



**OPERATING STANDARDS  
ADVERTISING AND PROMOTION  
EFFECTIVE DATE: JULY 1, 2021**

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**OVERVIEW**

The Director may prohibit Video Lottery Sales Agents (VLSA) from engaging in certain advertising and promotions deemed inappropriate by the Director. VLSA agrees to be bound by the decision of the Director relating to advertising and promotions. The Director may initiate advertising and promotional programs relating to video lottery gaming and may provide promotional materials to the VLSA.

**REFERENCE DOCUMENTS**

Ohio Administrative Code [3770:2-6-05](#)

Video Lottery Sales Agent Terms and Conditions

North American Association of State and Provincial Lotteries (NASPL) Advertising Guidelines, Approved March 19, 1999 at [www.naspl.org](http://www.naspl.org)

**ADVERTISING PROGRAMS**

The VLSA advertising program shall be created with consideration of the NASPL Advertising Guidelines. The program must not target children; contain political, religious, or ideological content; contain material that disparages any person or group of people; contain material that would be offensive to an ordinary reasonable person; or contain controversial or inflammatory messages.

The VLSA shall present an annual advertising plan which shall describe at a high level the main components of the advertising program. The VLSA shall agree that its plan does not conflict with the NASPL standards.

The use of the word “casino” is strictly prohibited in any marketing or advertising materials.

**PROMOTIONAL CREDIT PROGRAM**

The issuance of promotional credits is subject to approval of the Director. The VLSA shall present an annual promotional credit plan which shall propose the quantity of promotional credits to be awarded and shall describe the allocation of credits amongst programs (e.g. direct mail, player loyalty).

Each promotional offering request must be submitted and approved at least 30 days in advance. The request must include a description of the promotion, rules and any other specifics about the promotion.



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Promotional rules that list prizes which are fulfilled by third parties (i.e. airlines, hotels, cruise lines, vacation rentals, car dealerships, etc.) must include any and all restrictions, disclaimers, blackout dates, terms and conditions that apply to the successful fulfillment and satisfactory acceptance of such a prize by the selected winner. In addition, if a cash alternative or other substitute prizes will not be offered in lieu of prizes listed for a promotion, statements advising participants of such must be included in the promotional rules and available for customer review.

The Ohio Lottery Commission (OLC) may allow points garnered from credit card transactions to be converted to free play by Ohio VLSAs. Promotional gaming credit offers and/or programs must be submitted to the OLC and approved prior to any promotional gaming credit offers and/or programs being implemented. Submissions shall include an overview of the marketing purpose and benefits to the OLC.

Any request to modify a promotional offering, already approved by OLC, must be submitted with the original requested promotional offering, as well as the modified promotional offering, including highlighted changes.

Any and all rules for promotional offerings that gives the VLSA final authority on determining interpretation, should also include OLC approval within the rule.

## **CONTACT**

For further information contact: [VLT@lottery.ohio.gov](mailto:VLT@lottery.ohio.gov)