



## **POWERBALL Promotional Request for Information**

**ISSUED: February 17, 2021**

### **Overview**

The goal of this Request for Information (RFI) is to gather responses for marketing programs that will support POWERBALL® sales to key audiences in participating lottery jurisdictions in 2022. The Marketing and Promotions Committee of the Multi-State Lottery Association, comprised of Executive Directors of U.S. lotteries that sell the POWERBALL brand, will review and evaluate all responses on behalf of the Powerball Product Group. The Powerball Product Group has final approval on all Committee recommendations.

POWERBALL is seeking to develop meaningful and relevant brand connections with other national brands to help drive exposure, awareness and ultimately grow the consumer base of both participating companies. Detailed response criteria can be found in this document.

### **Brand Overview**

Have you ever dreamed of winning the lottery? It's the ultimate dream, filled with endless possibilities. Enter POWERBALL®. POWERBALL is lottery. POWERBALL gives you permission to dream – a chance to win a range of truly life-changing prizes and jackpots, anytime you play. POWERBALL empowers you to dream; imagining whatever it is that would really make you and your loved ones happy in life – your own dreams.

POWERBALL not only creates a world of possibilities for winners, but also for the many good causes supported by each lottery across our nation. Whether it's funding for parks, education, senior citizens, or any one of a multitude of beneficiary programs, the citizens of each state have collective dreams that playing POWERBALL supports. POWERBALL helps to support our most important dreams, those we have for our future.

The POWERBALL brand is among of the strongest in the United States, generating \$24.6 billion in revenue over the past five fiscal years, and average annual sales of \$4.9 billion. Players have trust in the promise of the brand and are inspired to buy based on that promise. Additionally, the game is synonymous with the lottery industry itself - representing the hope of something bigger and the idea that anyone has a chance to win.

Since its first drawing in 1992, POWERBALL has inspired Americans with a chance to become a millionaire, while raising \$25 billion for vital public program and services supported by lotteries. Aligning your brand with the POWERBALL brand can provide opportunities for:

- Nationwide exposure in 45 states as well as the District of Columbia, Puerto Rico and the U.S. Virgin Islands.
- Alignment with more than \$4.9 billion in annual sales (average of last five fiscal years).
- Point-of-purchase exposure at over 200,000 retailers.
- National and local media and support.
- Digital and social media channels that reach millions of loyalty club members and lottery players.
- Annual partner website traffic of 41+ million users, 86+ million sessions, last twelve months.

### **Response Criteria**

Proposals must adhere to the following criteria for consideration:

- Demonstrate audience alignment with the POWERBALL brand and/or ability to deliver the POWERBALL audience in the confines of the proposal.
- Define within the proposal how the concept will engage frequent and casual POWERBALL players.
- Provide *national* audience penetration outlay in the following applicable areas:
  - Promotions and Prize Giveaways
  - Media Coverage
  - Social Media Platform Delivery
  - Earned Media / Public Relations Initiatives
  - Spokesperson Opportunities
  - Additional Paid Media, including Point of Sale, Outdoor, Paid Digital Placements
- Define what will be required of lottery jurisdictions to participate in the promotion.
  - Local Media Support
  - Prizing and Prize Fulfillment Costs and Executables (if applicable)
  - Additional Marketing or Financial Support
- Provide three tiers of participation for jurisdictions to choose from (this will help encourage 100% participation across lottery jurisdictions). All 48 U.S. lotteries that sell the POWERBALL product will be eligible to participate in the promotion.
- Include the terms and conditions required by your company.
- All submission longer than 10 pages require a maximum two-page Executive Summary.

## **How POWERBALL Works**

POWERBALL tickets are \$2 per play and are sold in 45 states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands. Drawings are broadcast live every Wednesday and Saturday at 10:59 p.m. ET from the Powerball draw studio at the Florida Lottery in Tallahassee. Starting August 23, 2021, POWERBALL will begin drawing three days per week: Monday, Wednesday and Saturday. More than half of all proceeds from the sale of a POWERBALL ticket remain in the jurisdiction where the ticket was sold.

The POWERBALL jackpot grows until it is won. Players select five numbers from 1 to 69; and one POWERBALL number from 1 to 26. Players can multiply non-jackpot prizes by 2, 3, 4, 5 or 10 times with the POWER PLAY® option for an additional \$1 per play. NOTE: The Match 5 + POWER PLAY prize is always \$2 million. The 10X multiplier is only in play when the advertised jackpot is \$150 million or less.

POWERBALL jackpot winners may choose to receive their prize as an annuity, paid in 30 graduated payments over 29 years, or a lump sum payment. Both advertised prize options are prior to federal and jurisdictional taxes. The overall odds of winning a prize are 1 in 24.9. The odds of winning the jackpot are 1 in 292.2 million.

## **POWERBALL Audience Overview**

Powerball players are as diverse as the communities where they live and play. The following is generalized marketing data defined and gathered from respected marketing research organizations and is readily available. It is provided to give respondents a better understanding of the Powerball player base so that respondents can better align with the Powerball brand. MUSL and its member lotteries adhere to ethical standards to promote responsible gaming.

Respondents to this RFI should be able to demonstrate that their offering can deliver audiences that appeal to both casual (purchasing 1-2 times per month) and frequent (purchasing 3-5 times per month) POWERBALL player bases as well as key PRIZM segments as defined in this document. The data gathered herein is sourced from Nielsen PrimeLingo, Claritas and Forester Research as follows:

- Nielsen PrimeLingo: Market/Release: Scarborough USA+ 2020 Release 1 \*Revised 09-21-2020\* Total (Jan 2019 - May 2020).
- Claritas: PRIZM Premier Segment Distribution 2020. Report Generated 11/24/2020. Base: USA Households (Zip+4 Based).
- Forester: [Defining Generations: Where Millennials end and Generation Z begins, January 17, 2019.](#)

*Past 30-Day POWERBALL players can be summarized as follows:*

- 54% Male (Index 111) / 46% Female (Index 89)
- Age Breakdown:
  - 18-24 - Gen Z: 6% (Index 52)

- 25-39 - Millennials: 21% (Index 84)
- 40-54 - Gen X: 31% (Index 123)
- 55-69 - Boomers: 29% (Index 122)
- 70+ - Silent: 13% (Index 90)
- Household Income Breakdown:
  - <\$35K - 20%
  - \$35K - \$49K - 17% (Index 84)
  - \$50K - \$75K - 17% (Index 97)
  - \$75K - \$100K - 17% (Index 99)
  - \$100K - \$250K - 26% (Index 110)
  - \$250K+ - 4% (Index 109)
- Education: Some College (60%)
- White Collar Jobs (40% with 100 Index) | Blue Collar Jobs (23% with 112 Index)
- Hispanic Origin - 18% (Index 114 - vast majority are of Mexican descent)
- African American - 14% (Index 110)

### **Audience Benefits**

- POWERBALL provides an audience with solid buying power on the whole as 47% of past 30-Day players have annual household incomes of \$75,000 or more. Additionally, 30% of past 30-day POWERBALL players have annual household incomes of \$100,000 or more.
- POWERBALL delivers established Generation X and Boomer players, while also delivering an average range index of the Silent Generation (totaling 64% of the U.S. adult population). 73% of past 30-day POWERBALL players in the U.S. are ages 40+.
- POWERBALL players are diverse. African American and Hispanic player segments are valuable audiences that account for frequent purchase behavior tied to POWERBALL. Among Hispanic audiences, players of Mexican descent represent the most significant sub-segments.
- POWERBALL has the opportunity to further grow its audience base and generate awareness among younger (Millennials) and female, U.S. gaming populations.

### **Media Behavior**

Past 30-Day players, most “trusted media” are as follows:

- Internet - 17.91% (Index 111)
- Magazines - 18.36% (Index 114)
- Newspapers (includes e news sites) - 16.09% (Index 100)
- Radio - 16.48% (Index 102)
- Television - 18.22% (Index 113)

Top 10 websites / apps Past 30 Day players visited or used in the past 30 days:

- Cox - 20% (Index 125)
- AARP - 20% (123)
- AOL - 20% (122)
- PGA TOUR - 19% (120)
- FOXSports - 19% (118)
- CareerBuilder - 19% (116)
- MSN - 19% (115)
- ABCNews - 18% (114)
- UFC - 18% (114)
- CBSNews - 18% (114)

### **Measurement and Evaluation**

Proposals for consideration must provide examples of how related marketing activity will produce results. Measurement and evaluation criteria for consideration may include:

- Potential return on investment percentage. (Calculated as gross sales minus investment divide by investment).
- Sales lift potential.
- Projected incremental audience gain.
- Earned media delivery goal.

The Promotion does not need to begin July 1 but would need to start and end by June 30 unless mutually agreed upon.

### **Submission and Selection Timeline**

- RFI Issued – February 17, 2021
- RFI Submission – March 17, 2021
- Evaluation Complete – April 21, 2021
- Presentation and Approval – May 30, 2021
- Contract Negotiations – June 2021
- Implementation Coordination – TBD
- Promotion Go Live - TBD

Email is our preferred method of submission: [procurement@musl.com](mailto:procurement@musl.com)

The subject line should read: "POWERBALL RFI"

Alternatively, you may mail or deliver to the MUSL office:

Multi-State Lottery Association  
Attn: Procurement  
8101 Birchwood Court, Suite R  
Johnston, IA 50131

***Note:*** *By issuing this RFI MUSL is not offering to enter into a contract with any interested Vendor, nor does acceptance of a proposal or additional information constitute an agreement to enter into a contract with any interested Vendor.*

*Any resulting contract will include requirements regarding confidentiality, bonding and insurance, compliance with security requirements, intellectual property assurances and other provisions. This RFI does not present an exclusive opportunity – more than one response may be selected for further consideration and negotiation of a contract.*

*Vendors are responsible for their own costs in the submission of Proposals to this RFI; MUSL will not reimburse any vendor costs incurred in the submission of a Proposal.*

*The schedule may change in the sole discretion of the issuer.*

The Multi-State Lottery Association (MUSL) is an unincorporated non-profit government benefit association owned and operated by thirty-eight (38) governmental lotteries (Member Lotteries). MUSL assists both Member Lotteries and additional lotteries licensed to sell multi-jurisdictional lottery games such as POWERBALL<sup>®</sup>, in the operation and sale of those lottery games.

We encourage interested vendors to visit [POWERBALL.com](http://POWERBALL.com) and [MUSL.com](http://MUSL.com) to get more information about the game and our association.