

LIVE MORE... SEE MORE... DO MORE... AIRSTREAM™!

AIRSTREAM 

Airstream is a classic American Icon and one of the most recognizable designs and brands today. It has a universal appeal with a nostalgic flavor that reminds us of true Americana. The *Airstream* brand's core characteristics, Freedom and Adventure, are synonymous with the aspirations of the lottery-playing world. Let an *Airstream*-themed ticket be your next *Silver Bullet* to higher sales...



WHY LAUNCH AN AIRSTREAM™ INSTANT GAME?

- The Airstream brand has been around for more than 75 years and has inspired a large and loyal following
- Airstream travel trailers are highly recognizable by their unique “silver bullet” styling
- A heritage brand that is relevant in today’s market – Airstreams can be found in museums such as the Smithsonian Institution in Washington, DC, The Henry Ford Museum, The Lobby of MTV, movie sets, music videos, commercials and on display at the San Francisco Museum of Modern Art
- The Wally Byam Caravan Club International – An Airstream club that holds about 1,500 rallies annually, and has chapters in all 50 states and abroad – provides a host of complementary elements for creating exciting ticket launch promotions
- *Airstream Life* – a quarterly magazine that celebrates the unique diverse lifestyle that an Airstream affords – has been in circulation since 2004
- Road Trip-themed tickets have done well in the lottery world and there is no better way to capture the essence of the true American Road Trip than with an Airstream trailer
- Airstream’s distinctive construction – featuring an aluminum-shell exterior – can be perfectly highlighted using Pollard’s patented Scratch F/X printing innovation

BRAND new possibilities

instant **RESULTS**

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