

# TEXAS LOTTERY® CASH ADVENTURE

POST EVENT & CONCERT DEBRIEF | 11 JULY 2021

PRESENTED BY: ALCHEMY3, LLC | 28 JULY 2021





# A FEW STATS ABOUT THE EVENT

SUNDAY, 11 JULY 2021 | AUSTIN, TEXAS







# EVENT HURDLES

- 1 PANDEMIC**
- 4 CITY CHANGES**
- 5 DATE CHANGES**
- 2 HEADLINE TALENT CHANGES**
- 18 HOTELS SOURCED**
- 20 CONCERT VENUES SOURCED**

**THANKS FOR YOUR SUPPORT THROUGH IT ALL!**



# EVENT STATS

- 3** EVENT REGISTRATION LOCATIONS
- 2** SECURITY CHECKPOINTS
- 6** PLATINUM PRIZES | FENDER TELECASTER GUITARS SIGNED BY BRAD PAISLEY
- 20** \$500 PRIZE WINNERS | IN AX GIFT CARDS
- 560** WINNERS & GUESTS | 93% OF 600 CONFIRMED
- 287** HOTEL ROOMS FOR WINNERS | IN 2 FOUR-STAR HOTELS
- 600** DINNERS WITH ASSIGNED SEATS | IN 12 LOCATIONS
- 600** CONCERT SEATS ASSIGNED
- 650** SWAG BAGS ASSEMBLED | PROVIDED AT EVENT CHECK-IN

**GO CASH ADVENTURE GO!**



# WINNER & GUEST STATS

**51%** WINNERS (288) AND **49%** GUESTS (272)

**52%** FEMALE (291) AND **48%** MALE (269)

**42%** BOOMERS | AGES 55-73

**35%** GENERATION X | AGES 39-54

**20%** MILLENNIALS | AGES 23-38

**01%** GENERATION Z | AGES 22 AND YOUNGER

**02%** SILENT GENERATION | AGES 74-91

THE LAST OF EVENT STATS, FOR NOW!





**WELCOME**

**TEXAS LOTTERY®**

**CASH ADVENTURE**

**WINNERS & GUESTS**

**VIDEO**





# **EVENT REGISTRATIONS AND STEP & REPEAT**

**W AUSTIN | JW MARRIOTT | AUSTIN CITY LIMITS LIVE**









**WINNER  
EVENT REGISTRATION!**



**REGISTRATION**



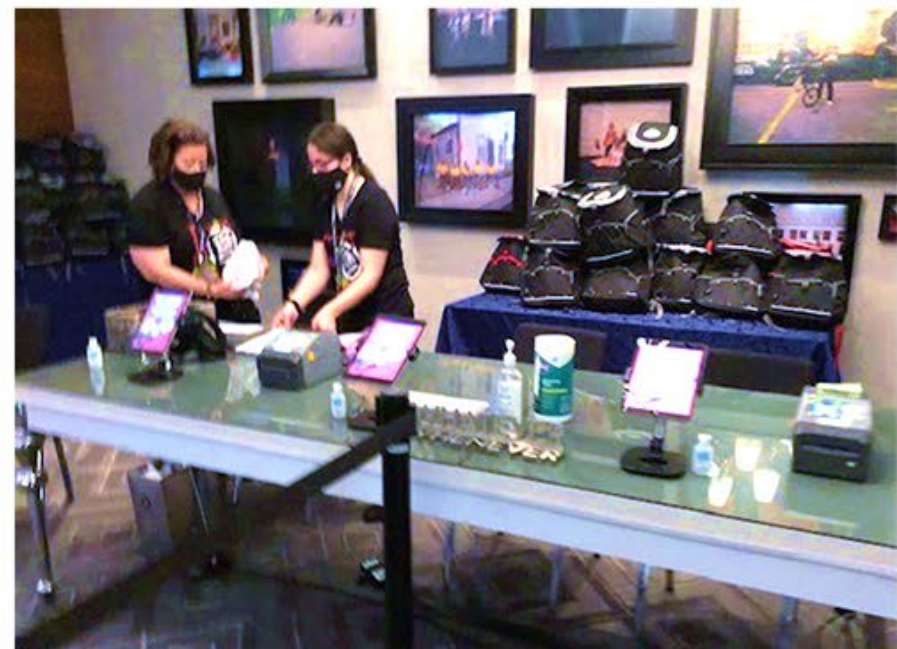
**W AUSTIN | EVENT REGISTRATION**



**GUEST  
EVENT REGISTRATION!**



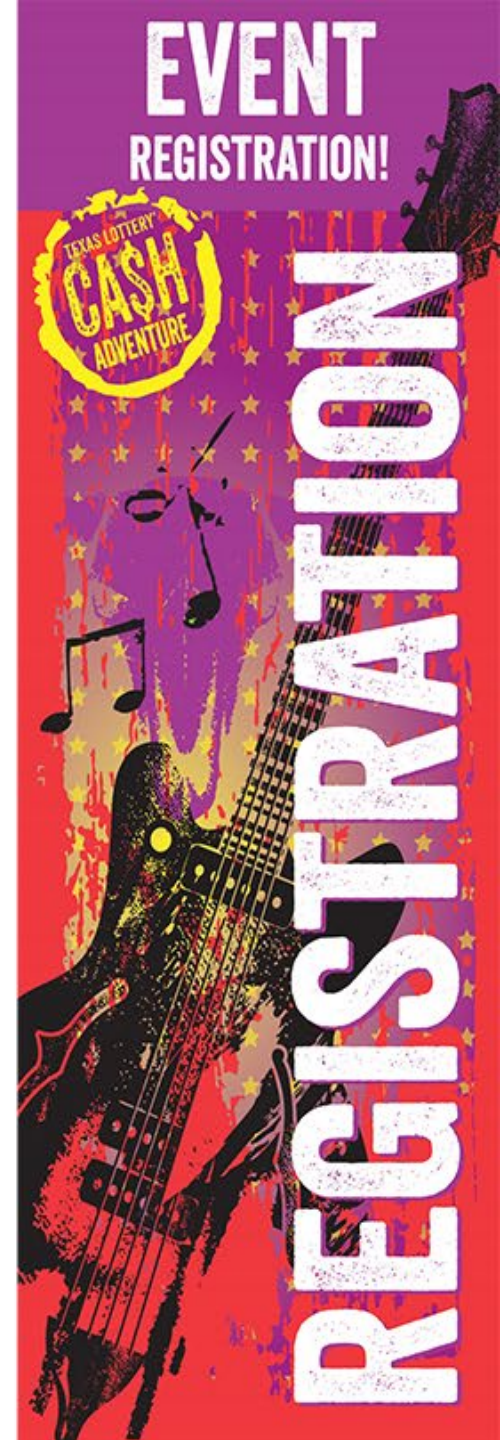
**REGISTRATION**







ACL LIVE | STEP AND REPEAT







ACL LIVE | STEP AND REPEAT







TEXAS LOTTERY®

CASH

ADVENTURE



# **DINNER AND CONCERT**

## **AUSTIN CITY LIMITS LIVE**













ACL LIVE | CONCERT SEATING





# **LIVE PERFORMANCES**

## **BY BRAD PAISLEY AND PAT GREEN**







**WELCOME  
TO THE SHOW!**

TEXAS LOTTERY  
**CASH**  
ADVENTURE





TEXAS LOTTERY®  
CASH ADVENTURE

PRESENTS

PAT GREEN

11 JULY 2021











TEXAS LOTTERY®  
CASH ADVENTURE  
PRESENTS

BRAD  
PAISLEY

11 JULY 2021









# WINNER TESTIMONIALS

**“SO MUCH FUN... I DIDN'T WANT THE NIGHT TO END!” — ANDRE J.**

**“THE FIRST CONCERT I'VE ATTENDED WITH MY HUSBAND... THIS IS A NIGHT WE WILL NEVER FORGET!” — SUMMER M.**

**“PAT GREEN PUT ON A PHENOMENAL PERFORMANCE!... THE HOTEL BEING CONNECTED TO THE VENUE WAS AS CONVENIENT AS COULD BE.”  
— PATRICK W.**





**THANK YOU TEXAS LOTTERY®**

**FROM YOUR PARTNERS AT  
ALCHEMY3 AND POLLARD BANKNOTE**

