

## 2024 NASCAR POWERBALL PLAYOFF LAUNCHES DURING DAYTONA 500

Powerball® has jumped back into the fast lane with NASCAR®. For the second racing season, Powerball will captivate audiences as the *Official Lottery Game of NASCAR*. The partnership between the super brands, first announced last year, has already spurred an entertainment synergy and the successful rollout of a new national Powerball promotion in 2023 called the *NASCAR Powerball Playoff*.

**Back for its second installment this year, the NASCAR Powerball Playoff** will, again, culminate with four lottery players winning a VIP trip for two to NASCAR Championship Weekend™ in Phoenix, Nov. 8-10, and a 1 in 4 chance to win \$1 million during a drawing televised live from the NASCAR Cup Series Championship Race™ on Sunday, Nov. 10.

The Powerball promotion launched nationally this past February, with the premiere of a new 30-second commercial during the *NASCAR Cup Series DAYTONA 500* on FOX.



\$1 million drawing at 2023 NASCAR Championship Weekend

The new TV spot showcases the exhilaration and emotion that unfolded at last year's NASCAR Championship Weekend™, when Stephanie Walker, of West Point, MS, was declared the promotion's \$1 million winner during a drawing held in Victory Lane.

"This year, we're able to utilize footage taken of our players from the first

NASCAR Championship Weekend and the \$1 million drawing in Victory Lane to showcase the raw emotions and reactions of the players involved. This valuable footage also allowed us to reignite this promotion," said Drew Svitko, Powerball Product Group Chair and Pennsylvania Lottery Executive Director. "We're excited to offer our players this once-in-a-lifetime

opportunity to experience NASCAR Championship Weekend first-hand, in addition to the chance of becoming a millionaire on the spot!"

Twenty-five lotteries will participate in this year's promotion, with the Idaho Lottery and Maryland Lottery joining the lineup for the first time.

The Powerball promotion will begin at the state level with lotteries activating in-state contests and second-chance drawings throughout the spring and summer to form a national pool of entrants. At the end of the NASCAR regular season, 16 semi-finalists will be drawn from the national pool to advance to the Powerball Playoff drawings, beginning in September.

The Powerball Playoff drawings are a series of elimination drawings that mirror the elimination rounds of the NASCAR Playoffs™. As the playoff field of drivers is reduced, Powerball will reduce its playoff field

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**RACE TO \$1 MILLION**

PARTICIPATING LOTTERIES:

COLORADO, DELAWARE, FLORIDA, HOOSIER, IDAHO, IOWA, KANSAS, KENTUCKY, LOUISIANA, MAINE, MARYLAND, MINNESOTA, MISSISSIPPI, NEBRASKA, NEW MEXICO, NEW YORK, NORTH CAROLINA, NORTH DAKOTA, OKLAHOMA, PENNSYLVANIA, RHODE ISLAND, SOUTH CAROLINA, SOUTH DAKOTA, TENNESSEE AND WEST VIRGINIA

**NASCAR POWERBALL PLAYOFF**

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of semi-finalists eligible to win the \$1 million grand prize. Through a series of elimination drawings, the field of semi-finalists will be reduced from 16 to 12 to 8 to 4 – with the remaining four finalists winning a VIP trip for two to the NASCAR Championship Weekend™ at Phoenix Raceway and entry into the \$1 million drawing in Victory Lane.

To support the season-long promotion, Powerball has embarked on another



robust national advertising campaign that includes broadcast inventory across FOX, NBC, USA, and Motor Racing Network, as well as digital advertising flights across NASCAR-owned sites and social media channels. The results of each Powerball Playoff drawing will also be made public during in-race announcements on NBC and USA networks. To share the promotion's storyline with audiences, Powerball will once again turn to its participating lotteries.

"Several lotteries will have footprints and players events at NASCAR races throughout the 2024 season, including the Tennessee Lottery, which will be the presenting sponsor of the NASCAR Xfinity Series



Panoramic views from Ally Curve, a luxury hospitality club



Players experience the speed of a pace car ride

Tennessee Lottery 250 at the Nashville Superspeedway on June 29," said Rebecca Paul, MUSL Marketing and Promotions Committee Chair and Tennessee Lottery President and CEO.

"As we develop our national media plan, we will continue to look for ways to integrate the Powerball brand, our lottery members, and the incredible work they do to raise funds for good causes into the race broadcasts."

Entry periods for the promotion have already kicked off with the Iowa

Lottery launching on February 27, followed by the Delaware Lottery on March 4. Other participating lotteries include Colorado, Florida, Hoosier, Idaho, Kansas, Kentucky, Louisiana, Maine, Maryland, Minnesota, Mississippi, Nebraska, New Mexico, New York, North Carolina, North Dakota, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee and West Virginia.

The NASCAR Powerball Playoff will be set for playoff action pre-Fall 2024. Look for the Round of 16 announcement on September 1 during the NASCAR Cup Series Cook Out Southern 500 at Darlington Raceway in Darlington, SC. You can follow the promotion all season long by heading to the Powerball Playoff accounts on Facebook and Instagram. ■



\$1 million drawing at 2023 NASCAR Championship Weekend