



## 2025 NASCAR POWERBALL PLAYOFF PROMOTION OVERVIEW AND GUIDELINES

### I. OVERVIEW

Entry into the national Powerball® promotion begins at the jurisdiction level, with participating lotteries holding second-chance drawings or contests of their choosing to form a national pool of entrants. At the end of the NASCAR regular season, 16 semi-finalists will be randomly drawn from the national pool to advance to the Playoff Drawings.

The Playoff Drawings are a series of drawings that mirror the elimination rounds of the NASCAR Playoffs. The Playoff Drawings will determine the four (4) finalists who will win a VIP trip for two to NASCAR Championship Weekend at Phoenix Raceway, Oct 31 – Nov 2, 2025, and entry into the \$1 million drawing. The \$1 million drawing will be broadcast live on NBC prior to the start of the 2025 NASCAR Cup Series Championship Race™ on Nov. 2, 2025.

#### Playoff Drawings:

1. National Pool of Entrants to Round of 16
2. Round of 16 to 12
3. Round of 12 to 8
4. Round of 8 to Championship 4
5. Championship 4 to \$1 Million Winner

Cash prizes will be awarded to all sixteen (16) national semi-finalists based on their elimination position, ranging from \$2,500 to \$1 million prize.

Pay Table	Winners	Prize	Payout	Notes
Grand Prize	1	\$1,000,000.00 + VIP Trip to Phoenix (~10K)	\$1,010,000.00	Winner of Draw #5
Second Prize	3	\$10,000.00 + VIP Trip to Phoenix (~10K)	\$60,000.00	Finalists eliminated in Draw #5
Third Prize	4	\$7,500.00	\$30,000.00	Semi-finalists eliminated in Draw #4
Fourth Prize	4	\$5,000.00	\$20,000.00	Semi-finalists eliminated in Draw #3
Fifth Prize	4	\$2,500.00	\$10,000.00	Semi-finalists eliminated in Draw #2
Total	16		\$1,130,000.00	

### II. PLAYOFF DRAWINGS SCHEDULE & IN-RACE ANNOUNCEMENTS

**\*Entrant lists are due to MUSL by Aug. 5, 2025\***

#### Drawing 1 - Round of 16 – August 7, 2025 – MUSL DDS

- MUSL will draw sixteen (16) semi-finalists from the national pool of entrants.
- No more than one player per lottery jurisdiction will advance as a national semi-finalist.
- Public announcement of sixteen (16) semi-finalists on **Aug. 23, 2025**, during the race at Daytona International Speedway in Daytona Beach, FL.

#### Drawing 2 – Round of 12 – August 27, 2025 – MUSL DDS

- MUSL will draw from sixteen (16) to twelve (12) semi-finalists.
- Four eliminated players win \$2,500.
- Public announcement of twelve (12) semi-finalists on **Sept. 13, 2025**, during the race at Bristol Motor Speedway in Bristol, TN.

### **Drawing 3 – Round of 8 – September 17, 2025 – MUSL DDS**

- MUSL will draw from twelve (12) to eight (8) semi-finalists.
- Four eliminated players win \$5,000.
- Public announcement of eight (8) semi-finalists on **Oct. 5, 2025**, during race at Charlotte Motor Speedway in Charlotte, NC.

### **Drawing 4 – Round of 4 - October 8, 2025 – MUSL DDS**

- MUSL will draw from eight (8) semi-finalists to four (4) finalists.
- Four eliminated players win \$7,500.
- Public announcement of four (4) finalists on **Oct. 26, 2025**, during the race at Martinsville Speedway in Martinsville, VA.

### **Drawing 5 – November 2, 2025 – Mechanical Ball Machine**

- Drawing will take place from four (4) finalists to one (1) winner.
- One (1) \$1 million grand prize winner and three (3) \$10,000 winners
- Final drawing will be broadcast live from the NASCAR Cup Series Championship Race on Nov. 2, 2025, at Phoenix Raceway in Avondale, AZ.

## **III. VIP TRIP EXPERIENCE**

Four (4) finalists may each bring one (1) guest for a full VIP experience in Phoenix, Arizona, October 31 – November 3, 2025. Finalists will be treated to hotel accommodations, track hospitality, and exclusive track experiences which include:

### **NASCAR Championship Weekend Prize Pack (Approximate Value of \$10,000)**

- Roundtrip coach airfare for finalist + one (1) guest to Phoenix, Arizona
- Hotel accommodations for finalist + one (1) guest – double occupancy
- Two (2) Ally Curve Hospitality Club passes (includes food, beverages, and Desert Diamond Casino Infield Experience access) at Phoenix Raceway for admission to:
  - NASCAR Xfinity Series Championship Race on Saturday, November 1, 2025
  - NASCAR Cup Series Championship Race on Sunday, November 2, 2025
- Two (2) passes for VIP Experiences at Phoenix Raceway during NASCAR Championship Weekend for Saturday, November 1, 2025, and Sunday, November 2, 2025, including:
  - NASCAR Cup Series garage pass
  - NASCAR team hauler tour
  - MRN Radio booth tour
  - Pace car rides
  - Pre-Race attendance
  - Victory Lane access
- Two (2) Official NASCAR Championship Weekend Event Programs
- Two (2) Souvenir Gift Bags, each with a retail value of at least Two Hundred Fifty Dollars (\$250)
- Two (2) Racing Electronics Scanner Rentals for use while at Phoenix Raceway
- All meals while in PHX
- Ground transportation to and from airports, hotel, and activities in PHX.

## **IV. PURCHASE ADDITIONAL PLAYER TRIPS TO NASCAR CHAMPIONSHIP WEEKEND**

Returning this year, the option to purchase additional trips for lottery players to NASCAR Championship Weekend™. MUSL is the prize provider for the purchased trips and will be contracting directly with OnLocation for fulfillment. MUSL worked with OnLocation last year to fulfill the finalist trips, and we were impressed with their services and the NASCAR Championship Weekend Package that it sells to the public:

- Roundtrip coach airfare from closest primary airport to PHX Sky Harbor.
- Hotel accommodations, double occupancy, Fri Oct 31 – Mon Nov 3.
- Official NASCAR Championship Weekend Grandstand Tickets for Sat Nov 1 – Sun Nov 2 (sections 145-154).
- 2-day Busch Light Lounge access - <https://www.phoenixraceway.com/hospitality/#busch-light-lounge>
- 2-day Desert Diamond Casino Infield Experience Pass.
- Deluxe roundtrip motorcoach to/from hotel/track on Sat and Sun.
- Official Event Program, Scanner Rental, OnLocation swag bag.

**PLEASE let Barb know by April 1, 2025, if you wish to purchase additional trips.** This would be a pass-through expense, with payment due to MUSL by August 1, 2025. Awarded trips are subject to taxes, and lotteries will be responsible for determining and collecting taxes on purchased trips.

We will have updated pricing, shortly after the beginning of the year – last year costs were \$7,800 per trip (double occupancy).

**PLEASE NOTE:** If you wish to send a staff person to document your trip winner – you must either purchase a trip from OnLocation, or source all travel, accommodations, and race tickets independently.

*MUSL will not be able to manage lottery staff travel or additional trip packages purchased.*

## **V. TRACK EXPERIENCES AVAILABLE TO LOTTERIES**

**Are you interested in hosting a player event at a race?** Even if your state does not have a race/track – you may host players at your expense (travel, accommodations, etc.). We have a limited number of passes for **every** NASCAR race, with no additional expense to MUSL lotteries.

**Please reach out to Barb and Anna for more information as soon as possible, if interested.**

We can provide the following experiences to lotteries that are hosting player events at NASCAR races in 2025 and can access additional track experiences through MUSL's NASCAR contract.

- VIP Passes + Garage Tour
- Guided Garage Tour
- Meet and Greet
- Hospitality Q&A
- Drivers Meeting
- Pace Car Rides

The various broadcast partners love to capture player experiences and can often integrate them into the national broadcast. This would be an amazing way to amplify your lottery players.

Here is the full 2025 NASCAR schedule, along with media partners:

### Regular Season

NC	Feb. 2: Winston-Salem (Clash) - 8 p.m., FOX
FL	Feb. 16: Daytona 500 - 2:30 p.m., FOX
GA	Feb. 23: Atlanta - 3 p.m., FOX
TX	Mar. 2: Austin - 3:30 p.m., FOX
AZ	Mar. 9: Phoenix - 3:30 p.m., FS1
NV	Mar. 16: Las Vegas - 3:30 p.m., FS1
FL	Mar. 23: Homestead - 3 p.m., FS1
VA	Mar. 30: Martinsville - 3 p.m., FS1

SC Apr. 6: Darlington - 3 p.m., FS1  
 TN Apr. 13: Bristol - 3 p.m., FS1  
*Apr. 20: Off (Easter)*  
 AL Apr. 27: Talladega - 3 p.m., FOX  
 TX May 4: Texas (Dallas) - 3:30 p.m., FS1  
 KS/MO May 11: Kansas - 3 p.m., FS1  
 NC May 18: North Wilkesboro (All-Star) - 8 p.m., FS1  
 NC May 25: Charlotte - 6 p.m., Prime Video  
 TN June 1: Nashville - 7 p.m., Prime Video  
 MI June 8: Michigan - 2 p.m., Prime Video  
 MEXICO June 15: Mexico City - 3 p.m., Prime Video  
 PA/NY June 22: Pocono - 2 p.m., Prime Video  
 GA June 28: Atlanta - 7 p.m., TNT  
 IL July 6: Chicago street course - 2 p.m., TNT  
 CA July 13: Sonoma - 3:30 p.m., TNT  
 DE July 20: Dover - 2 p.m., TNT  
 IN July 27: Indianapolis - 2 p.m., TNT  
 IA Aug. 3: Iowa - 3:30 p.m., USA  
 NY Aug. 10: Watkins Glen - 2 p.m., USA  
 VA Aug. 16: Richmond - 7:30 p.m., USA  
 FL Aug. 23: Daytona - 7:30 p.m., NBC - *ROUND OF 16 announced.*

#### Playoffs

SC Aug. 31: Darlington - 6 p.m., USA  
 MO/IL Sept. 7: St. Louis - 3 p.m., USA  
 TN Sept. 13: Bristol - 7:30 p.m., USA - *ROUND OF 12 announced.*  
 NH Sept. 21: New Hampshire - 2 p.m., USA  
 KS Sept. 28: Kansas - 3 p.m., USA  
 NC Oct. 5: Charlotte road course - 3 p.m., USA - *ROUND OF 8 announced.*  
 NV Oct. 12: Las Vegas - 5:30 p.m., USA  
 AL Oct. 19: Talladega - 2 p.m., NBC  
 VA Oct. 26: Martinsville - 2 p.m., NBC - *ROUND OF 4 announced.*  
 AZ Nov. 2: Phoenix - 3 p.m., NBC

## **VI. TAX WITHHOLDINGS**

Finalists are subject to the full amount of any taxes due on the total value of the Trip Prize. The Participating Lotteries will determine, and collect taxes due on the Trip Prize, and other tiers of cash prize, as well as the \$1 Million Prize.

MUSL does not withhold or remit income taxes on behalf of prize winners, all prizes are awarded by lotteries, just like Powerball prizes. MUSL will wire prize money to appropriate lotteries after the public announcement of each Playoff Drawing. Trip winners will incur a tax liability based on the value of the trip.

Lotteries may consider increasing the awarded cash prizes (excluding the Grand Prize) to offset winner's tax liabilities.

## **VII. PLAYER RELEASE FORMS**

Due to the nature of the promotion, all sixteen (16) semi-finalist names will be made public. All national semi-finalists will be required to sign name and image release forms from NBC and NASCAR.



PA	Myisha Clark	PA	Myisha Clark	MD	Christopher Goggins	DE	Anthony Lawrence	LA	Meagan Lewis	DE	Anthony Lawrence	LA	Meagan Lewis
MS	Shunda Davis	MD	Christopher Goggins	DE	Anthony Lawrence	LA	Meagan Lewis	DE	Anthony Lawrence	LA	Meagan Lewis	NC	Beverly Lipford
MN	Marilyn Elkie	DE	Anthony Lawrence	LA	Meagan Lewis	DE	Anthony Lawrence	LA	Meagan Lewis	NC	Beverly Lipford	LA	Meagan Lewis
MD	Christopher Goggins	LA	Meagan Lewis	DE	Anthony Lawrence	LA	Meagan Lewis	NC	Beverly Lipford	LA	Meagan Lewis	NC	Beverly Lipford
DE	Anthony Lawrence	NC	Beverly Lipford	LA	Meagan Lewis	DE	Anthony Lawrence	LA	Meagan Lewis	NC	Beverly Lipford	LA	Meagan Lewis
LA	Meagan Lewis	ME	Thelma Price	NC	Beverly Lipford	LA	Meagan Lewis	NC	Beverly Lipford	LA	Meagan Lewis	NC	Beverly Lipford
NC	Beverly Lipford	TN	Noriko Puckett	ME	Thelma Price	NC	Beverly Lipford	LA	Meagan Lewis	NC	Beverly Lipford	LA	Meagan Lewis
CO	Mary Mauro	NM	Kathy Sullivan	TN	Noriko Puckett	ME	Thelma Price	NC	Beverly Lipford	LA	Meagan Lewis	NC	Beverly Lipford
KY	Edward Oechsli	IN	Tosha Tomlinson	NM	Kathy Sullivan	TN	Noriko Puckett	ME	Thelma Price	NC	Beverly Lipford	LA	Meagan Lewis
KY	Edward Oechsli	FL	Kevin Weber	IN	Tosha Tomlinson	NM	Kathy Sullivan	TN	Noriko Puckett	ME	Thelma Price	NC	Beverly Lipford
ME	Thelma Price	SC	Michael Wells	FL	Kevin Weber	IN	Tosha Tomlinson	NM	Kathy Sullivan	TN	Noriko Puckett	ME	Thelma Price
ME	Thelma Price	SC	Michael Wells	FL	Kevin Weber	IN	Tosha Tomlinson	NM	Kathy Sullivan	TN	Noriko Puckett	ME	Thelma Price
TN	Noriko Puckett	SC	Michael Wells	FL	Kevin Weber	IN	Tosha Tomlinson	NM	Kathy Sullivan	TN	Noriko Puckett	ME	Thelma Price
TN	Noriko Puckett	SC	Michael Wells	FL	Kevin Weber	IN	Tosha Tomlinson	NM	Kathy Sullivan	TN	Noriko Puckett	ME	Thelma Price
WI	Fawn Senn	SC	Michael Wells	FL	Kevin Weber	IN	Tosha Tomlinson	NM	Kathy Sullivan	TN	Noriko Puckett	ME	Thelma Price
NM	Kathy Sullivan	SC	Michael Wells	FL	Kevin Weber	IN	Tosha Tomlinson	NM	Kathy Sullivan	TN	Noriko Puckett	ME	Thelma Price
IN	Tosha Tomlinson	SC	Michael Wells	FL	Kevin Weber	IN	Tosha Tomlinson	NM	Kathy Sullivan	TN	Noriko Puckett	ME	Thelma Price
FL	Kevin Weber	SC	Michael Wells	FL	Kevin Weber	IN	Tosha Tomlinson	NM	Kathy Sullivan	TN	Noriko Puckett	ME	Thelma Price
SC	Michael Wells	SC	Michael Wells	FL	Kevin Weber	IN	Tosha Tomlinson	NM	Kathy Sullivan	TN	Noriko Puckett	ME	Thelma Price

ROUND OF 16, ROUND OF 12, ROUND OF 8, CHAMPIONSHIP 4

**NASCAR POWERBALL PLAYOFF**

**LA Meagan Lewis**

OFFICIAL LOTTERY GAME OF NASCAR

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## VIII. NASCAR Powerball Playoff LANDING PAGE

MUSL will maintain a dedicated URL for the entirety of the promotion for lotteries that wish to link players to the latest information: <https://www.powerball.com/nascar-powerball-playoff>

## IX. MARKETING ASSET REVIEW

ALL lottery marketing assets must be submitted to MUSL via email to [barb@musl.com](mailto:barb@musl.com), cc [anna@musl.com](mailto:anna@musl.com) for initial review. Based on MUSL's initial review, the assets will then be forwarded to NASCAR for review and final approval.

- Rules/Terms should be submitted as **Word docs** for easy mark-up review.
- Images, graphics should be submitted as **multi-page PDF's**.
- MUSL will submit assets to the NASCAR team for their review and approval.
- We anticipate approval times to be up to seven **(7) business days**.
- Following the creative guidelines is not sufficient for approval. All official rules, creative materials, promotion collateral, etc. must be submitted to NASCAR for review/approval as part of our contract.
- Please be advised guidelines are subject to change.

## X. 2025 NASCAR Powerball Playoff DROPBOX

- New selection of stock photos from NASCAR Championship Weekend 2024
- Sizzle Reels
- Logos
  - NASCAR Powerball Playoff
  - NASCAR + Powerball Official Partner & Official Lottery Game lockups
  - NASCAR Championship Weekend

- Optional social media templates from NASCAR Digital will be added
- A 30-second national TV spot will also be provided to lotteries that will include a 5-second slate at the end for customization.

## **XI. CREATIVE GUIDELINES**

- Don't manipulate the NASCAR or NASCAR Powerball Playoff logos in any way.
- Don't add any effects (glow, shadow, etc.) to the NASCAR or NASCAR Powerball Playoff logos.
- Don't include any add-ons to the logos (flags, bursts, etc.) to the NASCAR or NASCAR Powerball Playoff logos.
- When the NASCAR marks are used against a blue, red or yellow background, the mark either needs to be contained in a black shape or the 1C version needs to be used.
- Following the creative guidelines is not sufficient for approval. All official rules, creative materials, promotion collateral, etc. must be submitted for review/approval. And all guidelines are subject to change.

## **XII. NAMES / PHRASES**

- Powerball®
- Power Play®
- Double Play®
- NASCAR Powerball Playoff™
- NASCAR Championship Weekend™
- Phoenix Raceway®
- NASCAR Cup Series
- NASCAR Cup Series Championship Race™ at Phoenix Raceway®

## **XIII. LEGAL DISCLAIMERS**

### **• Overall**

*NASCAR, LLC, Phoenix Speedway, LLC d/b/a Phoenix Raceway, and NASCAR Enterprises, LLC are not sponsors of this promotion. NASCAR® is a registered trademark of the National Association for Stock Car Auto Racing, LLC. All trademarks are used with permission by their respective owners.*

### **• NASCAR**

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### **• Shortened for Digital/Social**

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### **• Phoenix Raceway**

*Phoenix Raceway® is a registered trademark of Phoenix Speedway, LLC.*

## **APPROVED VENDOR LIST FOR NASCAR-BRANDED MERCHANDISE**

### **Authorized NASCAR Promotional Licensees and Retail Licensees that service promotional business.**

Below please find a list of NASCAR Promotional licensees that are authorized to service corporate/premium needs of NASCAR, Tracks, and our Partners when utilizing Intellectual Property of NASCAR, its tracks and events for any non-retail use. Also, included are NASCAR retail licensees that service corporate for the specific categories they are licensed. The list of NASCAR retail licensees is not exhaustive-if there are specific product classifications you are looking for, please reach out to NASCAR licensing and we can send you a full licensee list or can suggest licensees based on your needs.

All premiums/corporate items will need to be submitted by the licensees for approval of NASCAR Licensing through the trademark online approval system prior to products. Trackside giveaways are subject to the trackside giveaway policies in terms of approvals of goods, non-distribution of restricted classes, etc. For questions or assistance, please reach out to NASCAR Licensing. We can also help bid projects on your behalf to our vendor base and/or can help with ideas on potential product classes for your activations!

<b>NASCAR Promotional Licensees-Licensees that do not have retail rights, but that can serve premium/corporate uses. They can produce products against exhaustive categories</b>		
<b>Licensee Name</b>	<b>Contact Info</b>	<b>Categories</b>
BDA	Kelsey Quevedo kguevedo@bdainc.com (253) 225-5981	All Categories (e.g. Apparel, Headwear, Novelty, etc.)
G&G Outfitters	Natalie Schneider nschneider@ggoutfitters.com 240-487-2994	All Categories (e.g. Apparel, Headwear, Novelty, etc.)
Legends Hospitality Group	Colin Reisdorf Creisdorf@legends.net 716.932.4980	All Categories (e.g. Apparel, Headwear, Novelty, etc.)  <b>NOTE: If the item will be distributed at track and is in a restricted class based on the trackside giveaway policy, then the item must be purchased through Legends</b>
Pinnacle Promotions	Lindsey Wittner Lindsey.wittner@pinnaclepromotions.com	All Categories (e.g. Apparel, Headwear, Novelty, etc.)
Staples Promotional Products	Kristi Koszyk Kristi.Koszyk2@staples.com (909) 973-0390	All Categories (e.g. Apparel, Headwear, Novelty, etc.)
Success Promotions	Rocky Dudum Rocky@Successbrands.com (925) 457-4611	All Categories (e.g. Apparel, Headwear, Novelty, etc.)