



**FOR IMMEDIATE RELEASE:**

**The California Lottery Kicks Off Exclusive Partnership with  
The Los Angeles Rams, San Francisco 49ers, and Los Angeles Chargers;  
Unveils Team-Themed Scratchers®**

***Fans can win million-dollar top prizes, ultimate fan bonus prizes and experiences,  
as well as support public education through this first-of-its-kind partnership***

**SACRAMENTO, Calif., September 4, 2025** – The California Lottery is unveiling an exclusive new partnership with the Los Angeles Rams, San Francisco 49ers, and Los Angeles Chargers, featuring three new *California Game Day Scratchers* games. Each *California Game Day Scratchers* gives fans the chance to win instant prizes and cash, including million-dollar top prizes, plus an opportunity at a 2nd Chance Bonus Draw for exclusive fan experiences and other prizes.

“This partnership unites three incredible football teams with the California Lottery to bring excitement and game-day fun to fans across the state,” said Sharon Allen, Deputy Director of Sales & Marketing at the California Lottery. “By releasing these limited-edition Scratchers games, we’re celebrating our local teams while inviting football fans to help support the California Lottery’s mission and their communities by generating funding for public education.”

Throughout the season, fans can find in-stadium experiences and California Lottery vending machines at both Levi’s® Stadium and SoFi Stadium during every home game. The California Lottery will host live pre-game experiences at select football games for each of the teams during the season, where fans aged 18 and older can purchase Lottery games, spin the Lottery wheel, and win more prizes. Additional marketing efforts and retail displays will further highlight the *California Game Day Scratchers* throughout the state.

***California Game Day Scratchers 2nd Chance Bonus Draw***

From August 18 through October 1, 2025, players can take their game into overtime by entering their non-winning *California Game Day Scratchers* into the corresponding California Game Day 2nd Chance Bonus Draw. [California Game Day 2nd Chance Bonus Draw](#).

With three separate 2nd Chance Bonus Draw promotions — one for each team — players have the chance to win exciting Los Angeles Rams, San Francisco 49ers, and Los Angeles Chargers prizes such as Club Level home game tickets, autographed team gear, cash, and other fantastic opportunities.

All entries into the California Game Day 2nd Chance Bonus Draws also automatically qualify for a grand prize drawing where three players will win a once-in-a-lifetime fan experience – a pair of tickets to the Ultimate Game of the Year at Levi’s® Stadium on February 8, 2026.

## ***Supporting California Education and Communities, One Purchase at a Time***

Fans can enjoy a moment of fun and entertainment with new *California Game Day Scratchers* and feel good about their Lottery purchases, knowing 95 cents of every dollar spent on Lottery games goes back to the community through contributions to public schools and colleges, prizes, and retailer compensation. The California Lottery has supplemented public schools with more than \$46 billion in funding since its inception in 1985, with over \$2 billion provided to public schools in FY 2023-2024. While an impressive figure, it represents only a percentage of California's annual public education budget. Lottery funding supports school programs such as arts, music, athletics, computer labs, career technical programs, as well as playground equipment, and much more.

## ***An Exciting Partnership for California Lottery and California NFL Fans***

**Los Angeles Rams**: "Our collaboration with the California Lottery is a fresh way to play for something big. With proceeds benefiting California public education, it's a win-win for our fans and Californians. The California Lottery Game Day Scratchers are a perfect way to share team pride while allowing fans to flex their fandom," said Jennifer Prince, Los Angeles Rams Chief Commercial Officer.

**Los Angeles Chargers**: "The Chargers are excited to collaborate with California Lottery for this first-of-its-kind partnership featuring Chargers branded scratchers. This campaign will not only provide the Bolt Fam with a fun way to play but will also impact the greater California community by supporting the California education system through donated proceeds allowing all of us to truly believe — and make a difference — in something bigger," said Corey Norkin, Chargers Chief Partnerships Officer.

**San Francisco 49ers**: "The 49ers Faithful are ready and excited to play the first-ever 49ers branded California Lottery Scratchers. Partnering with the California Lottery will add to the fan experience at Levi's® Stadium, giving fans another chance to win on gamedays," said Kevin Hilton, 49ers VP of Corporate Partnerships.

These exclusive, limited-edition \$10 Scratchers are on sale now at California Lottery's 23,000+ retail partner locations. Lottery games are for adults ages 18+ only.

For more information, visit landing page for game day [California Game Day Scratchers | California State Lottery](#).

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### **ABOUT THE CALIFORNIA LOTTERY**

The mission of the California Lottery is to raise additional funding for public education, helping to supplement school budgets for K-12 as well as colleges and universities. The California Lottery has raised more than \$46 billion for public schools through the responsible sale of its games since 1985. Lottery funding for schools is largely discretionary, so administrators and educators can use Lottery money for instructional programs and services they may not otherwise afford. The California Lottery features eight [draw games](#) and dozens of new instant [Scratchers](#) games each year. More than 95% of California Lottery sales revenue goes back to the community in the form of prize payments, [retailer commissions and bonuses](#), and contributions to education. More information about who benefits can be found [here](#). As jackpots rise, the California Lottery would like to remind players that gambling should be fun. Borrowing money to play, spending above a person's budget, or using money intended for other purposes can ultimately lead to significant problems for players and their families. If a player recognizes that they have a gambling problem or if someone knows of someone who may have a problem, the Lottery recommends calling the California Problem Gambling Help Line at 1-800-GAMBLER.

### **ABOUT LOS ANGELES RAMS**

The Los Angeles Rams – Los Angeles' original professional sports team and Super Bowl LVI Champions – stand as one of the oldest franchises in the National Football League and since its founding in 1937, have garnered four World Championships and sent 30 of its members to the Pro Football Hall of Fame. As a professional sports team, the organization is committed to be a valuable civic partner and serving the greater Los Angeles area 365 days a year. The Rams play their home games at SoFi Stadium, which is located at Hollywood Park, a 298-acre sports and entertainment destination owned, being developed and operated by Los Angeles Rams Owner/Chairman E. Stanley Kroenke in Inglewood, CA.

### **ABOUT THE SAN FRANCISCO 49ERS**

The San Francisco 49ers, owned by the York family, currently play in the NFC West division and have won five Super Bowl trophies including Super Bowl XVI, XIX, XXIII, XXIV and XXIX. The franchise also has eight conference championships and 22 divisional championships and was the first major league professional sports team to be based in San Francisco over 75 years ago. Please visit [49ers.com](http://49ers.com) and follow the 49ers on Facebook and X @49ers.

### **ABOUT LOS ANGELES CHARGERS**

Now in their 66th season in Southern California, the Chargers continue to stretch the imagination and put on the most exciting show in football. But don't let the idyllic West Coast setting and iconic powder blue uniforms – widely regarded as the NFL's best – fool you. Behind the dramatic games, unforgettable highlights, beloved players and groundbreaking performances lies an uncompromising drive for success; one rooted in toughness, resilience and good old-fashioned hard work. Established in Los Angeles in 1960 as a charter member of the American Football League, the team played in San Diego from 1961 to 2016 and advanced to five of the first six AFL Championship games, capturing the 1963 title. Joining the National Football League when the two leagues merged in 1970, the Chargers have since claimed an additional 10 division titles and appeared in Super Bowl XXIX. Owned by the Spanos family since 1984, the Chargers returned to Los Angeles in 2017, opened their multi-billion-dollar SoFi Stadium home in 2020, moved into their new quarter-billion-dollar El Segundo training facility in the heart of Los Angeles' South Bay in 2024 and continue to redefine what an NFL franchise looks like in the 21st century. Learn more at [www.chargers.com](http://www.chargers.com) and follow us on [Instagram](#), [Twitter](#) and [YouTube](#).



