAIRE

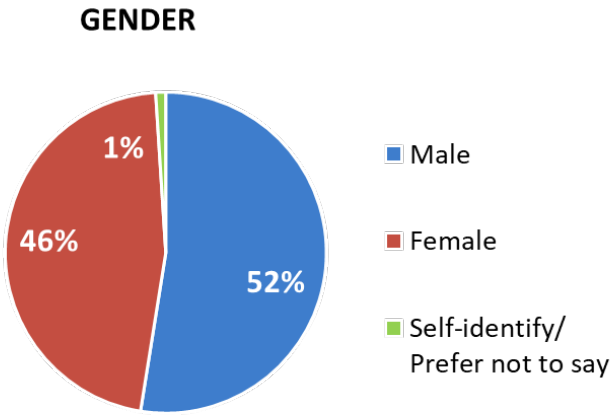
IT'S YOUR TURN

Montana Millionaire FY2023

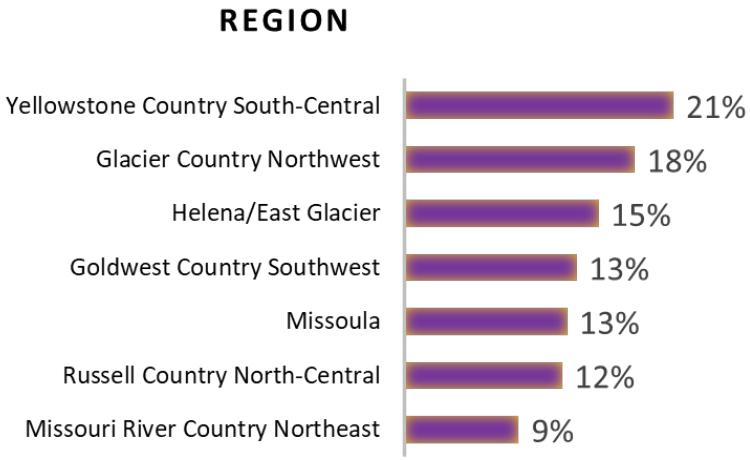
What we took into consideration…

- **The Leger research results confirmed players…**
  - Like the limited number of tickets
  - Want a high tier prize added back to the prize structure
  - Want increased instant wins
  - Hope for an additional million-dollar prizes
- **A ten percent increase in total tickets**
  - A value safely under market saturation while still preserving the sellout
- The ability to add tickets in smaller amounts for years to come so we can safely add a third millionaire prize at some point in the future.





Respondents that played last year…



MONTANA LOTTERY

This year's game design…

Montana Lottery
FY 2023 Montana Millionaire (Proposed)

$2,355,000 Revenue

Ticket Price:	$20.00
TotalTickets available:	280,000
Ticket Price:	$20.00
Additional Tickets for 2022	30,000

Total Revenue	$5,600,000
Profit	$2,355,000
Profit change from 2021	12%

Payout	57.95%
Prize Cost	$3,245,000

****** Highlights******

30k more tickets

Improved overall odds

New $100k high tier prize

Larger Early Bird Prizes inc. $100k Prize

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Multiple Millionaires

Multiple $100k Winners

	Odds	Number of Winners	Cash Prizes	Prize Cost	Prize % Of Sales
Grand Prize	140,000	2	$1,000,000	$2,000,000	35.71%
High Tier Prize	280,000	1	$100,000	$100,000	1.79%
Instant Win Prizes	156	1800	$500	$900,000	16.07%
Instant Win Prizes	233	1200	$100	$120,000	2.14%
Early Bird #1 Drawing Prizes	Depends on amount of entries	1	$100,000	$100,000	1.79%
Early Bird #2 Drawing Prizes	Depends on amount of entries	1	$25,000	$25,000	0.45%
Overall Odds:	93.2	3005	Total Prize Cost:	$3,245,000	57.95%

Last year's game design…

Montana Lottery
FY 2022 Montana Millionaire (Last Year)

$2,110,000 Revenue

Ticket Price:	$20.00
No. of Tickets available:	250,000
Ticket Price:	$20.00

Total Revenue	$5,000,000
Profit	$2,110,000

Payout	57.80%
Prize Cost	$2,890,000

	Odds	Number of Winners	Cash Prizes	Prize Cost	Prize % Of Sales
Grand Prize	125,000.00	2	$1,000,000	$2,000,000	40.00%
Instant Win Prizes	166.67	1500	$500	$750,000	15.00%
Instant Win Prizes	250.00	1000	$100	$100,000	2.00%
11/26/21 Black FridayEarly Bird Drawing Prizes	Depends on amount of entries	1	$25,000	$25,000	0.50%
12/17/21 Second Early Bird Drawing Prizes	Depends on amount of entries	1	$15,000	$15,000	0.30%
Overall Odds:	99.84	2504	Total Prize Cost:	$2,890,000	57.80%

MONTANA LOTTERY

Proposed Scratch Games

MONTANA SCRATCH

Jay Boughn, Scratch Product Manager

Thank you!

Anne Charpentier

April 29, 2022