



Best Practices for March

Zozobra Scratcher ACTIVATION Promotion



Zozobra Scratchers Activation Promotion March 4 – 14, 2025

- Retailers will automatically receive one entry for each pack of Game #630 Zozobra that they activate and put out for sale by the promotion entry deadline.
- One Corporate retailer will be drawn to win \$1,000 and up to 25 NMLA Prize Packs for employees!
- One Independent retailer will be drawn to win \$1,000 and up to 25 NMLA Prize Packs for employees!

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Zozobra PLAYER Promotion

Zozobra Scratchers are here, and they are loaded with FUN and PRIZES! These special Scratchers have three scenes that feature art by local New Mexico artists, \$25,000 top prizes, and a second-chance promotion for a chance to win up to \$100,000!

- When players enter their non-winning Zozobra Scratchers, they will have the opportunity to play an interactive game and receive entries into the second-chance promotion. Players can skip the interactive reveal game and still receive the same number of entries.
- Five monthly drawings will be held to select five winners of a \$4,500 prize and Z-Zone tickets to the 101st Burning of Zozobra event in Santa Fe.
- Each eligible ticket successfully entered in the Zozobra Second-Chance promotion will receive five random symbols that are marked and accumulated on play cards.
- Once a player has filled in all six symbols on the bonus card, the player will be awarded one entry into the Bonus Card Drawing for a chance to win \$25,000.
- One Grand Prize Drawing will be conducted to select Grand Prize Finalists to participate in the Grand Prize Event for a chance to win up to \$100,000.

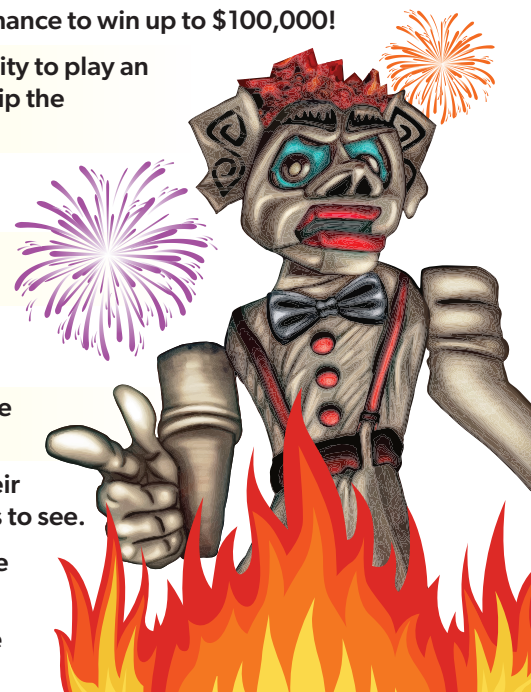
Tell your players to enter their non-winning Zozobra Scratchers at the Promo Zone for their chance to win and make sure your Zozobra store signage is on display for your customers to see.

Radio promotions will also be airing March 10 – 14, 2025. Listeners can call in for a chance to win Zozobra Scratchers!

Social media promotions will also be held all month. Followers can comment for a chance to win!



Scan the QR code for info about promotions



MARCH 2025 GAMES AVAILABLE TO ORDER

If you need additional games, please be sure to check with your CSR, as new games may be released throughout the month!

\$1

#617
ELECTRIC 8s
WIN UP TO \$300!

NEW!

#606
Lucky Cash
WIN UP TO \$1,000!

#623
DOUBLE IT!
WIN UP TO \$1,000!

\$2

#600
TRIPLE 333
WIN UP TO \$3,000!

#620
RUBY RED 2X
WIN UP TO \$1,000!

#614
7-7-7
WIN UP TO \$2,100!

#484
MAD MONEY
WIN UP TO \$1,000!

\$3

#627
Lucky 7s
WIN UP TO \$500!

#589
Blingo BINGO
WIN UP TO \$15,000!

#578
CROSSWORD XTRA
WIN UP TO \$1,000!

\$5

#630
TOTOBRA
WIN UP TO \$10,000!

ACTIVATION PROMO!

NEW!

#618
MONEY RUSH
WIN UP TO \$50,000!

#625
CROSSWORD WIZARD
WIN UP TO \$25,000!

#621
SAPPHIRE BLUE 5X
WIN UP TO \$50,000!

#626
GAME OF THRONES
WIN UP TO \$50,000!

#585
LOTTERIE
WIN UP TO \$50,000!

\$10

#622
EMERALD GREEN 10X
WIN UP TO \$100,000!

#624
\$25, \$50 or \$100!
WIN UP TO \$100,000!

#579
ULTIMATE 7s
WIN UP TO \$10,000!

#593
50X
WIN UP TO \$10,000!

#550
Cherry
WIN UP TO \$50,000!

\$10 BIG TICKETS

#629
DOUBLE YOUR LUCK
WIN UP TO \$10,000!

NEW!

#598
BONUS MONEY
WIN UP TO \$10,000!

\$15

#613
WILD JOKER
WIN UP TO \$15,000!

\$20

#628
100X
WIN UP TO \$100,000!

#608
SIZZLING RICHES
WIN UP TO \$200,000!

GAMES ENDING

You can view up-to-date information on games ending at any time on nmllottery.com.
THE FOLLOWING GAMES ARE ENDING AND MUST NOT BE SOLD IN STORES.



Game Number	Price Point	Game Name	Announced End of Game Date	Due to the Warehouse	Last Day to Claim a Prize
NM #561	\$3	Taco 'Bout Bingo	12/5/2024	2/7/2025	3/5/2025
NM #554	\$1	Match 2 Win	12/5/2024	2/7/2025	3/5/2025
NM #590	\$1	5X	12/5/2024	2/7/2025	3/5/2025
NM #587	\$1	Double Doubler	12/5/2024	2/7/2025	3/5/2025
NM #595	\$1	Gold Multiplier	12/31/2024	3/6/2025	3/31/2025
NM #607	\$3	Vaults of Cash	12/31/2024	3/6/2025	3/31/2025
NM #596	\$1	Spooky Cash	1/2/2025	3/7/2025	4/2/2025
NM #582	\$20	Extreme Cash!	1/15/2025	3/20/2025	4/15/2025
NM #605	\$1	2025 Ca\$h	1/29/2025	4/3/2025	4/29/2025
NM #574	\$10	Money	2/4/2025	4/9/2025	5/5/2025
NM #592	\$5	20X	2/4/2025	4/9/2025	5/5/2025
NM #599	\$2	Fantastic 5s	2/5/2025	4/10/2025	5/6/2025
NM #577	\$15	Pink Panther™ Crossword	2/7/2025	4/11/2025	5/8/2025
NM #491	\$10	Ca\$h Is King	2/18/2025	4/22/2025	5/19/2025
NM #497	\$10	Cash Out	2/18/2025	4/22/2025	5/19/2025
NM #510	\$10	X the Money	2/18/2025	4/22/2025	5/19/2025
NM #549	\$10	\$25, \$50 or \$100!	2/18/2025	4/22/2025	5/19/2025
NM #611	\$3	12 Days of Christmas	2/18/2025	4/22/2025	5/19/2025
NM #612	\$5	The Most Wonderful Time of the Year!	2/18/2025	4/22/2025	5/19/2025