

# One Millionaire Guaranteed



**Plus 8,499 Additional Prizes to be won in our New Year's Eve Draw**

**With 600,000 tickets, more winners and the best win odds ever**

The National Lottery is pleased to announce the return of its hugely popular Christmas Millionaire Raffle which went on sale Friday, 1st November 2024. Tickets remain at €25.

This year's Christmas Millionaire Raffle offers the same incredible guaranteed Top Prize of **€1 million**, a total of 8,499 ranging from €500 to €100,000 providing the odds of - 1 in 71 to win a prize! Tickets will be limited to 600,000.

For scanning purposes, the PLU/EAN code for this €25 Raffle play remains unchanged from last year: **539 151 8926 322**.

The Christmas Millionaire Raffle game will be supported by a national advertising campaign and a suite of in-store point of sale materials.

The Millionaire Raffle draw will take place immediately following close of sales at 10pm on Tuesday 31 December 2024. Full results will be published on [www.lottery.ie](http://www.lottery.ie)



## THE SELLING PROPOSITIONS

- Top Prize of €1 Million
- 8,499 prizes ranging from €500 to €100,000
- Christmas Millionaire Raffle tickets cost €25 each
- €1.50 commission on every ticket sold
- €1 Million Top Prize selling agent will receive a €10,000 Bonus
- €100,000 prize tier selling agents will receive €1,000 Bonus each

## ONE MILLIONAIRE GUARANTEED

6 Prizes of	€100,000
15 Prizes of	€10,000
45 Prizes of	€5,000
302 Prizes of	€1,000
8,131 Prizes of	€500

## ACTIVE SELLING & PROMOTION

- Ensure all staff are fully briefed on the Millionaire Raffle proposition so that they are able to respond to any players queries around the game i.e. cost, prizes etc.
- Tickets are limited so players should play early to avoid disappointment
- Display Millionaire Raffle promotional material including a sample Gifting Wallet at the point of sale

Odds of winning Top Prize 1 in 600,000  
Odds of winning any prize 1 in 71





# POINT OF SALE DISPLAY MATERIALS

Please find enclosed Point of Sale display materials for display in your store. In order to maximise the impact of this campaign please ensure that posters and wobblers are prominently displayed, and that Gifting Wallets are displayed and available for players.

## Point of Sale Placement Guidelines



### PLAYSTAND POSTER

Playstand posters should be placed in front of your EuroDreams poster in your Playstand, do not remove the EuroDreams poster since it should be put back on display when the Millionaire Raffle Draw takes place on New Year's Eve.



### WINDOW POSTER

This poster should be displayed in a prominent position in your store window to maximise visibility, or within your store if no window space is available.



### WOBBLER

To be placed in a prominent position at your main point of sale.

### GIFTING WALLET

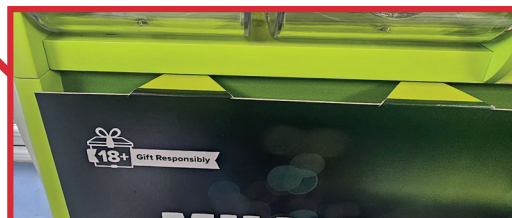
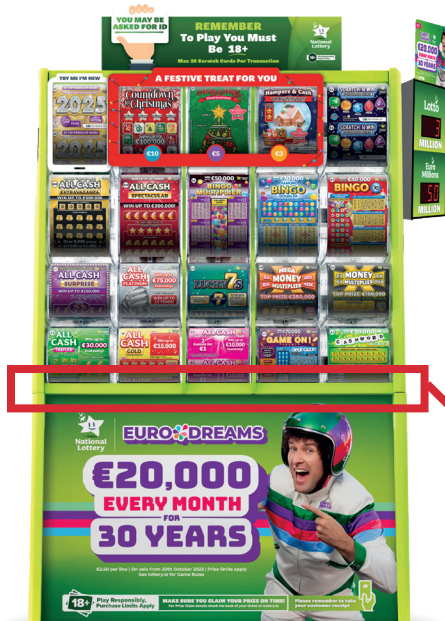
Gifting Wallets (right) should be displayed and available for players who purchase tickets.



## LCU Cover Installation Guide

A select number of stores will receive a temporary Lottery Counter Unit (LCU) cover. If you are one of them, your LCU should already be fitted with a EuroDreams panel cover.

To install your Millionaire Raffle promotional cover, simply push the green arrows on the new cover over the top of the EuroDreams panel cover as indicated below. This will hold this new promotional cover in place for the duration of the promotion.



Your Lottery Counter Unit will look like this when the panel has been installed correctly.

If your LCU does not have a EuroDreams cover or if your Millionaire Raffle temporary cover is not holding in place, please affix the cover to your LCU using the double sided tape strips fitted to the back.

Only use the double sided tape if necessary in order to aid removal later.

