



## SPORTS GAMING OPERATING STANDARDS

### PROMOTIONAL PROGRAM

**EFFECTIVE DATE: OCTOBER 1, 2022**

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#### OVERVIEW

The Director may allow the Lottery Sports Gaming Proprietors (LSGP) to engage in certain advertising and promotional credit offerings in support of the Sports Gaming program. The Director may permit the LSGP to deduct the cost of these promotional credits from Gross Gaming Revenues. The LSGP 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 Lottery Sports gaming and may provide promotional materials to the LSGP.

#### REFERENCE DOCUMENTS

Ohio Administrative Code: [3770:3-7-01](#)

Ohio Administrative Code: [3770:3-7-04](#)

#### PROMOTIONAL CREDIT PROGRAM

The issuance of promotional credits, bonus wagers, or bonus payouts (multipliers) is subject to approval of the Director. The LSGP shall present an annual promotional credit plan which shall propose the quantity and value of promotional credits to be awarded and shall describe the allocation of credits amongst programs (e.g. direct mail, player loyalty). The plan shall include an estimated revenue projections for the year, as well as estimated promotional redemptions.

Each promotional offering request shall be submitted and approved at least 30 days prior to initiating the promotional offering. The request must include the following:

- A description of the promotion.
- Eligibility guidelines identifying the metrics as well as the audience size.
- Expected ROI / Budget for the promotion.
- A set of customer-facing promotional rules and regulations.
- A breakdown of how monies are divided and awarded to the patrons for promotions that have a specific dollar value attached.
- Artwork for marketing to be reviewed / identification of paid media. If artwork is not available at the time of submission, submit prior to production and/or public distribution.
- Any other specifics about the promotion.

Promotional credits, bonus wagers, or freeplay cannot be offered as an alternate option for any prize. Promotional credits must be played and cannot be cashed. However, any funds won from an approved promotional credit are permitted to be cashed.



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The Lottery may allow for approved promotional credits to be deducted as part of Gross Sports Gaming Revenue (GGR) based on review and approval of the LSGP promotional plan. Approved promotional credits that are wagered by patrons may be subtracted from the revenue total for the following invoice period, so that deductible promotional credits are not included in the final GGR calculation to the Lottery.

When issuance of a promotional gaming credit requires money exchanged as a match from the patron, the deductible portion of the promotional gaming credit does not include the portion of the wager purchased by the patron.

The Lottery shall be added to the mailing list for all customer facing physical and electronic mailing at the highest tier status. If telemarketing will be used to communicate promotional efforts, include mention of that method in rules submissions. All electronic mail should be sent BCC to [sportsgaming@lottery.ohio.gov](mailto:sportsgaming@lottery.ohio.gov) and physical mail addressed to 615 W. Superior Avenue, Cleveland, OH 44135.

Promotional rules that list prizes which are fulfilled by third parties (e.g., 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.

Promotional gaming credit offers and/or programs must be submitted to the Lottery and approved prior to any promotional gaming credit offers and/or programs being implemented. Any unauthorized promotional play issued by the LSGP must be honored, subject to full financial recovery by the Lottery in addition to any applicable liquidated damages.

Any request to modify a promotional offering, already approved by the Lottery, 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 LSGP final authority on determining interpretation, should also include the Lottery approval within the rule.

## **REPORTING REQUIREMENTS**

The LSGP shall provide the following reports to the Lottery monthly:

- Monthly promotional spend forecast report (due 30 days in advance).
  - The forecast shall include the projected spend for each planned promotion and/or promotion category.



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- Include the projected issuance of discretionary promotional credits.
- Monthly promotional credit wagered/redemption report (due the 10<sup>th</sup> of each month for the prior month).
  - The wagered/redemption report shall include the issuance and/or redemption of promotional credits for each completed promotion and/or promotion category.
  - Include the issuance/redemption of discretionary promotional credits.

#### **CONTACT**

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