



vax
NEVADA
DAYS



CAMPAIGN REPORT

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All COVID-19-vaccinated Nevadans were automatically entered:

8 weeks
of prize drawings

cash prizes ranging
from \$1,000 to
\$1 million

529 plan funds for
post-secondary education
from \$5,000 to
\$50,000

2,000
total winners



OFFICE OF GOVERNOR STEVE SISOLAK

gov.nv.gov

@GovSisolak

Individual vaccination is a team effort.

That's one of the lessons we learned from Vax Nevada Days, our statewide incentive program to encourage COVID-19 vaccination among Nevadans.

After an early surge in COVID-19 vaccinations in March and April of 2021 when vaccines first became available to most Nevadans, our state – like all other states in the country – experienced a notable drop in the vaccination rate. As the scientific evidence has revealed, COVID-19 vaccines are the best way to prevent disease spread and help us return to a more “normal” social and economic life. Similar to other states, we were looking for ways to incentivize more Nevadans to get vaccinated sooner and Vax Nevada Days was born. We turned to our trusted state vaccination partner, Immunize Nevada, to turn this idea into a reality – and they knocked it out of the park.

The reasons for not getting vaccinated vary greatly – from access and convenience, to concern over speed of vaccine development and misinformation – so we developed an eight-week promotion to give Nevadans time to gather the information they needed to make the decision to vaccinate. From July 8 to August 26, every Nevadan aged 12 and older who had initiated the COVID-19 vaccination process (regardless of when they got their vaccine) had the opportunity to win a share of \$5 million in cash, tuition prizes, and State recreation prizes.

Pulling off a promotion of this scale required an incredible team and logistical effort. With Immunize Nevada leading the charge, government agencies, private business, casinos and tourism agencies, educational institutions, health care partners, politicians, community and labor groups all pooled talents, shared expertise, and worked in concert to get Nevadans vaccinated and automatically entered in Vax Nevada Days. That's how Nevada tackles a big problem, and I could not be more proud.

More Nevadans vaccinated was the goal and Vax Nevada Days helped us achieve that goal thanks to our statewide team.

Governor Steve Sisolak
State of Nevada

INCENTIVIZING VACCINATIONS:



"It's a life changing opportunity, now I will be able to go to school without being in debt my whole life."
 - \$100,000 cash winner

DO GOOD. WIN BIG.



With the Governor's vision for a statewide promotional campaign encouraging COVID-19 vaccination laid out, Immunize Nevada gathered key partners together to bring Vax Nevada Days to life. The State partnered with IGT, which brought decades of expertise to assist in creating Vax Nevada Days.

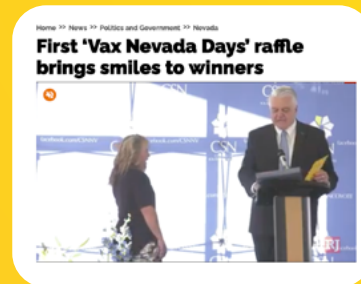
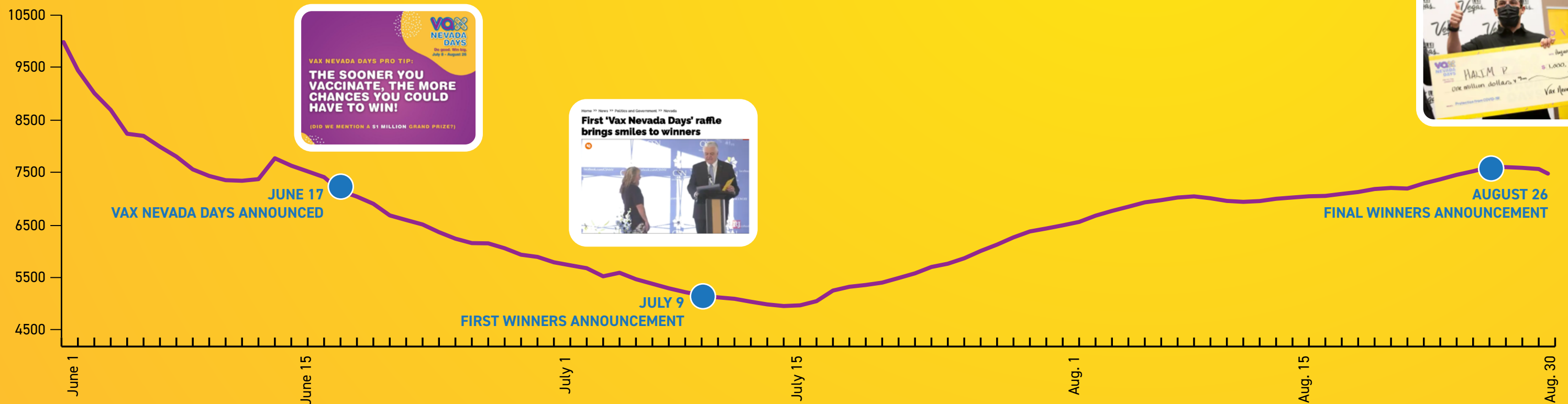
IGT helped ensure a fair, equitable and fully blind drawing process in collaboration with WebIZ, Nevada's Immunization Information System (IIS). Then Immunize Nevada worked tirelessly to contact winners and arrange for many of them to attend the live winner announcement events.



440,988

COVID-19 VACCINE DOSES ADMINISTERED IN 8-WEEK PERIOD

VACCINATIONS DURING CAMPAIGN





"The scholarship prize will provide an opportunity to pursue a dream/career that otherwise may not have been possible."

-\$20,000 college savings plan winner

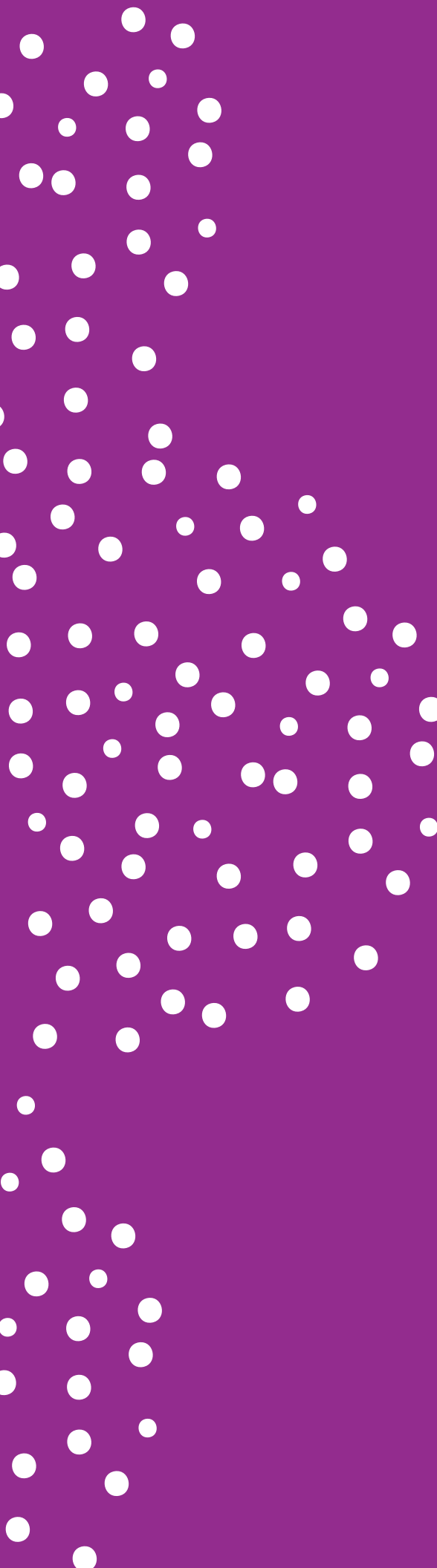


VACCINATED NEVADANS HAVE A CHANCE AT \$5 MILLION IN CASH & PRIZES



Vax
NEVADA
DAYS

immunize nevada | 3 MILLION REASONS



1,063
NEVADA FISHING
LICENSE WINNERS



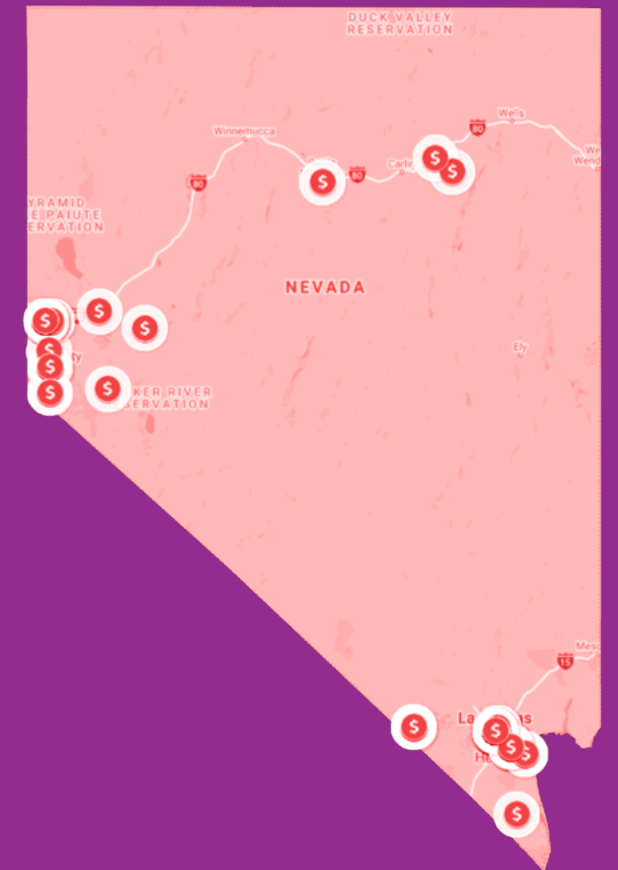
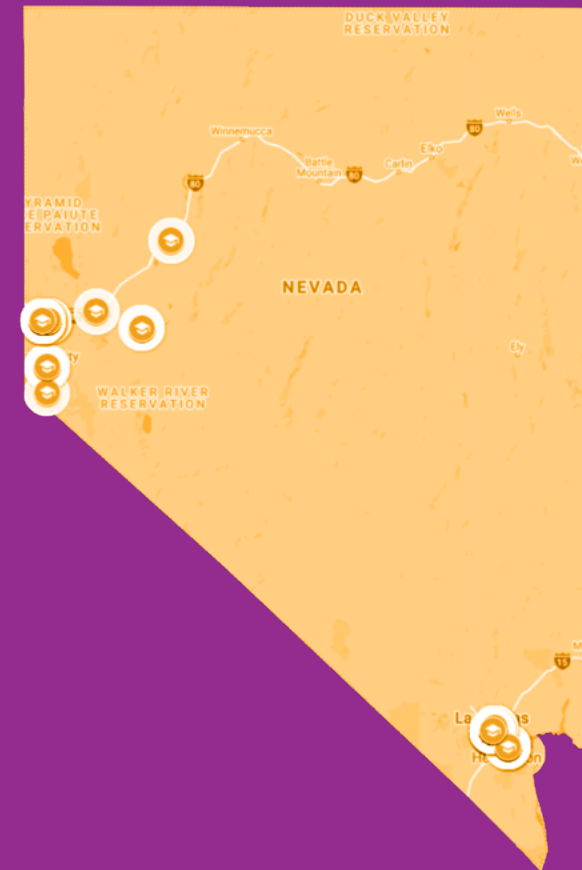
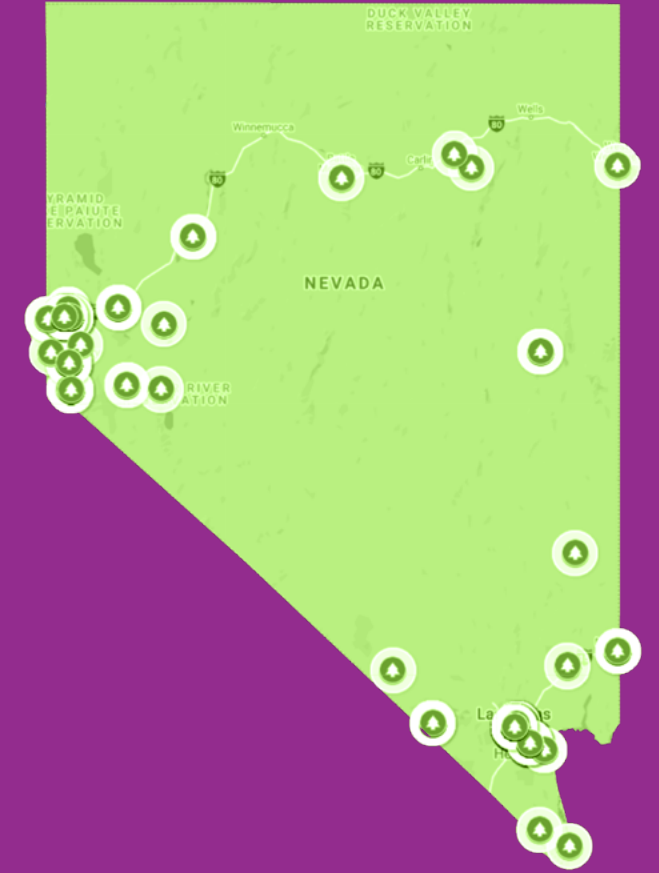
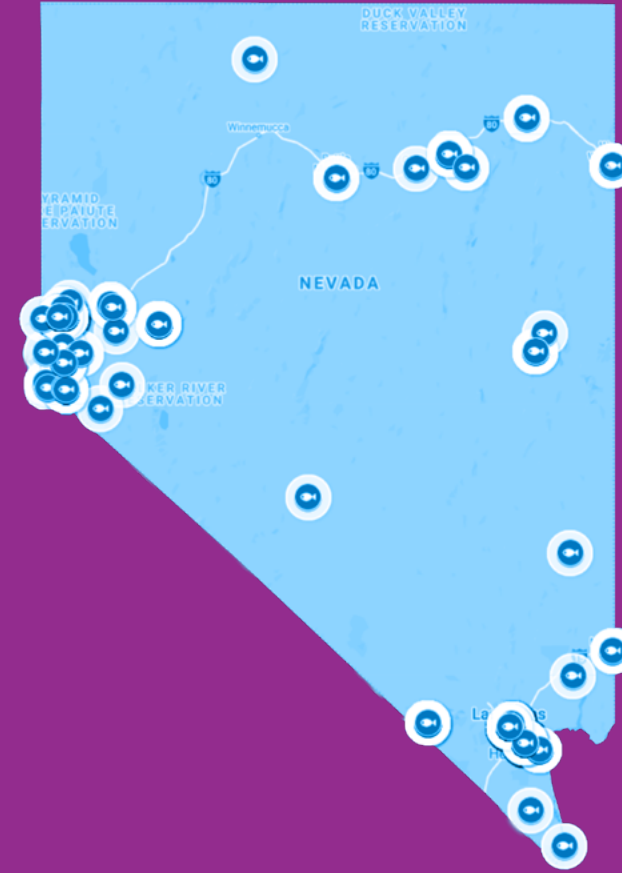
485
NEVADA STATE PARKS
ANNUAL ENTRANCE
PERMIT WINNERS



133
529 TUITION SAVINGS
PLAN WINNERS:
\$5,000-\$50,000



144
CASH PRIZE WINNERS:
\$1,000-\$1,000,000



VAX NEVADA DAYS WINNERS:



"It was a pleasant surprise and reinforced our support for getting vaccinated."

-\$1,000 cash winner

DEMOGRAPHICS

19 STUDENTS

11 VETERANS OR MILITARY MEMBERS

25 HEALTHCARE & ESSENTIAL WORKERS

12 YOUNGEST WINNER

83 OLDEST WINNER

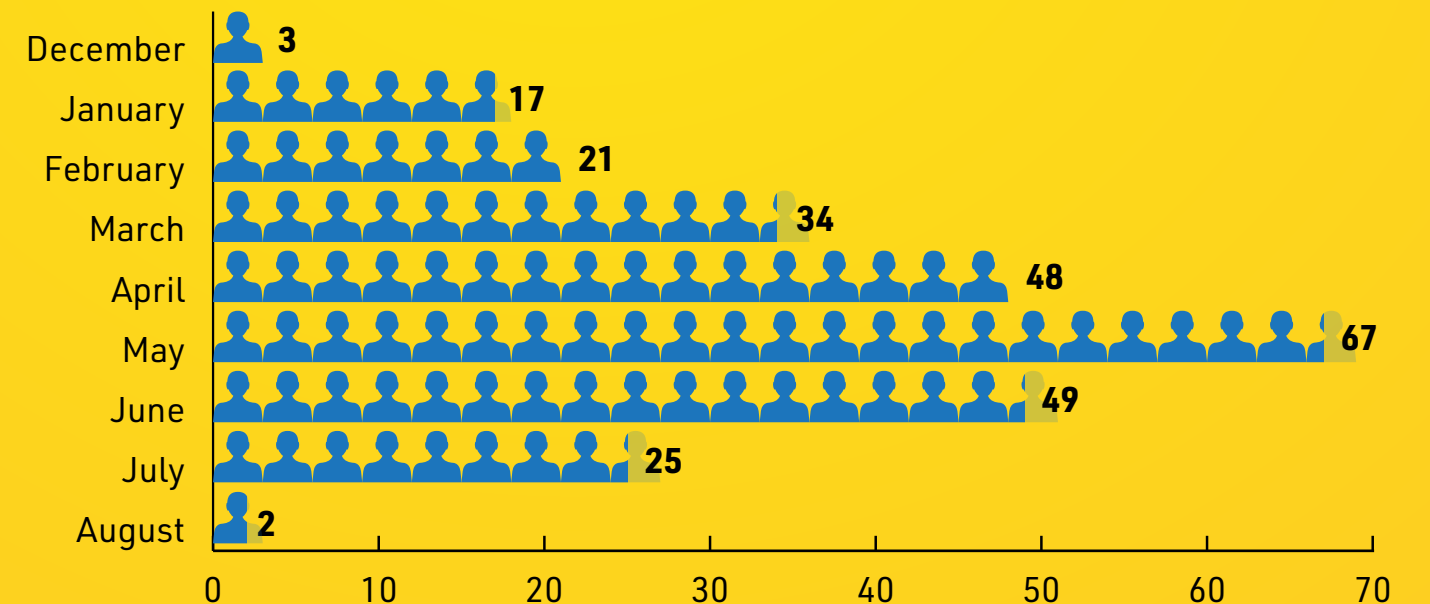


Every effort was made to ensure that every single COVID-19 vaccinated Nevadan, no matter where or when they got vaccinated – a military base, tribal health center, pop-up clinic or physician office – was included in the Vax Nevada Day drawings.

As a result, Vax Nevada Days Winners reflected our state with winners from 10 of Nevada's 17 counties, and most winners from our population centers in Clark and Washoe counties. 46% of winners were male and 54% were female. There were winners vaccinated in December 2020 and in August 2021. Winner occupations ranged from casino workers and machine operators to frontline healthcare workers and retirees.

Disclaimer: Winner demographics are partial based on winner-provided data.

MONTH WINNER WAS VACCINATED



PROTECTING NEVADANS:

WITH VITAL PARTNERSHIPS

8 CREATIVE PARTNERS

3 TOURISM AGENCIES

5 PUBLIC HEALTH ORGANIZATIONS

9 GOVERNMENTAL DIVISIONS

6 PRIVATE BUSINESS ENTITIES



The enormous effort behind Vax Nevada Days brought together an incredibly diverse group of businesses, agencies, organizations and individuals.

Led by the Governor's office and Immunize Nevada, these groups came together with their varied talents and expertise to tackle this important, time sensitive, and complicated challenge.



"I was able to donate to a good cause."

-\$1,000 cash winner



Nicki Aaker,
Carson City Health & Human Services

Shelley Berkley
CEO and Senior Provost,
Touro University

Calvert Photography
The Communication Access Services (CAS)

Ivan Carrillo
Photography

Ronda Churchill
Photography

State Treasurer Zach

Conine

Senator Fabian Donate

Eric Edelstein
President, Reno Aces & Greater Nevada Field

Frank Hawk
Vice President,
Southwest Regional
Council of Carpenters

Mike Henderson
Arborylph Video
Production

Steve Hill

President & CEO,
Las Vegas Convention & Visitors Authority

Congressman Steven Horsford

Houldsworth Russo & Co

Law Offices of Lyn E. Beggs, PLLC

Myron G. Martin,
President & CEO,
The Smith Center

Nevada State Senate
Nevada State Assembly
Heidi Parker

Executive Director,
Immunize Nevada

Melody Rose, Chancellor,
NSHE

Senator Jacky Rosen

Brian Sandoval
President,
University of Nevada,
Reno

Dr. Tony Slonim
President & CEO,
Renown

Assemblywoman Teresa Benitez-Thompson

Congresswoman Dina Titus

Kirsten Van Ry
Chief of Staff,
State Treasurer's Office

Greg Vannoy
9mm Media

Keith Whitfield
UNLV President

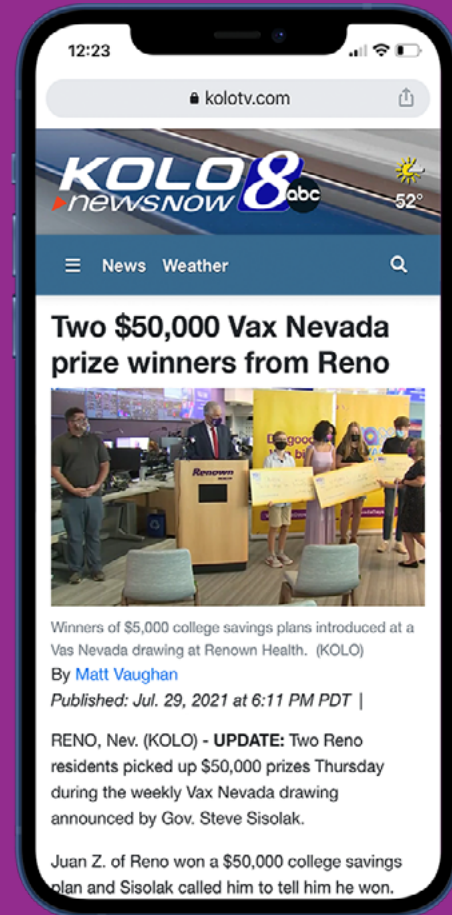
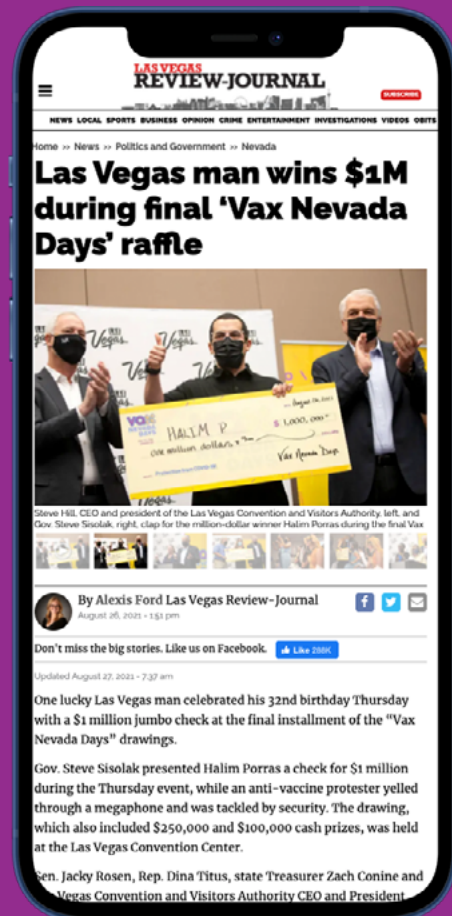
Dr. Federico Zaragoza
President,
College of Southern
Nevada

EARNED MEDIA:

PUBLIC EXPOSURE

Las Vegas man wins \$1M during final 'Vax Nevada Days' raffle

-Las Vegas Review Journal



Two \$50,000 Vax Nevada prize winners from Reno

-ABC affiliate, Channel 8, KOLO News Now



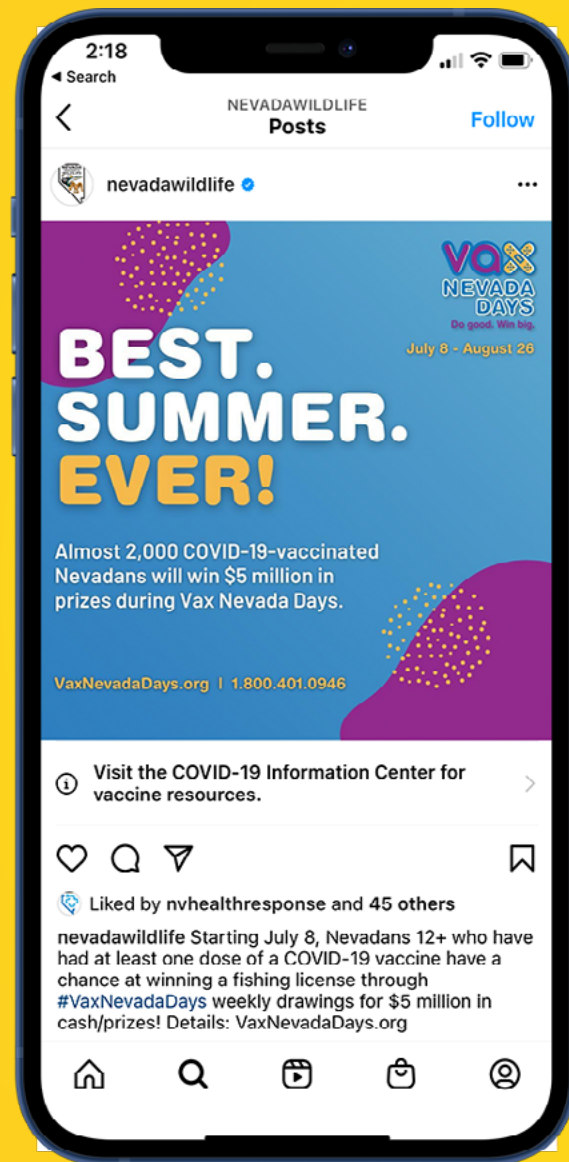
"It's a blessing. We now have a safety net in case anything happens."

-\$25,000 cash winner



SOCIAL MEDIA:

#VAXNEVADADAYS



"We are about to purchase our first home. This was certainly a positive surprise and will help us reach our goal to achieve this dream."

-\$1,000 cash winner



vax

NEVADA DAYS



NEVADA
HEALTH
RESPONSE



"This prize was a ray of light during a difficult time. Finances have been tight since the beginning of the pandemic as I'm primarily a 1099 worker, and I've also been in the process of trying to return to graduate school, so this money was a huge help in offering some temporary stability for myself and my significant other."

- \$1,000 cash winner