

THE OFFICIAL PUBLICATION OF THE NORTH AMERICAN ASSOCIATION OF STATE & PROVINCIAL LOTTERIES

# INSIGHTS

SEPTEMBER/OCTOBER 2021

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The main theme examined in this issue of *Insights* focuses on a topic that is critical to our organizations: Supporting Our Communities.

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In addition to the beneficiary programs that we fund, community involvement is vital to the fabric of

our organizations and something that we must be mindful to implement in our day-to-day operations.

I am so proud that many of us are going above and beyond to contribute to our communities. We are reading to pre-K classes, organizing clothing, food and toy drives, assisting with disaster relief efforts, participating in charity walks, providing corporate sponsorships and much more.

Although events of the past year and a half have impacted some of the things that we can do, we continue to find opportunities to offer our support.

When we support our communities, we find that we build relationships and trust, increase brand awareness, and even strengthen sales and recruitment, because consumers and employees value organizations that give back.

While there are many benefits, ultimately, we give back because we care. We always want to invest in the communities that have invested in us.

As we constantly explore ways to grow, pouring into our communities provides opportunities for us to build stronger people and stronger organizations.

Sending my best,

**Gretchen Corbin**

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# Ammie Smith

Director of Product Development,  
South Carolina Education Lottery

For Ammie Smith, product development is all about problem solving, not just about building a game and putting it in the marketplace. Sure, that is always fun for product developers, but really, it is about building a program – working closely with marketing in order to add something different to the products, extend the life of the games, and reach more players.

“Ammie’s drive and dedication to our mission, coupled with the collaboration of her team with all areas of our business from finance to sales, from marketing to IT, are crucial to our success,” said South Carolina Education Lottery Executive Director Hogan Brown. “She truly understands our players in her approach to instant game development and deployment. Both methodologies could serve as a model for the industry. She also strives to refresh our terminal games, adding new play features to Pick 3 and Pick 4 and seeking out new games to expand our player base.”

Smith first joined SCEL in October 2005 as Executive Assistant in the Executive Director’s office, so she got an early look at all the moving parts it takes to run a lottery. After just a year in that role, she joined the promotions team for six years, ending up as manager there. She shifted to product and marketing in 2012, and when those two areas were separated at SCEL in 2019, she became Director of Product Development.

Working in promotions, she was able to be out in the field. “That allowed me to start interacting with players and watching how our players interact with our games,” said Smith. “That made for a perfect transition



to product development, where I really fell in love with the industry.” In product development, she is able to use problem solving and goal setting skills, and there is a “tremendous sense of reward when you transfer money to education every year in South Carolina.”

Further, there’s a never-ending path of change in product development, where you never stop learning. “Just when you think you have it figured out something changes.” And Smith loves working closely with marketing – after all, she spent many years during a time when product and marketing were under the same banner. “Designing and developing one game is fun, but layering that with promotional opportunities, digital engagement, marketing and player propositioning takes product development to the next level.”

When she isn’t working at the Lottery to raise money for education in South Carolina, Smith is generous with her time to give back in other ways. She is active in the Junior

League of Columbia, a philanthropic women’s organization. She has done leadership programs with the Columbia Chamber of Commerce and has been a board member of the American Advertising Federation Midlands. “I’ve tried to stay involved and stay connected to the community in which I live, because I think that makes us stronger.”

Smith loves spending time with her family – husband David and children Emily (age nine) and Alex (age six). Together, they enjoy spending Saturdays watching South Carolina Gamecock football. They also love to travel, especially around the state. “One of the nice things about living in South Carolina is that we can be in the mountains in two hours or the beach in two hours. It’s a beautiful state, and we like to get out there and see what’s around us.”

A NASPL Powers Award winner, Smith has a Bachelor of Arts in journalism and mass communications, with a minor in psychology, from the University of South Carolina.









**You've risen through the ranks at SCEL, from administration to promotions to marketing and products. What has been the most significant change over the years from your point of view?**

Most of my career has been spent in product development, and what has changed significantly in this area is how games are actually developed. For the longest time, we'd sit in a room reviewing the recommendations from the vendors and say "this ticket looks pretty and it looks great with that ticket." We used our gut and our intuition, which served us well in the past. Now we have to be much more analytics- and science-driven, focusing on how the mechanics behind the games work. The last thing we put on a game now is the way it looks! So that's been the biggest change in the past 10 years, and this continues to evolve. It's especially important now, as we are layering in ways to digitally engage with our players. We need to know the data behind the products. To that end, in my department I hired a manager out of accounting who has training in forecasting. So instead of

product managers who are experts at managing a process, we need to hire people who can manage and analyze the data, and who can lean on our vendors to give us even more insights. Overall, in my mind I think product development has changed more significantly than many other sections of the industry.

**How closely do the product and marketing people work at SCEL and is there a secret to successful collaboration?**

Product and marketing are connected at the hip here – we have a small but mighty and diverse team that brings the process to the next level. I always like to say that product development is infamous for making a product so complicated and then dumping it on the marketing team so they can advertise it. That's always met with "How? I don't even understand how to play it!" So we work on our programs together, to keep each other balanced and grounded. Product can help marketing by backing things up with metrics; for example, helping them understand

the volume of winners in certain categories and price points. A lot of times the advertising and marketing team will focus on the big winners, but the fact of the matter is that those big winners are few and far between – so those stories don't get told very often. We developed the Tiny Story campaign, which is a perfect example of how marketing and product can successfully work together in a branding campaign. Product supplies marketing with the data on just how many people are winning prizes at all levels every day. Together we created a campaign to let people tell their stories, whether they win \$10, \$50, or \$500. We do not see these small wins because they are cashed at retail, so we have to ask for content from these winners. The campaign spokesperson, Tina Tiny, was born out of the conversation between product and marketing. People love telling us their stories and it has been a great campaign.

I work closely with Josh Whiteside, our Director of Marketing. We build product plans together, sit in on each other's meetings, and make

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With product manager Caroline Hinson.

sure that our players will understand everything we do. We even present our product and advertising review together in our quarterly presentations to our Board of Commissioners. Because at the end of the day, we are advertising products.

### **Where do you think the lottery industry stands on innovation?**

We really need to continue to look at innovation. Lottery is probably not as “cool” as it could be, but that takes technology and innovation. Here in South Carolina, we still have a prohibition on card payments, so as a cash-only business we have some limitations right there. We have to be very creative within our box. We have shifted our growth strategy to digital engagement, focusing on enhancements to our app that let us have more direct conversations with our players. That includes extending the player experience in the app, including progressive jackpot scratch games, second-chance multipliers and bonus entries. We are also taking a different winning approach to The Big Spin games that have already proven successful in other jurisdictions. By embedding the win code in

the ticket’s actual barcode, instead of requiring the player to type in a separate code, it automatically gives the player an innovative reveal with the spin when they simply scan their ticket into the ticket-checker feature of the app. Now that we have that technology in place, there’s virtually no limit to the number and types of winning experiences that we can embed into the ticket barcodes.

### **What are your thoughts on the two big national jackpot games?**

I am probably a lone wolf on this one but I believe that we need to merge the two games. I think there is some benefit to what we are currently doing, trying to give the two games different propositions and positioning. But if the two games became one, drawn three days a week, we could keep it simple and that would bring higher jackpots. As I noted earlier, sometimes we make our games too complicated. Plus by having one game, we could truly market it as a national brand, with each lottery figuring out how to take it to their own market. Think of a brand like Chevrolet. They provide national branding and lifestyle branding in

advertising, but it’s the local dealers who promote the individual products and their own dealerships.

### **What do you like most about working at SCEL? Is there anything you wish could be done differently?**

The most rewarding part of the job is giving back to education in South Carolina. I know that sounds like the company mantra, which is true, but I truly mean it. SCEL celebrates 20 years in January and I have been here for 16 of them. I have seen the impact the Lottery has on South Carolina and our students.

What I would change in a minute if I could, though, would be for people to have a full understanding of our impact. How we celebrate not only with our winners and retailers, but how the true winners are those who get lottery funds to assist with school and then go on to make a difference in our great state. Like our beneficiary tag line states, “Your Passion Is Our Purpose.” And that goes beyond our state – I wish the whole country knew more about the overall impact of what lotteries do for all jurisdictions. We all have such great beneficiaries and have helped so many people and good causes. ■



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Compliant Gaming



# Digging Deep Into Diggi Games



**By Katherine Cundiff**  
Vice President, Product Development,  
Georgia Lottery

In 2014, the Georgia Lottery Corp. (GLC) added a portfolio of eInstant games to its iLottery platform. Branded as “Diggi” Games, the GLC went to market with 12 functional play games and payouts comparable to scratch card play styles.

When you look at today’s market, a product release of this nature is atypical, as lotteries now launch with a full portfolio and higher payouts to meet player demands. It just shows you what a difference seven years makes in the gaming world.

We are fortunate to work in an industry where technology continues to evolve, and because of these advancements, our players have become more educated, and their needs and expectations have changed. Coupled with the fact that competition for consumer wallet share has risen, it is important that our games deliver on our players’ expectations.

Like all jurisdictions offering an eInstant portfolio, we continue to expand our game play mix and value

propositions to keep up with market trends and demands. Recently, we underwent a platform upgrade to expand our promotional capabilities and reduce our new game time to market.

**Like all jurisdictions offering an eInstant portfolio, we continue to expand our game play mix and value propositions to keep up with market trends and demands.**

The timing was right to talk to our Diggi Game players and listen to what they had to say about their winning experiences and play patterns and

to determine if these factors change based on their investment.

We decided to engage with Leger, an independent market research company, to develop a study that would address our two primary objectives:

- Understand player wins based on levels of satisfaction and price point investment, and
- Determine behavioral shifts in spend and reinvestment.

Our end goal was to truly understand to what extent Diggi Game players internalize the prize structures based on their past winning sessions, so we could use this information in future prize structure development.

An online survey was conducted among 1,000 Georgia Lottery Diggi Game players. The average length of the study was 13.5 minutes. Leger used an interactive technique inspired by Gabor-Granger Pricing as the methodology to obtain



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and analyze the findings. First, respondents were asked to assess their most-played game by price. For each game price point (say \$0.50, for example), they were randomly presented with a starting win based on their investments and asked: 1) whether they are satisfied with that level of win; and 2) whether they will keep playing or end their playing session.

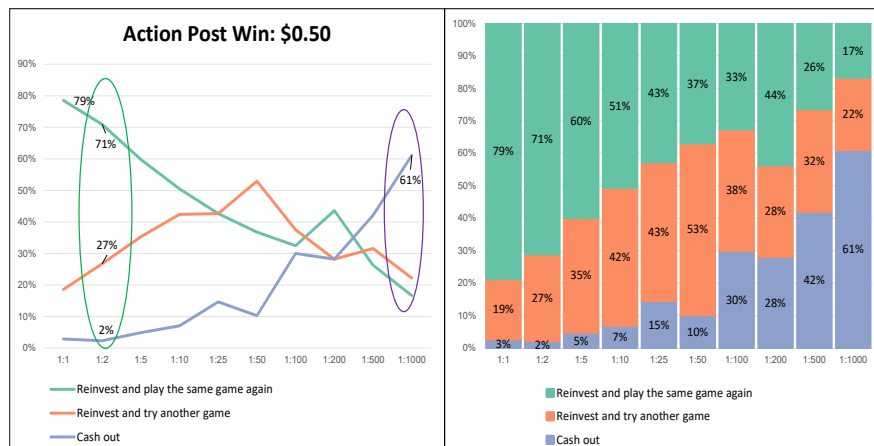
If the respondent indicated they were not satisfied with the presented type of win (for example, 3x their investment, 3:1), we repeated the task but at a higher winning ratio (for example, 5x their investment, 5:1). On the other hand, if the respondent reported they were satisfied, we repeated the task but at a lower winning ratio (for example, a breakeven win, 1:1). This exercise was repeated until the respondent turned from

**For each game, the most meaningful win is the one that generates the maximum marginal increase in satisfaction across all respondents.**

satisfied to unsatisfied or unsatisfied to satisfied. This exercise was then repeated for the next higher priced games (after \$0.50, we included \$1, \$2, \$3, \$5, \$10 and \$20 games).

Win satisfaction was defined as the point where a player turned from satisfied to unsatisfied with a winning ratio (for example, at a 2:1 winning

Figure 1



ratio or 2x their investment, the respondent is satisfied, while at the breakeven point, or 1:1, the respondent is unsatisfied). For each game, the most meaningful win is the one that generates the maximum marginal increase in satisfaction across all respondents. The analysis was further refined for different types of players (i.e. frequent vs. occasional players).

Figure 1 shows the results of the price laddering exercise for players who selected \$0.50 as their most played price point. The charts show us that at a winning ratio of 1:2 (winnings are 2x the price point played), there is the highest percentage of reinvestment (98%). At 1:1000 (winnings are 1000x the price point played), the proportion of players who would cash out surpasses the proportion who would reinvest.

Conducting the price laddering exercise also allowed us to understand the average reinvestment amount, the average reinvestment amount as a percentage of winnings, and the cash out amounts. For each of the winning ratios indicated in the chart above, the respondent was asked to provide their reinvestment amount. Based on their response, we were able to calculate the average reinvestment amount as a percentage of the winnings along with the cash out amount. Here is an example of

the findings: At a winning ratio of 1:2, the average reinvestment amount was \$0.87 or 87% of winnings, and an average cash out amount of \$0.13. Whereas at a 1:100 ratio, the average reinvestment percentage as a percent of winnings was 63%, or \$31.54, leaving a cash out amount of \$18.46. We were able to collect this data on each price point currently offered in our catalog of games.

### What Drives Player Choice?

To better understand drivers in player behavioral shifts, we offered a discrete choice model, where each respondent was presented with different types of games (different price points, prize ranges, game features and chances of winning). Respondents were prompted to choose their most preferred and least preferred game among the set of games. After each selection was made, a follow-up question asked the respondent whether their choice would make them switch from their preferred game.

As to best reflect the game's reality, each game (\$0.50, \$1, \$2 and on up to \$20) was presented with its corresponding prize range and probabilistic occurrence. For example, a \$2 game was shown with various prize ranges based on payout





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percentages, total prize pool amount or the jackpot amount.

By presenting the various combinations, Leger was able to stratify the data to isolate which individual variables are driving choice. We found that 38% of player choice is based on the game name and brand recognition, while 25% of play is driven by price, especially among players who played in the past month (Figure 2).

We then looked at the importance of these variables based on investment. While game recognition was found to be an important factor of why a player chooses a game, the primary driver for a more price sensitive player is price. For players spending \$5 and above, game association and jackpots are greater key drivers, as indicated in Figure 3.

In summary, we obtained a lot of useful data regarding player preferences and satisfaction of win levels. The results from the study have proven to be a great resource as we continue to introduce games to the market designed to deliver an optimal player experience. ■

Figure 2

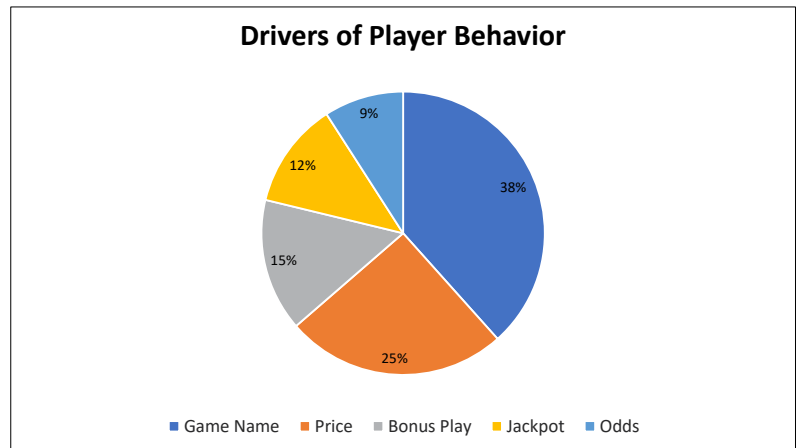
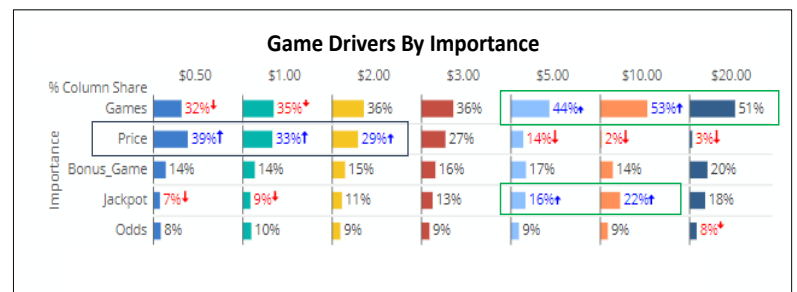


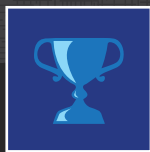
Figure 3



# The NASPL Matrix



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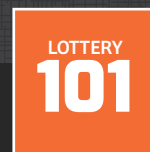
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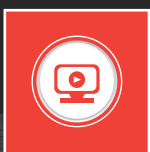
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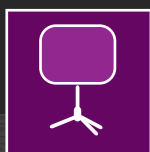
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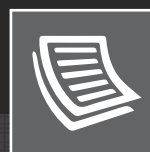
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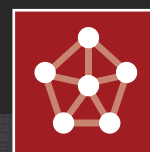
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# READY TO GO





# Mascots and Mardi Gras

The unique culture of Louisiana has served the Louisiana Lottery well despite challenges, and recent developments position the organization even stronger as it enters its fourth decade.

**By Patricia McQueen**



**O**n September 6, 1991, the Louisiana Lottery sold its very first scratch-off ticket, giving the lottery business a head start in what was about to become a burgeoning gaming industry in the state. Video poker at racetracks, bars and truck stops began the next year, and casinos started opening two years later. Despite the competition, over the next thirty years the Lottery generated \$11.6 billion in sales and delivered more than \$4.15 billion to the state treasury. Since July 1, 2004, those proceeds are earmarked for the Minimum Foundation Program, which funds K-12 public education in Louisiana.

“The way we were created, with a corporate structure, set us up for success,” said Rose Hudson, who was appointed the Lottery’s President and Chief Executive Officer in 2006. She should know – she was there during the startup before moving on to other roles in state government; she

returned to the Lottery in 2000. “I watched the legislative process when the Lottery began, and it is certainly a highlight for me, all these years later, to see how we’ve been able to conduct business as a business.”

The other key milestone in the Lottery’s history is a recent one. From the beginning, the Lottery was mandated to return 35% of its revenues to the state. That became a real challenge over the years, as the industry gravitated towards higher prize payouts and higher price points to meet changing consumer demand, while driving both sales and profits to new heights across the industry. Hamstrung by the profit requirement, the Louisiana Lottery was simply unable to keep up with industry best practices.

“As we watched how our sister lotteries succeeded, we began to see that as an opportunity to get some relief on the profit mandate,” noted Hudson. It took years of trying, but the mandate was finally reduced last

year, from 35% to 25%. “There’s the old saying that you can spend dollars, not percentages,” so by showing that a reduction in the percentage return would actually give the state more dollars, the measure finally went through. “It’s the hard and fast data that ultimately made the case for us.”

There is a caveat – the Lottery has to show proof of concept in three years or the mandate would revert to 35%. That is a big reason why Hudson and her team are moving carefully and not jumping into a rapid escalation of price points and payouts – the highest price point is still \$10. “We are concerned about going to the point of no return.” Instead, as new scratch-off games came to market beginning in July 2020, the prize structures were strategically improved to provide more winning experiences and more top prizes.

“We are seeing the fruits of that now,” said Hudson, noting the record results for the year ending June 30, 2021. Sales topped \$600 million for





the first time, and profits to education surpassed \$200 million for the first time.

While many lotteries around the country saw similar record results during a pandemic year where some gaming competition was still shut down and lotteries' retail partners were deemed essential businesses, the fact is that if the product didn't meet consumer expectations, it wouldn't keep selling. "If you look at what happened after our state and others started to open up, before this current surge, we actually seemed to be retaining those customers even as the other gaming establishments reopened. So I think the customers who tried our products had good experiences, and we've been able to hold onto those customers."

That certainly bodes well for the future, but there are a lot of things happening at the Louisiana Lottery to make sure that the momentum continues.

### More Games

Indeed, few lotteries have been busier than Louisiana over the past few months. Fast Play launched June 28, followed in short order by Pick 5 on August 1. They join a product lineup that includes the in-state jackpot games Lotto and Easy 5, daily numbers games Pick 3 and Pick 4, the multistate games Powerball and Mega Millions, and of course instant tickets. The whirlwind of activity continues as the Lottery is gearing up for a sports betting launch as well (more on that later).

The rapid deployment of Pick 5 after Fast Play was perhaps unusual, but by design. "It made sense for us to run parallel in development," said the Lottery's Vice President of Marketing Quinn Dossett, adding



that everyone was confident that between Lottery and INTRALOT staff, they could get it done. “We had been working on Fast Play for a while, and Pick 5 wasn’t going to be as much of a challenge since we already had Pick 3 and Pick 4.”

Fast Play began with a suite of five games with set top prizes, at the \$1, \$2, \$3, \$5 and \$10 price points. To help ensure a successful launch, marketing began as a teaser campaign for about a month before the release. Without naming the product, the campaign theme focused on “what’s coming,” with the theme of a lightning strike on June 28. Billboards around the state carried the teaser, and a two-part TV spot was created; the first half was the teaser that aired before launch, while the second half revealed Fast Play and aired afterwards.

“It was a really, really good campaign for us,” said Dossett. “Fast Play took off, starting like gangbusters. We are pretty excited about it, because it will provide a continual launch of new games.” In October, for example, a second suite of Fast Play games will be introduced. These will include the first progressive jackpot game in the lineup, one unique to the state. Louisiana Jackpot will be offered at the \$2, \$5 and \$10 price points.

Pick 5 has also been doing quite well, better than expected. Importantly, in the early weeks the



A teaser ad for Fast Play.

game has not really cannibalized the existing Pick 3 and Pick 4 offerings.

Historically, draw games have accounted for more than half of the Lottery’s sales each year. That’s likely an artifact of the early introduction of its own Lotto game, just a few months after launch, and the profit mandate that was in place for so many years, limiting the rapid growth of instant tickets that has been seen elsewhere. But with a newfound ability to build better prize structures into instant games, combined with the startling effects of the pandemic that have driven consumers to instant lottery games like never before, things are changing in Louisiana.

What won’t change is the creative use of local brands that resonate with players. There is of course a partnership with the New Orleans Saints that has been ongoing for

a dozen years, with a new Saints instant game and promotion each fall. There is always a game or two around the Mardi Gras theme, and of course what would Louisiana be without a crawfish lottery ticket every year? “Having these unique games specific to Louisiana is important to our players, and they really showcase the individuality of Louisianans,” explained Dossett. “We enjoy our crawfish, we love our Mardi Gras, and of course we love our Saints.”

There are also strategic alliances with Louisiana-based companies. The Lottery’s \$2 Spice It Up! ticket won the NASPL Best New Instant Game award a few years ago; it was a partnership with Tony Chachere’s Creole Foods of Opelousas. Then there was the \$2 game Boil It Up! created through an alliance with Zatarain’s; the ticket art mimicked the brand’s iconic seafood boil packaging. “We’ve worked with a lot of Louisiana companies to create unique tickets, and it helps us when we can share resources and efficiencies.”

## Mascot Marketing

Speaking of efficiencies, Dossett is an expert at getting the most bang for the buck in the Lottery’s marketing and advertising budget. A centerpiece of that is the use of mascots – living, breathing, dancing people dressed in costumes who have become the heart





# Louisiana Lottery at a Glance

	Scratch Offs	Draw Game Sales	Fast Play Sales	Total Sales	Total Prizes	Net to Education
FY 2021*	\$333,363,916	\$291,175,561	\$405,903	\$624,945,380	\$353,848,720	\$207,497,710
FY 2020	264,626,376	244,483,663		509,110,039	277,915,172	179,159,426
FY 2019	225,573,998	298,393,430		523,967,428	285,330,406	184,318,132
FY 2018	217,150,430	273,824,668		490,975,098	263,606,902	171,955,980
FY 2017	206,293,946	248,672,271		454,966,217	242,945,296	159,191,670

\*FY 2021 results are preliminary and unaudited. Prizes include additional funding utilized from unclaimed prize pool.

### Current games:

**Scratch tickets:** Over 70 new games launched annually; \$1, \$2, \$3, \$5 and \$10

**Terminal games:** Powerball, Mega Millions, Lotto, Easy 5, Pick 3, Pick 4, Pick 5, Fast Play

### Vital statistics:

**Number of employees:** 120 budgeted positions

**Number of licensed retailers:** Approximately 2,900

**Vending equipment:** 35 WinStations

and soul of the Lottery’s marketing efforts. There are now nine of them, one for every product category. Five are relatively new, just introduced this year. The other four have been around a while – first Powerball, then Mega Millions, then Lotto and Easy 5. “When we started planning Fast Play, I knew I wanted to complete our mascot portfolio with all our games,” said Dossett. “They are fun and they’ve really become our brand now, so we use them in everything.” They are in advertising spots and POS materials, they appear at events and promotions, they star in Facebook Live activities, and are even used in Lottery presentations to the Board of Directors.

The creative applications for the mascots are endless, and the players love them. Past highlights include an extended “Powerball vs. Mega Millions” team match-up where the two game mascots were pitted against each other; players could choose their team. A “Find the

Mascot” promotion (think “Where’s Waldo?”) helped promote changes to the Lotto game last year, where standees were shipped out to retailers in all regions of the state.

Best of all, they help stretch the Lottery’s advertising budget. Not only are they instantly recognizable with all sorts of uses, but because the costumes are worn by Lottery team members, there’s no need to hire actors that require residual usage fees for years. “We’re not bound by the traditional terms of talent fees, and that really helps,” noted Dossett.

That’s especially important when it comes to using the mascots in on-air advertising, something in which Dossett, a self-described “old school” marketer, is a big believer. “I really think that television drives the masses, so that’s where we spend the most, aside from outdoor jackpot advertising.”

That said, he makes sure the dollars are spent out across numerous media – traditional television,

streaming television and video, broadcast radio and satellite streaming, etc. Print is used considerably less these days, but things like front page newspaper wraps still have a place with product launches. Coming on strong is social media. “We are dedicating more money every year to that continued development and boosting ads through the social media channels.” Social media also allows for enhanced player engagement, and the Lottery is ramping up the use of Facebook Live, for second-chance drawings, giveaways and other activities.

### Sports on Tap

There was no chance for the Louisiana Lottery team to rest on their laurels and their sense of accomplishment after all this activity, because they were handed part of the state’s sports betting operations earlier this year. It’s a unique arrangement unlike any other state, because

both the Lottery and the Louisiana Gaming Control Board will be involved in different parts of the sports betting business. The casinos will of course get their sportsbooks, but the thinking was that because those casinos are limited to certain parts of the state, the best way to bring sports betting to everyone is to tap into the Lottery's retail network expertise to set up kiosk betting at liquor-licensed bars and restaurants throughout the state. There will also be a mobile component, and that is likely to be the first to launch, perhaps as soon as January.

Hudson sees the Lottery's sports betting activity as more of a boutique operation, not something catering to the big bettors who will likely be attracted to the casino sportsbooks. "We certainly see an opportunity to attract occasional players and those looking for fun things to do with friends." While the potential for revenue generation is still a big unknown, where there's a challenge there is usually an opportunity.

There's one more potential benefit to the Lottery. Most of the locations where sports bets may be placed are not currently Lottery retailers. It may be that the sports betting relationship evolves to include the sale of more traditional lottery products. "We'll introduce ourselves and perhaps ultimately we'll be able to sell our existing products in their locations as well," said Hudson.

### Anniversary Goals

Through it all, there's an anniversary to celebrate. Like any lottery celebrating a major anniversary over the past 18 months, Louisiana has had to play it by ear. Big events have generally been off the table, and it has been hard to plan anything at all with the ongoing coronavirus developments. Throw in the horrific impact of Hurricane Ida and everyone's plans changed overnight.

Of course, Ida was not the first hurricane to unleash its fury on the Gulf Coast, nor will it be the last. The businesses and people of Louisiana are nothing if not resilient.

So for the time being, the Lottery's anniversary message is coming through in smaller ways. The mascots are still dancing their way through advertising spots, and social media promotions are under way. Then there's a special anniversary edition of the \$5 30X the Cash scratch-off. It's part of a multiplier family of games that has become a regular addition to the lineup each year. The family was introduced in July, midway between the Fast Play and Pick 5 launches, and the \$5 ticket has the anniversary logo built into its name and a "scratch my back" area on the reverse.

In any event, no one at the Louisiana Lottery has had time to dwell on what they might have done for their anniversary. With so much going on in terms of product development, there has been little time to plan any celebrations. "There's definitely a bandwidth challenge here," said Hudson.

### Keeping the Momentum

That's very much a good thing, though, because with all these recent developments, she sees a lot of potential to sustain the momentum of a record-smashing year. The thoughtful approach to introducing an improved prize structure for scratch-off games should continue to reap benefits year after year. Then there is technology. "We've learned a lot about the retail trends we're seeing in other businesses – mobile, curbside and contactless."

In fact, the Lottery launched its first mobile app in July 2020, loaded with convenient features for players such as ticket checking and the ability to build playslips to scan at retail. Later this fall, players will be able to automatically deposit small winnings

(under \$600) into their bank account through the app.

Technology also factors into the need to explore all the newest in-lane developments and figuring out how to make all the pieces fit in Louisiana. Last but not least among the latest initiatives, there will be a continued effort to obtain iLottery legislation. Hudson would like to compile a real proof of concept to make the case for iLottery, but like everything else, that takes bandwidth and Lottery staff are already pushed to the limit.

That staff is a big reason why Hudson is very optimistic about the future. "I'm very impressed and humbled by the work that our team members have done," said Hudson. Things like rolling out two new draw products and scratch-off games with new prize structures, preparing for a third weekly Powerball drawing, diving into sports betting, and managing the anniversary message, all while facing constantly-shifting public safety concerns as COVID-19 surges continued. She also understands that employees have a new idea of what "work" looks like, with the key word these days being flexibility. "We've proven we can continue to create and ideate, even though we weren't all together." ■







# Supporting Communities

**B**y their very nature, lotteries are giving organizations. Year after year, they raise money for good causes through the sale of fun and entertaining lottery – and in some cases gaming – products. Millions. Billions. In fact, since the modern American lottery era began in 1964, American lotteries have provided nearly \$527 billion to their beneficiaries from sales of almost \$1.7 trillion through FY20. In FY20 alone, U.S. lotteries raised \$23.8 billion, while Canada’s lotteries returned C\$3.3 billion. And once all the numbers are in, FY21 results will be even more impressive.

But it doesn’t end there. Through community sponsorships, awards programs often related in some way to their beneficiaries, and other philanthropic efforts, lotteries keep on giving. The pandemic may have temporarily curtailed some of the

big events lotteries sponsor, but many got creative with alternatives. Lottery employees have done their share as well, leading the way in volunteering and other efforts that improve their communities.

Therefore, it’s not surprising that there was no shortage of responses when we asked our member lotteries to share some of their innovative programs designed to give back to their communities. They also highlighted the generosity of their employees, in both time and money. Perhaps, while browsing the following pages, you might just find an idea or two that can be borrowed for your own lotteries and communities.

As always with these roundups, we thank those lotteries able to participate. We were in many cases provided with more information than we could reasonably include, so their edited submissions follow.



## Arizona Lottery

The Arizona Lottery's Gives Back Sponsorship Program uses hundreds of thousands of our advertising dollars every year to make a real difference in Arizona – helping nonprofit organizations that are serving our most at-risk residents accomplish their missions while telling our story to everyday Arizonans. While there are too many of these sponsorships annually to include here, here are a couple of recent highlights.

University of Arizona College of Medicine – Phoenix Scholarships: Arizona Lottery Gives Back Funding has covered almost all of the costs for two Arizonans to complete one year of medical school, helping to mitigate our state's shortage of doctors and improve healthcare for all Arizonans.

Grand Canyon Conservancy Grand Canyon Moments Video Series and Desert View Transformation: Arizona Lottery Gives Back funding is drawing global attention to our state's World Wonder, the Grand Canyon. Grand Canyon Moments is a video series that has received praise from viewers across Arizona and around the world, and our funding to help transform the Desert View watchtower into an intertribal cultural site has already secured \$100,000 in federal matching funds to move this project closer to completion.

## Atlantic Lottery

Atlantic Lottery exists to build a stronger Atlantic Canada and building stronger communities is about more than just profits returned. That's why Atlantic Lottery sponsors more than 100 festivals and events every year that help bring Atlantic Canadians together and celebrate all the things that make the region so unique.

COVID-19 caused a temporary pause to the Community Festival and Events Program, but we knew support for community organizations



was needed more than ever. As a result, the team came up with the Community Proud Contest on social media, asking Atlantic Canadians to nominate a charity that they felt does important work in their community.

Winning charities were randomly selected from the nominations and received a one-time sponsorship of \$5,000. With three waves of the contest, and a winner selected in each province for each wave, a total of 12 charitable organizations received sponsorships to help support them through the COVID-19 pandemic.

The Community Proud contest meant a lot to many people, including Atlantic Lottery employees who understand the value of community support.

We are always proud to support the charitable and not-for-profit community by supporting the United Way and its agencies across Atlantic Canada, along with many other charitable organizations both corporately and through employee fundraising. Our employees are also given two paid volunteer days annually and can book an internal kiosk to conduct





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fundraising for the charities they choose, giving them even more ways to support their communities and the causes close to their hearts.

### British Columbia Lottery Corp.

For more than 27 years, BCLC has been a proud presenting sponsor of Music in the Park, Canada's longest-running free music festival. Following the 2020 hiatus due to the pandemic, Music in the Park resumed on August 15, with 14 evenings of free entertainment.

To generate support for community organizations despite the necessity of physical distancing measures, we initiated two new online fundraisers: Giving with Givergy and Spread the Local Love. They ran from June 2020 to February 2021, raising funds for 11 B.C. nonprofit partners while also helping generate support for local businesses during challenging times. BCLC sponsored a number of items and gift cards from local businesses and made them available on the two fundraising web pages. When items were purchased or a silent-auction item was successfully bid on, the contributions went directly to one of the 11 nonprofits. The two campaigns raised more than \$70,000 for charities and local businesses in

B.C., and any unsold items from local businesses were donated back for future fundraising efforts.

We also support and encourage our employees in fundraising and volunteer efforts. In 2017, we introduced the Employee Giving program, where employees select the charities for employee fundraising. Qualifying organizations are dedicated to work in sport, health, community and/or social services. In 2020 - 2021, employees voted to support the Kamloops Food Bank and Y Women's Shelter, the BC Children's Hospital Foundation and the Greater Vancouver Food Bank. In 2020, BCLC employees raised more than \$17,000 for these charities.

Our Play It Forward Program provides up to 7.5 hours of paid working time annually to volunteers. Many teams choose to use volunteering as a team-building opportunity and organize to take a day or afternoon to volunteer together, an opportunity offered to staff over and above their personal Play It Forward hours.

### California Lottery

Despite challenges stemming from the pandemic, the California Lottery team, along with the rest of the California State workforce, was able to continue a long-running yearly effort – the California State Employees Food Drive. Food banks faced overwhelming demand yet were unable to safely accept traditional canned food donations. So for the 2020 holiday season, the food drive was converted into a 100% online voluntary effort, encouraging state employees to make monetary donations online to the food bank of their choosing. The California Lottery launched a robust internal communications effort to inform all team members of the new way to participate in the food drive.

Last September, in partnership with the California Department of Social Services and the Salvation Army, the California Lottery's sworn law enforcement officers delivered hundreds of meals to wildfire



evacuees temporarily housed in Sacramento.

Our employees are also proud to participate in the Our Promise program, which was established by the state in 1957. This offers California State employees the opportunity to utilize automatic payroll deductions to support charitable organizations they feel passionate about.

In June, the Governor's Office, in partnership with the California Department of Public Health, conducted Vax for the Win, a series of randomized drawings intended to incentivize Californians to get the COVID-19 vaccine. The California Lottery was asked to aid the effort by creating and administering the Vax for the Win drawings. Although this wasn't part of their normal responsibilities, our staff stepped up and worked tirelessly to ensure a well-run program.

The Lottery also supports our state's green initiatives and believes the department should be a lead entity in supporting sustainability, and that our actions and decisions reflect social responsibility to future generations. To date, eight of our nine facilities are designed as Zero Net Energy.

## Colorado Lottery

In addition to funding parks, recreation, trails, open space and schools in Colorado through its beneficiaries, the Colorado Lottery supports additional community programs and volunteer events to ensure that it "walks the walk" of conservation and stewardship and is not just a funding arm for proceeds partners. This October will be the Lottery's third annual Runyon to the Res event in Pueblo, where our headquarters are located. Fans, players and supporters join employees in volunteering to help clean up a section of the Arkansas River.

Also, every year for nearly 20 years, the Lottery has awarded



Colorado Lottery Director Tom Seaver joins the Runyon to the Res cleanup effort.



Starburst Awards to communities and organizations across the state that demonstrate a best use of proceeds funds in their communities. Starburst Award recipients receive a plaque and promotion through the Lottery's press releases.

## Delaware Lottery

In addition to Lottery community sponsorships for events and festivals throughout the state, our employees lead annual volunteer efforts. Stuff the Bus is an annual food drive to

support the Food Bank of Delaware, normally held for Thanksgiving, but due to COVID-19 needs we expanded to spring Stuff the Bus events in June 2020 and April 2021. Delaware Lottery employees were excited to give back to the community and participate in the spring drive during a time of greater need. Over a two week period, lottery employees collected more than four large boxes in donations to the Stuff the Bus food drive.

Another employee-led initiative, Adopt-A-Family, is an annual



Christmas initiative where we support Big Brothers/Big Sisters and adopt a local family during Christmas. We fulfill the wish list for a single parent with children. The items requested come directly from each family member's wish list, right down to their sizes. The individual wishes are transferred onto handmade paper ornaments and placed on the Lottery's Christmas tree, prominently displayed in our common office area. A lottery employee simply picks an ornament off the tree and fulfills the wish of the indicated family member. After all donations are collected, we spend a full day wrapping presents and delivering the gifts. This employee-organized initiative yielded more than \$500 in cash and gifts for a single parent family of four (2020) and six (2019).

For the State of Delaware's DE Wins Vaccine Incentive Program, the Delaware Lottery conducted the drawings awarding cash prizes to those who were vaccinated during the promotion.

## Florida Lottery

"The Florida Lottery regularly partners with a range of diverse organizations across the state, focusing on opportunities that share the Lottery's commitment to education. Developing these relationships provides a platform that allows the Lottery to share its mission of generating additional funds for Florida's students and schools," said Florida Lottery Secretary John F. Davis.

We take pride in partnering with organizations that have a common focus on enhancing education throughout Florida. Some of the highlights from this past year include partnering with organizations that have helped at-risk teens obtain their GED, speaking to adults who are pursuing continued education to advance their career path, and recognizing the top 11th graders from



each of Florida's 74 school districts for their achievements in the areas of Science, Technology, Engineering and Math.

Additionally, Florida Lottery employees are actively involved in volunteering efforts throughout the year. Programs include the Suits for Session drive, where employees donate gently worn business attire to help prepare job-seekers in need in our state; an annual Thanksgiving turkey drive to collect food for local families; and Heroes & Helpers at Target, where Lottery security members shop with underprivileged kids for Christmas gifts.

## Georgia Lottery

The Georgia Lottery provides employees with numerous opportunities throughout the year to be good corporate citizens. In past years, employees have participated in the annual Georgia Pre-K Week, reading stories to pre-K students in Atlanta. We also have been active with the Atlanta Community Food Bank, donating hundreds of pounds of food and preparing over 5,000 meals. Due to the pandemic, these interactions have been limited, but we look forward to being able to participate in

person again soon.

In the meantime, there are other ways that we continue to give back. The Georgia Lottery provides an opportunity for employees to contribute a portion of their earnings every pay period to United Way, which supports local programs that strengthen our communities. Georgia Lottery employees have donated thousands of dollars to support this cause. We also have participated in efforts with March of Dimes, Clark's Christmas Kids Secret Santa, and the American Cancer Society. Each opportunity to impact our community is valued by the Georgia Lottery team, especially during what has been a challenging year for many.

## Hoosier Lottery

The Hoosier Lottery is the only lottery named after its people, putting a commitment to Hoosiers front and center in all we do. A pillar of our Corporate Social Responsibility Program is engagement, and we look to engage with our employees in a meaningful way through volunteer and philanthropic activities that positively affect our community. In our monthly CSR communication to staff, we often share opportunities



Idaho Lottery's Scratch for Schools event.

to volunteer and get more involved. Like others, we had to adjust with the pandemic and still find ways to engage in a safe, impactful way.

Here are some of the highlights from the past year. Volunteering at Newfields, our local art museum, to assist with preparations for a winter light exhibit. Our CSR team held a virtual holiday card writing session and those cards went to local hospital workers, thanking them for their dedication. Instead of a toy drive in the office last December, we partnered with three Indiana organizations and did a virtual gift drive for youth in central, northern and southern Indiana (Children's Bureau, The Arc of Evansville, and South Bend Salvation Army). In honor of Earth Day, we sponsored the Indiana Parks Alliance which supports Indianapolis public parks. In return for the sponsorship, Hoosier Lottery employees were given a \$5 voucher for plants from the Alliance's Indy Urban Acres. We not only supported a local nonprofit, but our staff was able to get plants for their personal gardens. In May, which

aligns with our Beneficiary Month, we partnered with Teachers' Treasures on a school supply drive. This organization provides free school supplies for Indianapolis Public Schools. We also had another virtual thank you card writing session and those cards were handed out to teachers.

### Idaho Lottery

There are three key "Do Good Success" programs organized by the Idaho Lottery. For two decades, the Scratch for Schools program has returned over \$1.4 million for individual classroom needs, including playground equipment, audio book learning tools and technology. This program invites every public school in Idaho to participate in a five-minute fundraising event where principals, teachers, staff and parents scratch for classroom cash.

Classroom Wish List allows schools to propose small projects, and VIP Club members help fund it through their play. Classroom Wish

List has funded over 34 projects like a classroom kitchen, a 3D printer and a water filtration system.

Bucks for Books is a relatively new program that provides books and resources to improve early education literacy in public schools, also funded through the play of our VIP Club members. This program has helped 31 schools in need by providing 8,000 books.

### Illinois Lottery

In June 2021, the Rockford Area Convention & Visitors Bureau and Illinois Lottery partnered in the development of a CRE8IV Transformational Mural. The mural festival commissioned approximately 12 murals that showcased the desire to welcome and celebrate the diversity of the Rockford region through the power of art. The collaborative approach included local artists and the voices of those in the community who supported Rockford's diverse populations. The Illinois Lottery's



Illinois Lottery's sponsored mural.



mural highlighted the diversity in the LGBTQ community to commemorate Pride month with local artist Sam Kirk. We are just one of the sponsors of the murals and we were able to choose our artist. Watch the mural come to life on **YouTube**.

### Iowa Lottery

Iowa Lottery employees have literally laced up their shoes and gotten out there to make a positive difference. For the past 11 years, the Healthiest State Initiative ([www.iowahealthieststate.com](http://www.iowahealthieststate.com)) has encouraged Iowans to make healthy choices in their lives. The program offers tips about getting more exercise, making healthier food choices, and taking care of our mental health. The program's goal is to make Iowa the healthiest state in the nation.

One of the centerpieces of the initiative's work each year is a Healthiest State Walk, encouraging Iowans to get out and get moving



Iowa Lottery's Mary Neubauer with friend Charlotte Eby Martin.

for at least 30 minutes that day. The theme of the 2021 walk, scheduled for Oct. 6, is "Walk More. Connect More." The initiative hopes Iowans will focus on their total wellness – heart, mind and spirit – as they reconnect with their colleagues, friends and family.

Iowa Lottery employees across the state have formed teams each

year for the Walk. Part of the fun that day is bantering with other teams out walking, sometimes even yelling across busy streets to spread the word that Team Lottery is proud to be part of the walk! And for whatever reason, the weather is generally good each year on the day of the walk. Perhaps someone up above wants us getting out there and walking!





## Kentucky Lottery

The Kentucky Lottery is a sponsor of the Louisville Mayor’s Outstanding High School Seniors Award, which provides recognition for more than 50 high school seniors annually. Students are nominated by their school principal or high school senior counselor. Those receiving the honor not only demonstrate outstanding academic or athletic accomplishments, but also represent those who have developed strong character through community service, medical or family challenges, or those who have overcome language, immigration or physical obstacles in pursuit of excellence in education and in their community. The awards ceremony is always an inspirational evening, and is living proof of the Kentucky Lottery’s mission to fuel imagination and fund education for all Kentuckians

We also have employee programs and employee-led initiatives. Our employees support both the Metro United Way and the Louisville Fund for the Arts through payroll deductions. All employees are given eight hours of leave time per year to engage in volunteer opportunities. And among other things, each year our employees participate in a pair of holiday gift drives. Lottery staff for

years have supported the students at Byck Elementary School, close to our headquarters, by “adopting” families and shopping for the children to make their Christmas wishes come true. In addition, staff members volunteer time to read to the students during the school day. Also during the holidays, our staff comes together to provide items for No Kill Louisville, a nonprofit organization which helps injured or ill animals which would otherwise be euthanized. The organization also assists with food and supplies for animals in foster care to help keep them out of the shelters.



*One of Loto-Québec’s many community commitments is the Fondation Les Petits Rois.*

## Loto-Québec

Festivals and events had to be reinvented with the pandemic. We paid the full amounts of our sponsorship contracts in order to meet our commitments and support our partners, even when events were canceled. Of the 52 Rendez-vous Loto-Québec events scheduled, more than 30 managed to come up with a formula that met local COVID-19 restrictions and requirements, particularly as virtual events.

In June, as part of the 13th edition of the Loto-Québec Bursary Program, the Quebec Foundation for Athletic Excellence recognized the remarkable achievements of 14 athletes with physical or sensory limitations. These exceptional athletes shared a \$40,000 bursary.

Our commitment to the Fondation Les Petits Rois continued. We have provided space in our head office so that children with moderate to severe intellectual disabilities can continue their student work placement program, which allows them to remain active and develop their independence. We also took part in a video game marathon, organized in collaboration with NoReset, which raised over \$25,000 for the foundation.



The pandemic didn't stop our employees from being generous. Nearly 200,000 meals were prepared in our kitchens and donated to organizations supported by La Tablée des Chefs, which contributes \$1 per meal to its partners. Loto-Québec chose to give back its entire contribution to La Tablée des Chefs. Presents were given to 56 children in need as part of Opération Père Noël. Six organizations were given 175 backpacks as part of Opération Sac à Dos. Entraide and its philanthropic partners were given \$50,000 in donations.

We're honored to have shared our expertise and supported the collective effort to meet the province's vaccination targets. Loto-Québec's role was essentially to conduct the draws for the Ministère de la Santé et des Services sociaux, managing them with the same diligence and integrity we demonstrate in our everyday operations.

## Maryland Lottery

The Maryland Lottery is woven into the fabric of the community through efforts that go well beyond operating lottery games and raising state revenue. As part of our commitment to corporate social responsibility, the Lottery works with nonprofit groups and community-based organizations, participating in a variety of events including fun runs, donation drives, telethons and neighborhood cleanups. We send representatives to more than 100 public events a year, including charitable events in support of Toys for Tots, the Humane Society, St. Jude, Ronald McDonald House, the Special Olympics and breast cancer awareness.

In addition, our employees participate in Maryland's Day To Serve, an annual event in which state agencies volunteer with local organizations to assist with community projects. In

the past few years, as part of Day To Serve, Lottery staff members have performed repairs and cleanup at an elementary school; done street cleaning in the neighborhood near the Lottery's office; removed trash and debris from Baltimore City's Carroll Park, located across the street from the Lottery's office; and performed landscaping and maintenance at the Maryland Vietnam Veterans Memorial in Baltimore.

## Massachusetts Lottery

The Mass Lottery has partnerships with multiple sports teams to honor local residents who have dedicated themselves to improving the lives of others in their communities.

Individuals and groups are recognized for their



Staff from Maryland Lottery and Gaming joined other state employees for a 2019 cleanup and maintenance project at the Maryland Vietnam Veterans Memorial in Baltimore.







## Michigan Lottery

The Michigan Lottery established the Excellence in Education awards in 2014 to recognize outstanding public school educators across the state during the school year. Winners of the weekly award receive a plaque, a \$1,500 cash prize, and a \$500 grant to their classroom, school or school district. Each winner is also featured in a news segment on the Lottery's media partner stations across the state. Each year, one of the weekly winners is selected as the Educator of the Year and receives a \$10,000 prize.

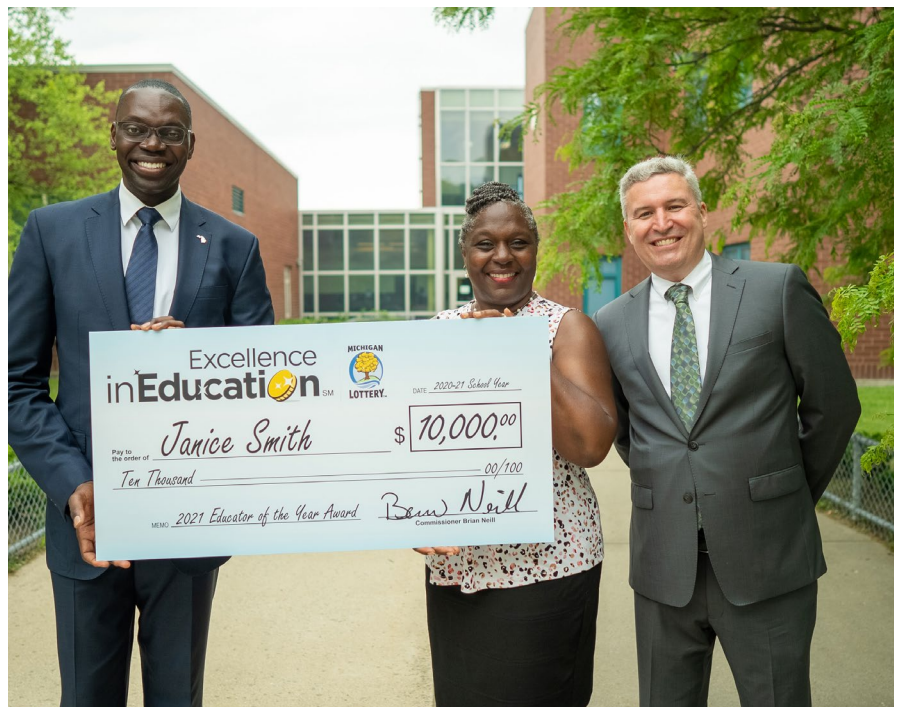
For the 2020-21 school year, more than 800 educators from across the state were nominated for an Excellence in Education weekly award during the seventh year of the program. The program is administered by a third party, and nominees are evaluated on a number of criteria: **Excellence** – Their work consistently helps students and/or their schools or school districts advance to higher levels of academic achievement. **Dedication** – They consistently go above and beyond expectations to

service during in-game ceremonies and through social media. Our longest-running partnership is the Heroes Among Us program with the Celtics. For over 20 years, we have been honoring those who demonstrate humanitarian spirit and have made exceptional contributions to the community. Our partnership with the Bruins, the 8-Spoked Salute, salutes men and women in the armed forces. Other partnerships with local teams give us the opportunity to highlight those from communities in the central and western parts of the state who are making a positive impact in the Commonwealth.

The Lottery played an important role in the planning and execution of the Massachusetts VaxMillions Giveaway, launched to increase awareness of the availability and efficacy of the COVID-19 vaccines and encourage residents to get vaccinated. The Lottery developed the VaxMillions website and secure entry mechanism, developed a statewide marketing campaign, conducted the drawings, contacted and verified the winners and processed prize claims.

Over the last several years, our employees have initiated fundraising efforts to support those affected by significant weather events in other parts of the country. Additionally, the Lottery has joined other workplaces

in the state in encouraging employees to make a donation to the Jimmy Fund for cancer care and research on opening day of the baseball season. Employees celebrate the occasion by wearing the apparel of their favorite baseball team to work that day. And as part of our partnership with the Massachusetts Department of Health's Office of Problem Gambling Services, all Mass Lottery offices host a Holiday Toy Drive.







help students succeed. **Inspiration**

– Their work inspires others around them to exceed expectations either academically or professionally.

**Leadership** – They demonstrate clear leadership skills in their positions with their school or school districts.

**Effectiveness** – Their work has clear and positive results on the educational advancement of students within the school or school district.

### Montana Lottery

We would like to take this opportunity to highlight our graphic designer, Amanda Reese, who goes above and beyond professionally and personally when it comes to giving back. She is primarily responsible for our entire look and feel – the personality of the Montana Lottery.

She uses this same passion and skillset in her personal efforts as well – she’s been very involved in the arts community of Helena for a while. Rodney Street in Helena, Mont. is a neighborhood that has

seen a lot of living. It’s historic, with some beautiful old mansions in part of the neighborhood, but other areas could use a little love. With a friend, Amanda applied for and received a public art grant to serve the Rodney neighborhood. She created the public art to refurbish the exterior of an old building that has been largely boarded up for decades, as well as continued efforts to revitalize the community with public art, conversation and community-building.

### New Hampshire Lottery

Who doesn’t want to race a school bus down a quarter mile drag strip? For the past five years, the New Hampshire Lottery has sponsored the Jet Cars Under the Stars event at the New England Dragway in Epping, N.H. The evening begins with the New Hampshire Lottery Educational Cup Challenge, with school buses (let’s take a moment to clarify they are the smaller school buses) racing down the quarter-mile drag strip at

the track. Invited to race each year are the Governor of the State of New Hampshire, the New Hampshire Teacher of the Year, the Director of the New Hampshire Lottery, and a well-known local New Hampshire celebrity. The New Hampshire Teacher of the Year, as selected by a community of educators, is supported in their endeavors each year with a \$5,000 check from the Lottery along with race participation. The Educational Cup Challenge raises awareness for the more than \$2 billion and counting the New Hampshire Lottery has generated for education in the Granite State since its inception in 1964.

### New Mexico Lottery

Last spring, the State of New Mexico reached out to the New Mexico Lottery to assist with efforts to promote COVID-19 vaccination. The Lottery assisted with drawing services for the Vax 2 the Max vaccine promotion and facilitated more than

40 wheel spin events at vaccine sites, staffed by INTRALOT field employees. New Mexicans age 18 and older, who got vaccinated at the wheel spin site, received a spin for a chance to win New Mexico Lottery Scratchers. They could win between two and 20 Scratchers on the prize wheel.

## North Carolina Education Lottery

Lottery employees care about our state and our communities, and they have helped shape who we are as an organization, one committed to driving growth by doing good. We provide eight hours of paid volunteer leave for all employees to participate in our lottery-led volunteer events throughout the year. In 2020, we won North Carolina's Chairman's Award for our support of the state's version of the United Way campaign. We also partner with community and civic groups, including volunteer organizations that benefit education, the good cause we serve. We have a longstanding relationship with a local, inclusive pre-school that we have supported in a variety of ways – participating in school supply and book drives, volunteering in the classroom, adopting families during the holidays and providing clothes and toys year-round.

The NCEL also supports the state's rich and diverse cultural heritage by sponsoring fairs, festivals, sporting events and other events. These events give us a chance to meet with North Carolinians in their home communities so they can learn about the Lottery and how it supports education in our state. We also sponsor Teacher of the Week programs across the state, a partnership with four of our draw stations that produces four positive stories about educators each week of the school year.

We are also committed to ensuring our business opportunities are open and accessible to everyone. We are intentional about partnering with organizations that help build the



capacity of diverse business owners, sponsoring and attending conferences, expos and career fairs. We have recently expanded our minority business outreach program, and while sponsorships increase awareness of our commitment to doing business with minority entrepreneurs, including women, veteran and disability-owned companies, our goal is to help them to be more competitive.

## Ohio Lottery

Since 2007, the Ohio Lottery has offered the Partners in Education program. Each month during the academic school year, we accept nominations for outstanding teachers and students from among the community; we hold a monthly random

drawing and present awards to those chosen in each of our nine regions. The Teacher of the Month award recognizes outstanding K-12 teachers for their excellence in the classroom, leadership, creativity and community involvement and dedication on behalf of Ohio students. The Academic All Star Award recognizes K-12 students who have exhibited academic achievement, community involvement, citizenship and leadership in and out of the classroom. At the end of each school year, the program holds a drawing for a School of the Year from among those schools with teacher and student nominees during the past year. During the 2020-2021 school year, the Ohio Lottery honored 113 teachers and students.

On May 12, 2021, Governor Mike DeWine announced a public outreach campaign to encourage Ohioans to get vaccinated against COVID-19. The Ohio Lottery pivoted to support the Governor's initiative, Vax-a-Million, the first program of its kind in the U.S. Led by the Ohio Department of Health, the Ohio Lottery provided technical, logistical and marketing support for a series of five drawings, each with a \$1 million prize for adults and a full scholarship for those ages 12 to 17. A recent Harvard University study, published in the *American Journal of Medicine*, estimated the





campaign encouraged an additional 100,000 Ohioans to receive the vaccine. A study by researchers at the University of California, Santa Cruz, estimated that Vax-a-Million saved \$66 million in hospital/ICU costs because of the number of people who were vaccinated.

## Ontario Lottery and Gaming

Ontario Lottery and Gaming Corp. (OLG) has proudly sponsored hundreds of community festivals and events for decades and our commitment hasn't changed, despite the challenging circumstances of the last year-and-a-half. When those local celebrations went virtual in 2020 and 2021, OLG was right there with them to lend support. In July, we introduced "Collecting for Community," a free online game that will provide support to 27 United Way locations across Ontario. OLG has committed



to contributing a total of \$50,000 in funds, and the fun part is seeing how those funds will be dispersed. Each United Way location is guaranteed to receive \$1,000, but player

participation in the Collecting for the Community game increases the local contribution. Community members can visit **CollectingfortheCommunity.ca** and play the game, collecting virtual badges while canoeing, to secure additional funding for their local United Way.

OLG employees undertake two major fundraising campaigns each year: in the spring supporting Federated Health Charities, and in the fall supporting the United Way. This year's annual Federated Health campaign once again took a virtual format as the majority of OLG's employees continued to work from home, but the results were very real. The campaign target of \$30,000 in funds raised was far exceeded and a total of \$46,548 was ultimately donated in support of the 21 Federated Health affiliated charities. Participating in a variety of engaging online events including the cutting of their COVID hair growth, a free play slot tournament, a scavenger hunt and a step-challenge, OLG employees went above and beyond. The campaign succeeded in not only raising funds, but connecting coworkers longing for interaction different from the now standard Teams meetings they'd grown accustomed to.

## Pennsylvania Lottery

As a government agency under the Pennsylvania Department of Revenue, several employees of the Pennsylvania Lottery choose to participate in the State Employee Combined Appeal (SECA). SECA is the commonwealth's annual charitable giving campaign, through which employees may donate to any of approximately 1,000 participating nonprofit agencies. The valuable services these agencies provide range from conserving our natural resources to providing assistance to the elderly, finding a cure for cancer, or providing shelter for a needy family – in Pennsylvania, across the nation or around the world.

The campaign runs for eight weeks each fall and gives employees the opportunity to donate via recurring payroll deduction, one-time payroll deduction, or check or money order.

We also work with the Pennsylvania Department of Aging (PDA) to produce videos highlighting the impact Lottery proceeds have on seniors who live in local communities in Pennsylvania. PDA sets up the interviews and once we record the videos, our New Media team edits them in-house. These videos have increased awareness of the Lottery's mission, which is to provide funds to support seniors.

## Rhode Island Lottery

At the Rhode Island Lottery, we've always done a push around the holidays with our employees. In years past, we would adopt a family – employees would all chip in to buy the gifts, and then at our holiday party, we'd all wrap the presents together. Another state agency would select a family in need for us, usually one with about four children, and also provide a list of items the family wanted. All wrapped presents were given to the agency to be delivered to the family.

In more recent years we switched over to a charity collection that we call Pay it Forward. For every \$5 an employee would donate, they'd be able to submit a charity name. Each charity name would be entered into a drawing along with the submitting employee's name, and a drawing for the winning charity would be conducted at our holiday party. All the money raised would go to that charity. The person submitting that charity had the chance to tell everyone a little bit about the organization and why they entered them into the drawing.

Aside from our ongoing holiday efforts, in the past we worked with people from three organizations that provide services to children and/or

Rhode Island Lottery provided unique baseball experiences for special needs individuals.



our staff volunteered to prepare more than 900 boxes of food!

In September of 2020, the SD Lottery and members of the Department of Revenue focused our efforts on the environment. The team spent an afternoon at the Capitol Creek walking path in Pierre, S.D., compiling multiple bags of trash.

Last but not least, the Lottery participates in the Department of Revenue's annual fundraiser benefiting the Capital Area United Way. Through fun activities and fundraising efforts, the Department of Revenue contributes thousands of dollars annually to the Capital Area United Way.

### Tennessee Education Lottery

In May 2004, the Tennessee Education Lottery created a paid summer internship program for students of Tennessee's Historically Black Colleges and Universities (HBCU). This annual 10-week paid internship program provides professional corporate training and work experience, as well as community service opportunities for selected students who volunteer at local schools to assist with refurbishing school buildings and grounds. The program has served 241 students from Tennessee HBCUs, and as part of the 2021 program, our interns helped create video thank you notes for front line health care workers at Meharry Medical Center in Nashville.

Also in 2004, the TEL sought opportunities to promote outstanding educators dedicated to their students. The Educator of the Week program leverages the visibility of six television stations in markets across the state to celebrate those educators making a difference in schools. The stations manage the program, and the weekly winners are promoted on our website for a vote to decide the Educator of the Month.

In December 2017, the TEL became a partner with McGavock Elementary School, a public school in Nashville near our headquarters, through



adults with developmental disabilities: J. Arthur Trudeau Memorial Center, Training Thru Placement and Gateways to Change. We provided opportunities for them to attend a Triple-A baseball game, with a barbecue prior to the game start, and even had someone throw the first pitch. The Triple-A baseball team has since moved out of Rhode Island, so unfortunately this program has ended.

### South Dakota Lottery

In 2020, the South Dakota Lottery provided a helping hand to Feeding South Dakota, a local nonprofit which strives to eliminate hunger in all 66 counties of our state. Since its inception in 1975, Feeding South Dakota has distributed millions of meals to families in need. In order to help in its mission to combat hunger,



the local school district's PENCIL program. We provide school supplies through employee donation campaigns. We also work with McGavock annually in a program called STARS that allows our employees to adopt students and provide items on their Christmas wish lists. To date more than 120 students have benefited from these efforts.

Finally, throughout our existence there have been numerous community outreach efforts, including our staff volunteering at Second Harvest Food Bank, mentoring at local Boys and Girls Clubs, and participating in Stuff the Bus through Metro Nashville Public Schools. Additionally, prior to the partnership with McGavock Elementary, we participated in the adoption of angels through the Salvation Army's Angel Tree for Christmas.

## Texas Lottery

The Texas Lottery and the Dallas Cowboys are entering their 13th year working together on efforts to support public education in Texas. In addition to generating an estimated \$81.6 million for the Foundation School Fund over the last 12 years through the sale of Cowboys scratch ticket games, the organizations work closely on other initiatives that benefit schoolchildren in the Lone Star State throughout the year.

Since 2017, the Dallas Cowboys have partnered with the Texas Lottery to provide Funds for Fitness grants, totaling \$60,000 each year, to 15 Texas public schools to help create or enhance existing health and wellness projects on their campuses.

We have also been a presenting sponsor of two instructional camps hosted by the Dallas Cowboys, including Cowboys U, which featured Dallas Cowboys players and coaching staff working with youth from the Dallas-Fort Worth area to provide a football camp and important off-the-field life lessons. Additionally, the



Texas Lottery's Funds for Fitness program.



A classroom presentation for Virginia Lottery's Thank a Teacher program.

Dallas Cowboys High School Clinic, presented by the Texas Lottery, gave 300 El Paso ISD high school student athletes an opportunity to practice football skills and learn about character development.

In 2020, the camps were not able to be conducted due to the pandemic, so the Dallas Cowboys continued to create ways to engage with students. The Lottery sponsored a two-week Reading Blitz Challenge encouraging students to read at least 30 minutes a day. A Cowboys player kicked off the event by reading to the players during a live virtual event. At the end of the challenge, the home-room class and the student that read the most minutes was awarded with a pizza party, a signed football and a book donated by the Texas Lottery.

## Virginia Lottery

The Virginia Lottery's mission to support K-12 public education in Virginia extends beyond the annual turnover of profits. Since 2016, the Thank a Teacher program celebrates Virginia's public school teachers with words of thanks and prizes. The campaign, which runs in tandem with National Teacher Appreciation Week, encourages Virginians to send hard copy or digital thank you notes to their favorite Virginia public school teachers. The notes are provided by the Virginia Lottery and feature custom artwork designed by three K-12 student artists, chosen in a competition earlier in the year. Each note contains a unique web code that teachers can enter into a drawing for



a pair of Virginia vacations courtesy of the Virginia Lottery. In addition, the winning teachers' schools each receive a \$5,000 credit for school supplies from the Virginia-based company The Supply Room.

The Making a Difference employee volunteer program grants Virginia Lottery employees the opportunity to support their communities firsthand. Through this initiative, employees are granted an additional 32 hours of community service leave to volunteer at schools in their local communities. Employees participate in a range of activities, including "JA in a Day" with Junior Achievement of Virginia, 1:1 Lunch Buddies through Communities in Schools, playground beautification projects, and more.

### West Virginia Lottery

The West Virginia Lottery is a long-time supporter and primary sponsor of the West Virginia Teacher of the Year program, which acknowledges the dedication of teachers across the state. The Lottery provides a \$300 grant to each Teacher of the Year recipient in all 55 West Virginia counties.

This year, we supported statewide vaccination efforts by holding drive-thru vaccination clinics for our employees and the general public, and assisted Governor Jim Justice with the "Do It For Babydog: Save a life, Change your life" vaccine sweepstakes, which

included a series of statewide prize drawings to increase awareness of the availability and efficacy of COVID-19 vaccines and provide incentives to West Virginians to get their COVID-19 vaccination.

The West Virginia Lottery helped create drawing rules and procedures, and also conducted drawings for the Babydog Sweepstakes (named for the first family's English Bulldog). In addition, we assisted in notifying winners of smaller prizes and sending out claim forms.

### Wisconsin Lottery

Annually, Wisconsin Lottery staff contribute to Partners in Giving, a nationally recognized state employee workplace fundraising campaign in Dane County. With the combined support of more than 6,400 state employees, this campaign raises millions of dollars each year for people, places and causes that have an enormous impact on the quality of life in Wisconsin and abroad. In addition to Partners in Giving, Lottery staff routinely participate in several Wisconsin Department of Revenue philanthropic initiatives such as American Red Cross blood drives, Adopt-a-School, Meals on Wheels, Second Harvest food drives, and Toys for Tots.

Furthermore, Wisconsin Lottery pull-tabs are sold at 237 retail locations to support nonprofit

groups including everything from community-minded fraternal organizations to local firefighter family picnics. The Lottery is also proud to sponsor nine Northwoods League baseball organizations around the state. A proven leader in the development of local, elite baseball talent, Lottery partnerships help teams employ hundreds of community jobs, contribute to youth sports scholarships and connect families with America's pastime.



### Wyoming Lottery

On June 19, the Wyoming Lottery was a proud sponsor of the Celebrities Against Cancer event in Cody, Wyo. Celebrities competed in the softball tournament and all proceeds went to St. Jude Children's Research Hospital and Cody Regional Cancer Treatment Center. Our CEO, Jon Clontz, played alongside celebrities in the tournament and all WyoLotto sales from the event were matched and donated to this important cause using funds from the Lottery's marketing sponsorships budget. "We were very moved by this event. It was one of WyoLotto's first opportunities to get back out into the community, so doing something that supported such a wonderful cause made it even more special," said Clontz. ■





# Supporting Communities, Vendor Style

**L**otteries aren't the only ones that go above and beyond as valuable members of the community. Their business partners – the companies that supply lottery products and services – are also often active participants in causes that support local, and not-so-local, communities.

The larger publicly-traded companies typically have extensive social responsibility policies in place, and their community support programs could fill much more space

than we have available here. We asked for just a few highlights, which should be considered the tip of the iceberg.

Many other industry vendors also have programs in place, whether formal or informal. In addition, their employees often continue the dedication to volunteerism that we see among lottery employees.

We thank those among our associate members who offered to publicly share some of their efforts; their edited responses follow.



IGT's After School Advantage program.



## IGT

IGT's community engagement efforts encompass a variety of corporate and employee-driven programs, reflecting the company's corporate social responsibility strategy, employee interests and passions, and our commitment to the United Nations' Sustainable Development Goals (SDGs). Through a wide range of efforts each year, we promote education programs, contribute to the development of adequate livelihood opportunities for people living within low-income communities, support equal access to opportunities, and encourage local economic development. Among these activities:

Our flagship community initiative, the After School Advantage (ASA) program, provides young people with access to technology and promotes Science, Technology, Engineering, Arts, and Math (STEAM) education opportunities through digital learning centers in communities where IGT operates across the globe. Since the launch in 1999, IGT's ASA program has installed more than 330 digital learning centers throughout the Americas. In a typical year, IGT employees volunteer their time and technology skills to develop these centers, with each uniquely designed to meet the specific needs of the local communi-

ty. For more than 20 years, the ASA program has provided thousands of young people with access to a powerful combination of educational resources and advanced technology, opening doors to a vast range of opportunities.

IGT's Community Ambassador program is a network of our employees around the world who share a passion for their communities and for good causes. Participants schedule and lead local community engagement events on behalf of IGT, including donation drives, group volunteering and relationship building. The Community Ambassadors are truly the heart of the program, maintaining close connections with local organizations and bringing a unique perspective on what is important within their communities. In a typical year, these Ambassadors participate in IGT global corporate challenges such as Global Giving Week, Global Book Collection and Global Food Collection in addition to their local events. In 2020, the Ambassadors reached out to their community partners to ask how they have been affected by the pandemic to see if there was an opportunity to help virtually or in a contact-free manner. The outreach spurred notable activities with food banks, care organizations and social service agencies.

Our employee engagement programs reflect the company's values and provide employees with further opportunities to give back to their communities. A global Day Off for Volunteerism encourages IGT employees to devote one paid workday to lend their time and talents in support of a charitable cause of their choice. The Dollars for Doers program gives employees another opportunity to support organizations they are passionate about. Through this program, when employees volunteer 25 hours or more to a charitable organization during the year, they may apply for an IGT grant to that organization. The Matching Gifts program is another way IGT supports the diverse charitable interests of employees by matching their individual financial contributions to qualifying charitable organizations.

## Scientific Games Lottery Group

Located in metro Atlanta since the 1990s, the Scientific Games Lottery Group global headquarters is involved in its local community in many ways, ranging from outreach to fundraising and volunteerism. Leaders serve in board of director roles in a number of local business and civic groups, and in recent years the company has become actively involved in promoting diversity, equity and inclusion. For example, we're a founding member of the One Forsyth initiative and the Metro Atlanta Chamber's ATL Action for Racial Equity initiative, and also signed our support for the Georgia Hate Crimes bill.

Scientific Games annually lends financial support to a local women's shelter and food pantries, and regularly participates in the Forsyth County Schools Stuff the Bus school supplies drive. Each year, the company selects a holiday outreach beneficiary, and in 2020 matched an employee-led online fundraising campaign to benefit Atlanta Community Food Bank. We also have ongoing college internship programs with local universities in our community, which





*Scientific Games is a founding partner in the newly launched One Forsyth countywide D&I initiative in metro Atlanta, where the company's global Lottery headquarters are located. Pictured here are organizers Phil Bauer, VP Corporate Counsel (back row, far right) along with other community leaders including Andrew Young, former U.S. Ambassador to United Nations and renowned civil rights activist (front row, second from left).*

will resume when safely possible due to the pandemic.

In Montreal, where Scientific Games' Canadian instant game manufacturing facility has been entrenched in the east Montreal neighborhood of Hochelaga-Maisonneuve for more than 50 years, the company has employed generations of families and supports the local community in many ways. Although the pandemic curbed most of our efforts, we found a way to spread holiday cheer in 2020 by presenting financial donations to three local organizations benefiting neighborhood children and families. The company is also very active in the Montreal business community. This fall as part of our long-standing commitment to environmental sustainability, Scientific Games will plant 75 trees on our campus in collaboration with Soverdi, a nonprofit organization implementing the City of Montreal's climate plan, which aims to plant 500,000 trees by 2030.

Around the world, with most Scientific Games' community outreach and fundraising for local and national organizations paused during the pandemic, the company managed to continue its social responsibilities as best we could during government shutdowns by organizing online fundraising to support a few favorite causes. In Leeds, U.K., for example,

one favorite cause is the World's Biggest Coffee Morning fundraiser led by MacMillan Cancer Support, a charity supporting people living with cancer. Instead of their usual in-person event (including a bake-off) our Leeds staff hosted the Coffee Morning fundraiser during regularly scheduled virtual team meetings with employees enjoying coffee and baked goods at home and donating through a dedicated web page.

Many of our global facilities are located near our lottery customers, so Scientific Games and its employees take part in various community outreaches and volunteer activities throughout the year, often in collaboration with the local lottery's team. A great example is in Maryland, where our employees work together on community improvement projects in the Maryland Lottery's annual Day to Serve.

## **INTRALOT**

INTRALOT is committed to support the communities where it operates, as they provide the resources, infrastructure, and markets for its businesses operations. A key element of INTRALOT's approach to society is to understand expectations and effectively contribute to the needs of local community members,

by aligning our economic growth with society support and implementing programs to create value to different groups. Therefore, the Company launched the targeted social support program "INTRALOT - We Care a Lot" in two main areas: Social welfare and human development, and education and human capital.

Our activities include programs that support young people and youth entrepreneurship, underprivileged groups and children, and general society needs. We ensure that all of our sponsorships and donations are responsibly utilized by verified charitable organizations. We encourage volunteerism throughout our company, and have organized blood donation drives in some of our locations.

## **Abacus**

Abacus is embarking on a strategy of becoming a carbon neutral business. To achieve this we are offsetting our carbon footprint by paying for the planting of trees around the world. Our contribution will be in the many thousands annually. We are working with a registered charity called Ecologi.

## **Pollard Banknote**

Supporting the communities in which we live and work is ingrained in Pollard Banknote's DNA since the company was established by the Pollard family well over a century ago. Initiatives range from contributions made personally and collectively by members of the Pollard family through the Pollard Foundation, such as the development and funding of a micro-suite apartment building that will provide safe housing for people at risk of homelessness, to the longstanding support that Pollard Banknote provides to United Way, which supports hundreds of programs that help improve lives in the community.

Our community-focused spirit extends to Pollard Banknote's full family of companies. A few exam-



*Diamond Game supports Operation Gratitude.*

ples of many great initiatives include: Diamond Game's support for Operation Gratitude, which sends care packages and letters to show gratitude to American troops; staff at Fastrak Retail supporting numerous organizations that focus on improving lives of children and youth, such as Save the Children and MedEquip4Kids in the UK; and our Ypsilanti, Mich., plant support for Friends In Deed, an organization that assists families in need with a goal of ending poverty.

Pollard Banknote, with the support of its Diversity Advisory Committee, aims to create a culture that respects and values each employee's differences, that promotes dignity, and encourages all employees to develop and maximizes their true potential.

### **Carmanah Signs**

Carmanah's charitable giving centers around children's healthcare, assisting with issues not funded by healthcare systems (such as specialized care and temporary housing to help parents remain close to their children's medical facilities). Carmanah's parent company, STRATACACHE, has partnered with Chive Charities on several exciting initiatives in this area, making record-breaking donations and supporting many grant recipients. STRATACACHE and Carmanah Signs are pleased to be involved in activities that help those in need, paving the way for us to further invest in and have an impact on our communities.

### **GoldenRace**

While traveling on business trips, GoldenRace's founders witnessed firsthand the many children in need of help around the world, so in 2015 they created the GoldenRace Foundation to give back to the community and invest in children's futures.

The GoldenRace Foundation helps fund school and hospital construction projects, education and sports, as well as provide clothing, food and medicine. So far, we have contributed to causes in Uganda, Kenya and Nepal.

We hope to keep on growing and helping in different causes and to give, to as many children as possible, self-confidence, a wider knowledge and a global vision for the future they deserve.

### **Jumbo Interactive**

Jumbo provides contributions to numerous charities and community organizations through corporate sponsorships and by encouraging employees in their charitable initiatives. Our internal charity fund, Just Giving, receives voluntary donations from both our people and our company, and our people decide on which charities to support for the benefit of the local communities.

In recent times, Jumbo and our employees have supported a number of charities and community groups, including RSPCA (fundraising through RSPCA Cupcake Day), Cancer Council (donation from Just Giving), Kedron Wavell Hockey Club (sponsorship) and fundraising efforts for Movember Foundation, Heart Foundation, World's Greatest Shave, WIRES (wildlife rescue), and Red Cross.

Jumbo's development of a work-from-home policy has enabled employees to volunteer with various foster care programs, where volunteers care for vulnerable children and injured wildlife. Additionally, Jumbo has been able to help charities and worthy cause organizations increase

their fundraising revenue through its lottery management services. Our Managed Services segment provides solutions to charities who do not operate a lottery, to provide a new, cost-effective digital source of fundraising.

### **Marcus Thomas**

We've spent the last 20 years harping on about how marketing and technology should/must be human-centered, and that has driven our innovations in loyalty, mobile cashless and other solutions. So it would be crazy if we didn't apply that philosophy to how we operate, connect with, and give back to our community(ies). For us, the main areas that we can make an impact are in how we hire and grow our team and how we give back.

We're very deliberate about our Diversity, Equity and Inclusion initiatives. We have five affinity groups – The Idea Team, Parents@MT, The Table, The Green Team, and Black@MT – operating at Marcus Thomas to encourage dialogue, empathy and growth. Our internship program is a real world/real work experience, leaving many interns with full-time jobs and all with experience they can take with them. And our education outreach doesn't end there; eight of our staffers regularly volunteer their time to teach undergraduate and graduate level courses in digital strategy, project management, analytics and technology strategy.

As for the community at large, we put our money and our passion behind kids, with our support of the Boys & Girls Club; behind our environment, with our support of the Cuyahoga Valley National Park; and behind our health, with our Velosano race team (to fight cancer) and our creative work for Lifebank (organ donation). Sometimes we really go above and beyond: this fall a number of our team members will repel down a 30-story building to raise money and awareness for Lifebank. ■



# THE **NASPL** ANNUAL CONFERENCE



**For the second straight year, NASPL presents its annual conference in a virtual format. DeskCon 2021 will be presented Oct. 5-7, live from your desk!**

The exciting education program opens with keynote speaker Duncan Wardle, a former Walt Disney executive who provides tools and techniques to help you “think different” in order to foster a culture of innovation and creativity within your organization. On Oct. 6, keynote speaker Jalak Jobanputra will explore how cryptocurrency will play a role in our future. And on closing day, Oct. 7, keynote speaker Brittany Hodak will offer advice on creating “superfans” to drive your business.



**Duncan Wardle**



**Jalak Jobanputra**



**Brittany Hodak**

Through it all, the three-day program is full of informative breakout sessions, with topics like business continuity and disaster recovery, self-service optimization, sports betting regulation, responsible gambling, the Powerball draw process, lottery brand power, lottery games driven by live sporting events, and keeping positive mental health during the pandemic. And on the final day, Walmart's Anne Johnson will review what's new with the retail giant and its lottery operations.

And don't forget the awards! You'll learn about some of the outstanding individuals working hard every day, as we honor the winners of this year's Powers Awards and Ott Brown Scholarship. We're back to a full slate of advertising awards, so see what the most creative minds can do as we present our annual Batchy, Hickey and Buddy Roogow Innovation Awards. You'll find all the entries for those awards on the following pages.



## THE **NASPL** TRADE SHOW

If you miss browsing a trade show floor to see the latest and greatest from our vendors, why not try our new interactive trade show? For the first time, you can visit individual exhibitor pages representing our NASPL Associate Members, where you can view product videos, take part in interactive presentations, video chat with representatives, and more. You can also register interest in the company with a simple click of a button, and an associate will reach out to you directly with more information. It's a great way to learn what is new in the industry from our most trusted and experienced vendors!



For complete information on the program, and to register, visit the DeskCon website.

[www.naspldeskcon.com](http://www.naspldeskcon.com)





# THE **NASPL** **AWARDS**

The following pages provide a complete listing of all entries for the **NASPL 2021 Awards**, along with the judges tasked to make the most difficult decisions of all.

# THE NASPL AWARDS Awards Entries

## TV Advertising Instant Games

**Arizona State Lottery**  
*Give the Gift of Joy*  
OH Partners

**Arkansas Scholarship Lottery**  
*Spectacular*  
CJRW/Arkansas Scholarship Lottery

**California Lottery Commission**  
*Get Your Quarters Ready*  
David&Goliath

**Colorado Lottery**  
*Mayhem Scratch - League Night*  
Cactus Inc

**Connecticut Lottery Corporation**  
*Spread a Little Holiday Cheer*  
Decker

**Florida Lottery**  
*Week for Life - Lifelong Excitement*  
PPK

**Georgia Lottery Corporation**  
*Falcons Mascot*  
BBDO Atlanta

**Hoosier Lottery**  
*Holiday*  
The Buntin Group

**Kentucky Lottery Corporation**  
*RC Car*  
Bandy Carroll Hellige

**Loto-Québec**  
*Gagnant a Vie - Cat*  
Loto-Québec

**Louisiana Lottery Corporation**  
*Holiday Scratch-Offs*  
Louisiana Lottery

**Maine State Lottery**  
*Secret Elf*  
Fuseideas

**Maryland Lottery and Gaming Control Agency**  
*Holiday Caravan Caroling*  
GKV

**Missouri State Lottery Commission**  
*Man's Best Friend*  
Barkley

**Nebraska Lottery**  
*Back With the Blues*  
Smith Kroeger

**New Hampshire Lottery Commission**  
*Granite Bonanza*  
GYK Antler

**New Jersey Division of State Lottery**  
*Hot 7's Scratch-Offs*  
PureRED

**New Mexico Lottery Authority**  
*Make It Christmas!*  
New Mexico Lottery Authority

**New York Lottery**  
*New York Series - All Aboard*  
McCann New York

**North Carolina Education Lottery**  
*Gold Deposit*  
Wunderman Thompson Atlanta

**Ohio Lottery Commission**  
*Money Multiplier - Big Moments*  
Falghren Mortine

**Ontario Lottery and Gaming Corporation**  
*Instant PLINKO - The Commentator*  
FCB Toronto

**Pennsylvania Lottery**  
*Buck Spotters*  
9Rooftops

**South Carolina Education Lottery**  
*Tiny Stories - Me Shack*  
Chernoff Newman

**South Dakota Lottery**  
*Holiday - Rogue Elf*  
Lawrence & Schiller

**Tennessee Education Lottery Corporation**  
*Hit Instant Games - The Sequel*  
The Buntin Group

**Texas Lottery Commission**  
*Lucky Dog*  
Texas Lottery Commission

**Virginia Lottery**  
*Everyday Wins - June*  
Yebo

**Washington's Lottery**  
*Holiday Scratch - Family Gatherings*  
Wunderman Thompson

**West Virginia Lottery**  
*Halloween Instant Games*  
West Virginia Lottery/Digital Relativity

**Western Canada Lottery Corporation**  
*Bigger Spin*  
McCann Canada

**Wisconsin Lottery**  
*Holiday Gifting Polka*  
Hoffman York

## TV Advertising Daily Draw Games

**Arkansas Scholarship Lottery**  
*Powerball - Got Your Ticket?*  
CJRW/Arkansas Scholarship Lottery

**Georgia Lottery Corporation**  
*Cash Pop - Win One, Give One*  
BBDO Atlanta

**Kentucky Lottery Corporation**  
*Pool Players*  
Bandy Carroll Hellige

**Louisiana Lottery Corporation**  
*Pick 5 - Welcome Home*  
Louisiana Lottery Corporation

**Maryland Lottery and Gaming Control Agency**  
*Fast Play - Alien Reporter*  
GKV

**New Mexico Lottery Authority**  
*Introducing Pick 3 and Pick 4 Plus*  
New Mexico Lottery Authority

**North Carolina Education Lottery**  
*Fast Play - Crash Course*  
Wunderman Thompson Atlanta

**Ontario Lottery and Gaming Corporation**  
*Lightning Lotto - Struck By Excitement*  
BBDO Canada

**Wyoming State Lottery**  
*2 by 2*  
Warehouse Twenty One

## TV Advertising Lotto/Spiel Games

**Colorado Lottery**  
*Lotto+ - Winning Country*  
Cactus Inc

**Florida Lottery**  
*Florida Lotto - Florida's Game*  
PPK

**Georgia Lottery Corporation**  
*Diggi Daydream*  
BBDO Atlanta

**Interprovincial Lottery Corporation**  
*Lotto Max - Art Class*  
FCB Toronto



# THE NASPL AWARDS

## **Loto-Québec**

*Lotto Max and Québec Max - Bonus Prizes*  
Loto-Québec

## **Louisiana Lottery Corporation**

*Teams Bundles*  
Louisiana Lottery Corporation

## **New Mexico Lottery Authority**

*Lotto America \$1,000 Giveaway*  
New Mexico Lottery Authority

## **Ontario Lottery and Gaming Corporation**

*Lotto Max - Dream Unboxing*  
FCB Toronto

## **South Carolina Education Lottery**

*Tiny Stories - Dad Hair*  
Chernoff Newman

## **Texas Lottery Commission**

*Mondays*  
The Texas Lottery

## **TV Advertising Corporate/Beneficiary**

## **Arkansas Scholarship Lottery**

*Power of a Dollar*  
CJRW/Arkansas Scholarship Lottery

## **Delaware State Lottery**

*45th Anniversary Spring Campaign*  
OneMagnify

## **Florida Lottery**

*Funding Futures*  
PPK

## **Georgia Lottery Corporation**

*Pre-Cool*  
BBDO Atlanta

## **Hoosier Lottery**

*Where the Money Goes*  
The Buntin Group

## **Massachusetts State Lottery Commission**

*Defining Wins*  
Full Contact

## **New Hampshire Lottery Commission**

*Problem Gambling*  
GYK Antler

## **North Carolina Education Lottery**

*Supporting Dreams - Pre-K and School Workers*  
Wunderman Thompson  
Atlanta

## **Ontario Lottery and Gaming Corporation**

*PLINKO - Retailer Give Back Program*  
FCB Toronto

## **South Carolina Education Lottery**

*Your Passion Is Our Purpose - Kristen*  
Chernoff Newman

## **South Dakota Lottery**

*Lincoln*  
Lawrence & Schiller

## **Texas Lottery Commission**

*30 Years*  
Texas Lottery Commission

## **Virginia Lottery**

*Education Message*  
Virginia Lottery

## **West Virginia Lottery**

*Proceeds-Seniors*  
West Virginia Lottery/Digital Relativity

## **TV Advertising Keno**

## **Connecticut Lottery Corporation**

*Keno - Lucky Number*  
Decker

## **Georgia Lottery Corporation**

*Keno - Western*  
BBDO Atlanta

## **New Jersey Division of State Lottery**

*Quick Draw Rollerball*  
PureRED

## **New York Lottery**

*Money Dots - Clock Strikes Four*  
McCann New York

## **Virginia Lottery**

*This Is Keno*  
Yebo

## **West Virginia Lottery**

*Keno Go*  
West Virginia Lottery/Digital Relativity

## **TV Advertising Coordinated Campaign**

## **Arkansas Scholarship Lottery**

*This Is Winning - Tour of Arkansas*  
CJRW/Arkansas Scholarship Lottery

## **Connecticut Lottery Corporation**

*Keno - Your Numbers Are Waiting*  
Decker

## **Florida Lottery**

*Gold Rush Supreme - Good as Gold*  
PPK

## **Hoosier Lottery**

*Loaded - Scratch-Offs*  
The Buntin Group

## **Illinois Department of the Lottery**

*Anyone Could Win in an Instant - Instants Platform*  
O'Keef Reinhard & Paul

## **Interprovincial Lottery Corporation**

*Lotto Max - All the Feels Campaign*  
FCB Toronto

## **Loto-Québec**

*Lotto Max Campaign*  
Loto-Québec

## **Louisiana Lottery Corporation**

*Fast Play Campaign*  
Louisiana Lottery

## **Maryland Lottery and Gaming Control Agency**

*Ravens - Love Football*  
GKV

## **New Jersey Division of State Lottery**

*Scratch-Offs Division*  
PureRED

## **Ohio Lottery Commission**

*Origami 2.0 Campaign*  
Marcus Thomas LLC

## **Ontario Lottery and Gaming Corporation**

*Lotto Max - All the Feels Campaign*  
Hive Inc.

## **Pennsylvania Lottery**

*Gus Campaign*  
9Rooftops

## **South Carolina Education Lottery**

*Tell Your Tiny Story Campaign*  
Chernoff Newman

## **South Dakota Lottery**

*Tripler - Tree Frog Campaign*  
Lawrence & Schiller

## **Tennessee Education Lottery Corporation**

*Extreme Cash Instant Games Campaign*  
The Buntin Group

## **Texas Lottery Commission**

*It All Starts With a Scratch*  
Third Ear

## **Vermont Lottery Commission**

*Jungle Instant Tickets*  
Fuseideas

## **Washington's Lottery**

*Department of Imagination - Imaginations Unite*  
Wunderman Thompson

## **West Virginia Lottery**

*Proceeds*  
West Virginia Lottery/Digital Relativity



# COME ON DOWN!

Give your players the most exciting Linked Game experience yet.

**THE PRICE IS RIGHT COME ON DOWN! Challenge**  
is here and is sure to set your sales spinning!

Contact your Scientific Games representative  
today for more details

**the price is Right**

Enter to WIN A trip to Las Vegas for the chance to win up to \$50,000,000 in the COME ON DOWN Challenge!

**What's Up For Bid**

YOUR BID	ACTUAL RETAIL PRICE	PRIZE
100	100	100
50	50	50
25	25	25

**Punch A Bunch**

KEY NUMBERS: 100, 50, 25

**BONUS ROUND**

Uncover a "100" in the BONUS ROUND, win \$100 instantly!

Scratch off the "PLINKO" BOARD.

Uncover a "100" symbol, win that corresponding prize.

**SHOWCASE 1** YOUR BID ACTUAL PRICE PRIZE

**SHOWCASE 2** YOUR BID ACTUAL PRICE PRIZE

**SHOWCASE**

Uncover "YOUR BID" and the "ACTUAL PRICE." If "YOUR BID" matches the "ACTUAL PRICE" of that "SHOWCASE," win prize for that "SHOWCASE."

**WIN UP TO \$0,000,000!**

**the price is Right**

**WIN UP TO \$000,000!**

Match any of the WHEEL NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown for that number. If the PRIZE for the matching WHEEL NUMBER is "SPIN," win TRIPLE the prize shown. Uncover a "5X" symbol to automatically multiply and win that corresponding prize.

**WINNING NUMBERS**

80, 15, 100, 5, 90, 25

**WIN UP TO 15 TIMES!**

Enter to win a trip to Las Vegas for a chance to win up to \$50,000,000 in the COME ON DOWN! Challenge!

**the price is Right**

Enter to win a trip to Las Vegas for the chance to win up to \$50,000,000 in the COME ON DOWN Challenge!

**WIN UP TO \$000,000!**

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown for that number. Get a "100" symbol, win PRIZE shown for that symbol automatically! Get a "5X" symbol, win 5 TIMES the PRIZE shown for that symbol! Get a "500" symbol, win 100 automatically! Get a "5X" symbol, win all 20 PRIZES shown!

**SHOWCASE 1** YOUR BID ACTUAL PRICE PRIZE

**SHOWCASE SHOWDOWN**

Scratch YOUR BID and the ACTUAL PRICE. If YOUR BID matches the ACTUAL PRICE of that SHOWCASE, win PRIZE shown for that SHOWCASE!

**winning numbers**

**your numbers**

PRIZE PRIZE PRIZE PRIZE PRIZE

PRIZE PRIZE PRIZE PRIZE PRIZE

PRIZE PRIZE PRIZE PRIZE PRIZE

PRIZE PRIZE PRIZE PRIZE PRIZE

**WIN UP TO 21 TIMES!**



# THE NASPL AWARDS

## Radio Advertising Instant Games

### Arizona State Lottery

*Plenty of Prizes to Go Around*  
OH Partners

### Arkansas Scholarship Lottery

*Spectacular*  
CJRW/Arkansas Scholarship Lottery

### California Lottery Commission

*Pac-Man Interview*  
David&Goliath

### Colorado Lottery

*Casino Nights Scratch - Go Fish*  
Cactus Inc

### Connecticut Lottery Corporation

*Millionaires Made From Scratch*  
Decker

### Florida Lottery

*X the Cash - X the Cash Song*  
PPK

### Georgia Lottery Corporation

*Falcons Scratch*  
BBDO Atlanta

### Hoosier Lottery

*Loaded*  
The Buntin Group

### Louisiana Lottery Corporation

*Stacked Family of Games*  
Louisiana Lottery Corporation

### Maine State Lottery

*Instant Games - Secret Elf*  
Fuseideas

### Maryland Lottery and Gaming Control Agency

*Loaded - Shrimp*  
GKV

### Missouri State Lottery Commission

*Scratchers as Gifts - New Suit*  
Barkley

### Nebraska Lottery

*Wildlife See 'n' Say*  
Smith Kroeger

### New Jersey Division of State Lottery

*Riches Family*  
PureRED

### New Mexico Lottery Authority

*Big Scratchers Second-Chance Promotion*  
New Mexico Lottery Authority

### New York Lottery

*New York Series - Hear New York*  
McCann New York

### North Carolina Education Lottery

*Multiplier Family - Echo*  
Wunderman Thompson Atlanta

### Ohio Lottery Commission

*Hit the Jackpot - Jackpot Hall of Fame*  
Fahlgren Mortine

### Pennsylvania Lottery

*Scratch Track*  
9Rooftops

### South Dakota Lottery

*Tripler - Tree Frog*  
Lawrence & Schiller

### Tennessee Education Lottery Corporation

*July Instant Games - Synchronized Scratching*  
The Buntin Group

### Texas Lottery Commission

*Genie*  
Third Ear

### Virginia Lottery

*Everyday Wins - Breakthrough*  
Yebo

### West Virginia Lottery

*Holiday Instant Games - Prize Inside*  
West Virginia Lottery/Digital Relativity

### Wisconsin Lottery

*Instant Games - Holiday Polka*  
Hoffman York

## Radio Advertising Daily Draw Games

### Arkansas Scholarship Lottery

*Powerball Jackpot Awareness*  
CJRW/Arkansas Scholarship Lottery

### Georgia Lottery Corporation

*Cash 444*  
BBDO Atlanta

### Maryland Lottery and Gaming Control Agency

*Fast Play - Ding*  
GKV

### Nebraska Lottery

*Joe Smith*  
Smith Kroeger

### New Mexico Lottery Authority

*Introducing Pick 3 and Pick 4 Plus*  
New Mexico Lottery Authority

### Ontario Lottery and Gaming Corporation

*Lightning Lotto - Powerful Force*  
BBDO Canada

### Virginia Lottery

*Cash 5 With EZ Match - Bigger Is Better*  
Yebo

## Radio Advertising Lotto/Spiel Games

### Colorado Lottery

*Colorado Lotto+ - Winning Country*  
Cactus Inc

### Florida Lottery

*Florida Lotto - Florida's Game*  
PPK

### Interprovincial Lottery Corporation

*Lotto Max - Psychic*  
FCB Toronto

### Loto-Québec

*Lotto Max - Ice Cream Shop*  
Loto-Québec

### New Mexico Lottery Authority

*Lotto America \$1,000 Giveaway*  
New Mexico Lottery Authority

### Ontario Lottery and Gaming Corporation

*Daily Grand - Mondays*  
Sid Lee

### Tennessee Education Lottery Corporation

*Cash4Life, Lotto America and Tennessee Cash - Quick Cash*  
The Buntin Group

### Texas Lottery Commission

*Mondays*  
The Texas Lottery

## Radio Advertising Corporate/Beneficiary

### Delaware State Lottery

*2020 Holidays*  
OneMagnify

### Florida Lottery

*Funding Futures*  
PPK

### Hoosier Lottery

*Where the Money Goes*  
The Buntin Group

### North Carolina Education Lottery

*Supporting Dreams - Pre-K*  
Wunderman Thompson Atlanta



# High Impact In-Store Lottery Experiences Based on Real World Data

InMarket's Exclusive Moments Solution Allows You to:

- ✓ Wake up a mobile device with a push notification from apps users know and trust
- ✓ Engage lottery audiences with high-impact media while they're in-location at your retailers
- ✓ Reach lotto players leading up to their next lottery retail visit at home and on the go



INMARKET MOMENTS  
GENERATE AVERAGE CTRs

# 6.5X

HIGHER THAN THE  
INDUSTRY BENCHMARK\*



Learn more at  
[www.inmarket.com](http://www.inmarket.com)

## Ensure Your Brand is in Front of the Right Lottery Audience, at the Right Time, in the Right Place



"WHO"

### Precision

Find consumers who over-index for having purchased or played the lottery



"WHEN"

### Predictive

Engage players pre-shop, and in-stores to minimize waste



"WHERE"

### Post-Visit

Target users based on where they've been and how often they've visited lottery retailers

\*Wordstream US Google Display Benchmarks for Mobile Media 2020



# THE NASPL AWARDS

**Tennessee Education Lottery Corporation**  
*Because You Played*  
The Buntin Group

**Texas Lottery Commission**  
*A Brighter Future*  
Texas Lottery Commission

**West Virginia Lottery**  
*Proceeds - 35th Anniversary*  
West Virginia Lottery/Digital Relativity

## Radio Advertising Keno

**Connecticut Lottery Corporation**  
*Keno - Number One*  
Decker

**Georgia Lottery Corporation**  
*Keno - Western*  
BBDO Atlanta

**New Jersey Division of State Lottery**  
*Quick Draw - Epic*  
PureRED

**New York Lottery**  
*Money Dots - It's a Dot*  
McCann New York

**North Carolina Education Lottery**  
*Carolina Keno - In a World*  
Wunderman Thompson Atlanta

**West Virginia Lottery**  
*Keno Go*  
West Virginia Lottery/Digital Relativity

## Radio Advertising Coordinated Campaign

**California Lottery Commission**  
*Pac-Man Interview Series*  
David&Goliath

**Connecticut Lottery Corporation**  
*Keno - The Show Campaign*  
Decker

**Hoosier Lottery**  
*Loaded Campaign*  
The Buntin Group

**Illinois Department of the Lottery**  
*Anyone Could Win in an Instant Campaign*  
O'Keef Reinhard & Paul

**Interprovincial Lottery Corporation**  
*Lotto Max - All the Feels Campaign*  
FCB Toronto

**Loto-Québec**  
*Lotto Games Campaign*  
Loto-Québec

**Louisiana Lottery Corporation**  
*Fast Play Campaign*  
Louisiana Lottery

**Maryland Lottery and Gaming Control Agency**  
*Ravens - Love Football*  
GKV

**Missouri State Lottery Commission**  
*Scratchers as Gifts - Don't Reinvent the Holidays*  
Barkley

**New Jersey Division of State Lottery**  
*Scratch-Offs Division Campaign*  
PureRED

**Ontario Lottery and Gaming Corporation**  
*Winners - All the Feels Campaign*  
Hive Inc.

**South Dakota Lottery**  
*Abe and George*  
Lawrence & Schiller

**West Virginia Lottery**  
*Proceeds Campaign*  
West Virginia Lottery/Digital Relativity

## Print Advertising Retailer Signage / Merchandising

**Arizona State Lottery**  
*Arizona Lottery Players Club POS*  
OH Partners

**Arkansas Scholarship Lottery**  
*Draw Game Retailer Store Wraps*  
CJRW/Arkansas Scholarship Lottery

**California Lottery Commission**  
*Pac-Man Scratchers POS*  
Alcone

**Connecticut Lottery Corporation**  
*Keno - Your Numbers Are Waiting Coasters*  
Decker

**Delaware State Lottery**  
*Sports Pick Football Wagering Signage*  
OneMagnify

**Florida Lottery**  
*Week for Life - Lifelong Excitement Signage*  
PPK

**Georgia Lottery Corporation**  
*Cash 3 - Mercedes Benz Promo*  
BBDO Atlanta

**Hoosier Lottery**  
*Gather Around the Spirit of Fun Signage*  
The Buntin Group

**Missouri State Lottery Commission**  
*Cash4Life Game Launch*  
Missouri Lottery Team

**Nebraska Lottery**  
*Trucks and Bucks Poster*  
Smith Kroeger

**New Hampshire Lottery Commission**  
*Holiday Signage*  
GYK Antler

**New Mexico Lottery Authority**  
*Social Distancing Floor Graphics*  
New Mexico Lottery Authority

**New York Lottery**  
*Money Dots Point of Sale*  
McCann New York

**North Carolina Education Lottery**  
*Fast Play Progressive Merchandising*  
Wunderman Thompson Atlanta

**Pennsylvania Lottery**  
*Cloud 9 Point of Sale*  
9Rooftops

**South Carolina Education Lottery**  
*Keeping Up With the Jumbos Ticket Topper*  
South Carolina Education Lottery

**South Dakota Lottery**  
*George Nozzle Talker*  
Lawrence & Schiller

**Tennessee Education Lottery Corporation**  
*Halloween Jumbo Bucks Bat Wobbler*  
The Buntin Group

**Texas Lottery Commission**  
*Hawaii Dream Getaway QR Surfboard Standee*  
Third Ear

**Virginia Lottery**  
*A Lot Can Happen Four Minutes Change Mat*  
Yebo

**Western Canada Lottery Corporation**  
*Rochdi Independent Signage*  
Western Canada Lottery Corporation

# ROI... that's a sure winner!



***Our LED Modular Scratch-Off Lottery Dispensing System is taking convenience, functionality, and your sales to the next level.***

- ▶ **West Virginia Lottery Launched in 2021**
- ▶ Fits ALL ticket lengths up to 12" and widths up to 8"
- ▶ Completely modular design, can adjust at any time
- ▶ Customize configurations vertically or horizontally
- ▶ Illumination enhances customer experience
- ▶ Increase visibility of Lottery presence



## GET IN TOUCH

For additional information and to set up a test evaluation in your region, call Randy Zaller at 908.591.8685 or email [salesupport@hspop.com](mailto:salesupport@hspop.com).





# THE NASPL AWARDS

## Print Advertising Outdoor

**California Lottery Commission**  
*Pac-Man Scratchers*  
David&Goliath

**Colorado Lottery**  
*Jackpot Billboards*  
Cactus Inc

**Connecticut Lottery Corporation**  
*Spicy 9s - Hot Ticket Outdoor*  
Decker

**Delaware State Lottery**  
*45th Anniversary Spring Campaign*  
OneMagnify

**Florida Lottery**  
*Week for Life - Lifelong Excitement*  
PPK

**Georgia Lottery Corporation**  
*\$23 Billion*  
BBDO Atlanta

**Hoosier Lottery**  
*Golden Ticket*  
The Buntin Group

**Louisiana Lottery Corporation**  
*Jackpot Vinyls With Extensions*  
Louisiana Lottery Corporation

**Maryland Lottery and Gaming Control Agency**  
*\$ Scratch-Off*  
GKV

**Missouri State Lottery Commission**  
*Powerball - St. Louis Cardinals Outfield Signage*  
Missouri Lottery

**New Jersey Division of State Lottery**  
*Fast Play Highway Billboards*  
PureRED

**New Mexico Lottery Authority**  
*Tis the Season for Red and Green!*  
New Mexico Lottery Authority

**New York Lottery**  
*Million Dollar Premiere*  
McCann New York

**Pennsylvania Lottery**  
*Play Your Way Digital Out of Home*  
9Rooftops

**South Carolina Education Lottery**  
*\$2M Colossal Cash*  
South Carolina Education Lottery

**South Dakota Lottery**  
*Tripler Billboards*  
Lawrence & Schiller

**Texas Lottery Commission**  
*GEM Collection*  
Third Ear

**Virginia Lottery**  
*Winner Awareness - Makin' Bank*  
Virginia Lottery

**Wisconsin Lottery**  
*WOW Scratch Game*  
Hoffman York

## Print Advertising Color or Black and White

**Arizona State Lottery**  
*Million Dollar Giveaway*  
OH Partners

**California Lottery Commission**  
*Pac-Man Scratchers*  
Quantasy + Associates

**Colorado Lottery**  
*18 and Up Logo*  
Cactus Inc

**New Jersey Division of State Lottery**  
*Cash4Life*  
Northstar New Jersey

**New York Lottery**  
*Million Dollar Premiere*  
McCann New York

**Pennsylvania Lottery**  
*PA Lottery Online - Play Your Way*  
9Rooftops

**Tennessee Education Lottery Corporation**  
*Minor League Baseball*  
The Buntin Group

**Texas Lottery Commission**  
*All or Nothing - Match*  
Texas Lottery Commission

## Print Advertising Corporate/Beneficiary

**Florida Lottery**  
*Funding Futures*  
PPK

**Missouri State Lottery Commission**  
*Play It Forward*  
Missouri Lottery Team

**South Carolina Education Lottery**  
*FY22 Beneficiary Print*  
South Carolina Education Lottery

**South Dakota Lottery**  
*Abe Door Cling*  
Lawrence & Schiller

**Tennessee Education Lottery Corporation**  
*\$6 Billion for Education*  
The Buntin Group

**Texas Lottery Commission**  
*30 Years*  
Texas Lottery Commission

## Print Advertising Coordinated Print Campaign

**Connecticut Lottery Corporation**  
*Keno - Hartford Yard Goats Sponsorship Campaign*  
Decker

**Delaware State Lottery**  
*45th Anniversary Launch Campaign*  
OneMagnify

**Louisiana Lottery Corporation**  
*Powerball and Mega Millions Outdoor Campaign*  
Louisiana Lottery Corporation

**Missouri State Lottery Commission**  
*Cash4Life Launch and Promotion Point of Sale Campaign*  
Missouri Lottery

**Nebraska Lottery**  
*Beneficiary Billboards*  
Smith Kroeger

**New Mexico Lottery Authority**  
*New Pick 3 and Pick 4 Plus*  
New Mexico Lottery Authority

**New York Lottery**  
*New York Series Campaign*  
McCann New York

**Ontario Lottery and Gaming Corporation**  
*Lightning Lotto Campaign*  
BBDO Canada

**Pennsylvania Lottery**  
*Holiday Gus Campaign*  
9Rooftops

**South Carolina Education Lottery**  
*Pick 3 and Pick 4 Plus FIREBALL Campaign*  
South Carolina Education Lottery

**Tennessee Education Lottery Corporation**  
*Nashville Superspeedway Campaign*  
The Buntin Group

**Texas Lottery Commission**  
*30th Anniversary Campaign*  
Texas Lottery Commission

# GOLDEN RACE

B E Y O N D V I R T U A L S



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# THE NASPL AWARDS

## Special Category Original Music for TV or Radio

**Arizona State Lottery**  
*Summer Your Way*  
OH Partners

**Arkansas Scholarship Lottery**  
*Barrett Baber - Lucky as Me*  
CJRW/Arkansas Scholarship Lottery

**California Lottery Commission**  
*The Chase*  
Circus Marketing

**Florida Lottery**  
*X the Cash Song*  
PPK

**Georgia Lottery Corporation**  
*Pre-Cool*  
BBDO Atlanta

**Maryland Lottery and Gaming Control Agency**  
*Ravens - Love Football*  
GKV

**Missouri State Lottery Commission**  
*Man's Best Friend - You and I*  
Barkley

**Nebraska Lottery**  
*Trucks and Bucks*  
Smith Kroeger

**Tennessee Education Lottery Corporation**  
*Cash4Life, Lotto America and Tennessee Cash - Quick Cash*  
The Buntin Group

**Texas Lottery Commission**  
*Winner Winner Chicken Dinner*  
Texas Lottery Commission

**Wisconsin Lottery**  
*Holiday Gifting Polka*  
Hoffman York

## Special Category Use of Humor (Radio)

**California Lottery Commission**  
*Pac-Man Interview*  
David&Goliath

**Connecticut Lottery Corporation**  
*The Magnificent Multiplier*  
Decker

**Florida Lottery**  
*Week for Life - Lifelong Excitement*  
PPK

**Georgia Lottery Corporation**  
*Falcons Scratcher*  
BBDO Atlanta

**Louisiana Lottery Corporation**  
*Halloween Jumbo Bucks*  
Louisiana Lottery Corporation

**Maryland Lottery and Gaming Control Agency**  
*Loaded - Shrimp*  
GKV

**Missouri State Lottery Commission**  
*Scratchers as Gifts - New Suit*  
Barkley

**Nebraska Lottery**  
*Apologies*  
Smith Kroeger

**New Jersey Division of State Lottery**  
*101 Days of Summer*  
PureRED

**New York Lottery**  
*The Multiplier*  
McCann New York

**Ontario Lottery and Gaming Corporation**  
*Daily Grand - Mondays*  
Sid Lee

**Tennessee Education Lottery Corporation**  
*Extreme Cash Instant Games - Extreme Finale*  
The Buntin Group

**Texas Lottery Commission**  
*Genie*  
Third Ear

**Wisconsin Lottery**  
*Packers Enthusiastic Quarter*  
Hoffman York

## Special Category Use of Humor (TV)

**California Lottery Commission**  
*Get Your Quarters Ready*  
David&Goliath

**Colorado Lottery**  
*Mayhem Scratch - League Night*  
Cactus Inc

**Connecticut Lottery Corporation**  
*Keno - Affirmations*  
Decker

**Florida Lottery**  
*Week for Life - Lifelong Excitement*  
PPK

**Georgia Lottery Corporation**  
*Money Madness - Dog Park*  
BBDO Atlanta

**Interprovincial Lottery Corporation**  
*Lotto Max - Art Class*  
FCB Toronto

**Kentucky Lottery Corporation**  
*Jackpot Factory*  
Bandy Carroll Hellige

**Louisiana Lottery Corporation**  
*Powerball and Mega Millions - What Would You Do?*  
Louisiana Lottery Corporation

**Maryland Lottery and Gaming Control Agency**  
*Extreme Wingsuits*  
GKV

**Missouri State Lottery Commission**  
*Man's Best Friend*  
Barkley

**New Jersey Division of State Lottery**  
*Hot 7's Scratch-Offs*  
PureRED

**New York Lottery**  
*The Multiplier*  
McCann New York

**Pennsylvania Lottery**  
*Buck Spotters*  
9Rooftops

**South Carolina Education Lottery**  
*Tiny Stories - Captain*  
Chernoff Newman

**South Dakota Lottery**  
*George*  
Lawrence & Schiller

**Texas Lottery Commission**  
*Hawaii Dream Getaway*  
Texas Lottery Commission

**Vermont Lottery Commission**  
*Holiday and Winter Games - The Gilmores*  
Fuseideas

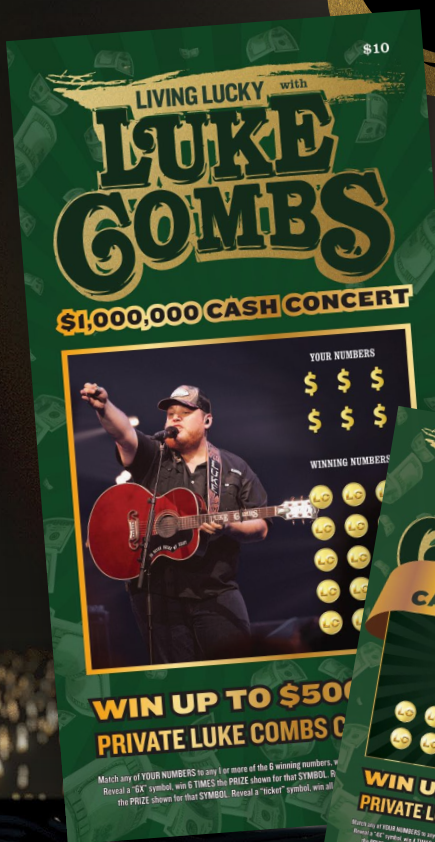
**Western Canada Lottery Corporation**  
*Classic Super Pack - Gloves*  
McCann Canada

**Wisconsin Lottery**  
*Holiday Gifting Polka*  
Hoffman York

# LIVING LUCKY with **LUKE COMBS**

Join Luke Combs and Atlas Experiences for an exclusive multi-state second chance program with prizes including a private

**\$1,000,000 CASH CONCERT**



**\$10,000 WINNER PER LOTTERY**



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DEREK GWALTNEY • Founder & CEO • [dg@atlasexperiences.com](mailto:dg@atlasexperiences.com)



## Special Category Use of Cinematography

**Arizona State Lottery**  
*Million Dollar Moment -  
Mother's Day*  
OH Partners

**California Lottery  
Commission**  
*Get Your Quarters Ready*  
David&Goliath

**Colorado Lottery**  
*Kim, Colorado*  
Cactus Inc

**Georgia Lottery Corporation**  
*Diggi Day Dream*  
BBDO Atlanta

**Missouri State Lottery  
Commission**  
*Man's Best Friend*  
Barkley

**New Hampshire Lottery  
Commission**  
*Problem Gambling*  
GYK Antler

**New Jersey Division of State  
Lottery**  
*Quick Draw Rollerball*  
PureRED

**New York Lottery**  
*Million Dollar Premiere*  
McCann New York

**Pennsylvania Lottery**  
*Cloud 9*  
9Rooftops

**South Carolina Education  
Lottery**  
*Your Passion Is Our Purpose  
- Erin*  
Chernoff Newman

**Texas Lottery Commission**  
*Hawaii Dream Getaway*  
Texas Lottery Commission

**West Virginia Lottery**  
*Proceeds - Tourism*  
West Virginia Lottery/Digital  
Relativity

## Special Category TV or Radio Spot Fitting No Other Category

**Colorado Lottery**  
*Red Riches Scratch - Madam  
Ruby*  
Cactus Inc

**Georgia Lottery Corporation**  
*Holiday Scratcher -  
December Surprise*  
BBDO Atlanta

**Illinois Department of the  
Lottery**  
*Holiday 2020 Instant Tickets  
- Claude*  
O'Keef Reinhard & Paul

**Kentucky Lottery  
Corporation**  
*Cheetah*  
Bandy Carroll Hellige

**Louisiana Lottery  
Corporation**  
*Mobile App TV Spot*  
Louisiana Lottery  
Corporation

**Maryland Lottery and  
Gaming Control Agency**  
*X the Cash - Project X*  
GKV

**New Mexico Lottery  
Authority**  
*Happy Hall-o-days*  
New Mexico Lottery  
Authority

**New York Lottery**  
*Vax and Scratch*  
McCann New York

**North Carolina Education  
Lottery**  
*Fast Play - How to Play  
Video*  
Wunderman Thompson  
Atlanta

**North Dakota Lottery**  
*The Game*  
KK BOLD

**Ohio Lottery Commission**  
*Ken O. Draft Profile*  
Hitchcock Fleming &  
Associates, Inc.

**Ontario Lottery and Gaming  
Corporation**  
*All the Feels - Pups*  
The Hive Inc.

**Pennsylvania Lottery**  
*PA Lottery Online - Play  
Your Way*  
9Rooftops

**Tennessee Education  
Lottery Corporation**  
*Summer Olympics - Mary  
Lou Retton*  
The Buntin Group

**Texas Lottery Commission**  
*Hawaii Dream Getaway*  
Texas Lottery Commission

**Virginia Lottery**  
*Fireball GSTV*  
Yebo

**West Virginia Lottery**  
*Take Your Chance*  
West Virginia Lottery/Digital  
Relativity

## Special Category Corporate/ Beneficiary Video

**California Lottery  
Commission**  
*National Teacher  
Appreciation Week 2021*  
California Lottery

**Colorado Lottery**  
*2020 Runyon to the Res  
Event Recap*  
Cactus Inc

**Georgia Lottery Corporation**  
*Graduation*  
BBDO Atlanta

**Hoosier Lottery**  
*Where the Money Goes*  
The Buntin Group

**Texas Lottery Commission**  
*30 Years*  
Texas Lottery Commission

## Special Category TV Campaign Under \$25,000

**Kentucky Lottery  
Corporation**  
*Grover Talks*  
Bandy Carroll Hellige

**Louisiana Lottery  
Corporation**  
*Big Money Family*  
Louisiana Lottery  
Corporation

**Maryland Lottery and  
Gaming Control Agency**  
*Play Responsibly*  
GKV

**New Mexico Lottery  
Authority**  
*Make It Christmas!*  
New Mexico Lottery  
Authority

**New York Lottery**  
*Vax and Scratch*  
McCann New York

**North Dakota Lottery**  
*More Luck 4 Less Buck*  
KK BOLD

**Ohio Lottery Commission**  
*Perfections Equal*  
Hitchcock Fleming &  
Associates, Inc.

**Ontario Lottery and Gaming  
Corporation**  
*All The Feels - Jeff*  
Orange Partners

**South Dakota Lottery**  
*Tripler - Tree Frog*  
Lawrence & Schiller

**Tennessee Education  
Lottery Corporation**  
*Hit Instant Games - The  
Sequel*  
The Buntin Group

**Texas Lottery Commission**  
*Winner Winner Chicken  
Dinner*  
Texas Lottery Commission



Reaching 1 in 3 American adults, GSTV engages 92 million unique monthly viewers with full sight, sound, and motion video across tens of thousands of fuel retailers nationwide.

GSTV IS THE PERFECT PLACE TO REMIND BUSY HOLIDAY SHOPPERS: LOTTERY INSTANT GAMES MAKE GREAT STOCKING STUFFERS!



6

GSTV viewers buy an average 6 lottery tickets each month

68%

of GSTV viewers will head into the c-store today

+31%

increase in reported lottery sales after running ads with GSTV

1 IN 4

GSTV viewers purchased Powerball and/or Mega Millions lottery tickets



VISIT [GSTV.COM/LOTTERY](http://GSTV.COM/LOTTERY)

GSTV IS A PROUD MEMBER OF NASPL

NICK YACOBUCCI  
[NICK.YACOBUCCI@GSTV.COM](mailto:NICK.YACOBUCCI@GSTV.COM)  
313.580.0600



# THE NASPL AWARDS

**West Virginia Lottery**  
*Holiday Instant Games - Prize Inside*  
West Virginia Lottery/Digital Relativity

**Western Canada Lottery Corporation**  
*Bigger Spin - Dean*  
Bamboo Shoots Video Production/McCann

## Corporate Communications Employee/Player Newsletter

**Connecticut Lottery Corporation**  
*Chatter That Matters - Winter 2021*  
Connecticut Lottery Corporation

**Hoosier Lottery**  
*Corporate Responsibility Employee Newsletter - Spring 2021*  
IGT Indiana

**Maryland Lottery and Gaming Control Agency**  
*Gazette Employee Newsletter*  
GKV

**Missouri State Lottery Commission**  
*May's Monday Message - July 2021*  
Missouri Lottery

**New York Lottery**  
*Play by Play - November 2020*  
McCann New York

**Ontario Lottery and Gaming Corporation**  
*Did You Know? - June 2021*  
OLG

**Texas Lottery Commission**  
*TLC Team News - Fall 2020*  
Texas Lottery Commission

**Western Canada Lottery Corporation**  
*Rich Content - Fall 2020-Spring 2021*  
Western Canada Lottery Corporation

## Corporate Communications Retailer Newsletter

**Delaware State Lottery**  
*Ticket Talk - Issue 63*  
OneMagnify

**Hoosier Lottery**  
*Retailer Playbook - December 2020*  
IGT Indiana

**Kentucky Lottery Corporation**  
*The Quarter - Summer 2020*  
Bandy Carroll Hellige

**Louisiana Lottery Corporation**  
*The Exchange - May/June 2021*  
Louisiana Lottery Corporation

**Maryland Lottery and Gaming Control Agency**  
*Retailer Report - July-September 2021*  
GKV

**Missouri State Lottery Commission**  
*Retailer Connection - January 2021*  
Missouri Lottery Team

**New Mexico Lottery Authority**  
*Best Practices - April 2021*  
New Mexico Lottery Authority

**Ontario Lottery and Gaming Corporation**  
*Lotto Post - June 2021*  
Marshall Fenn

**South Carolina Education Lottery**  
*Selling Points - January 2021*  
South Carolina Education Lottery

**Texas Lottery Commission**  
*Round Up - July 2021*  
Texas Lottery Commission

**Western Canada Lottery Corporation**  
*Lotto Line - March/April 2021*  
Western Canada Lottery Corporation

## Responsible Gambling TV

**British Columbia Lottery Corporation**  
*Keno - Voluntary Self-Exclusion*  
BCLC

**Hoosier Lottery**  
*Employee Responsible Gaming*  
IGT Indiana

**Loto-Québec**  
*Lottery Tickets Are for Adults Only, Even at Christmastime!*  
Loto-Québec

**Maryland Lottery and Gaming Control Agency**  
*Play Responsibly*  
GKV

**New Hampshire Lottery Commission**  
*Problem Gambling*  
GYK Antler

**New York Lottery**  
*Keep Your Game Grounded*  
McCann New York

**North Carolina Education Lottery**  
*Play Smart - Set a Budget*  
Wunderman Thompson Atlanta

**Ontario Lottery and Gaming Corporation**  
*PlaySmart Behind the Jackpot - Slots*  
FCB Toronto

**South Carolina Education Lottery**  
*Full Tilt*  
Chernoff Newman

**Virginia Lottery**  
*Faces*  
Virginia Lottery

## Responsible Gambling Radio

**British Columbia Lottery Corporation**  
*Scratch and Win*  
BCLC

**Hoosier Lottery**  
*Problem Gambling Awareness Month Live Reads*  
Laughlin Constable

**Maryland Lottery and Gaming Control Agency**  
*Play Responsibly - Latte and Sing*  
GKV

**Massachusetts State Lottery Commission**  
*Signs*  
Massachusetts State Lottery Commission

**New York Lottery**  
*Keep Your Game Grounded*  
McCann New York

**Tennessee Education Lottery Corporation**  
*Brought to You By*  
The Buntin Group

**Virginia Lottery**  
*Faces*  
Virginia Lottery

**Wisconsin Lottery**  
*Out of Control*  
CMR/Hoffman York

## Responsible Gambling Electronic

**Arkansas Scholarship Lottery**  
*The Player's Hub*  
CJRW/Arkansas Scholarship Lottery

**British Columbia Lottery Corporation**  
*Segment 5 - Glitch*  
BCLC

# iwg

## The e-Instant Leader



### Did You Know?

iwg is the world leader in supplying digital e-Instant games to NASPL and WLA-member lotteries.

Each year, iwg develops 300+ new InstantGames™ for our lottery customers.

iwg's InstantRGS™ (remote game server) delivers our e-Instants directly to your iLottery platform.

Learn more at [instantwingaming.com](http://instantwingaming.com)



# THE NASPL AWARDS

**Hoosier Lottery**  
*Positive Play Engagement*  
Laughlin Constable

**Loto-Québec**  
*Stick to Your Limits!*  
Loto-Québec

**Maryland Lottery and Gaming Control Agency**  
*Play Responsibly*  
GKV

**Missouri State Lottery Commission**  
*Facebook Roadmap Campaign - 18+ Bets Off License*  
Missouri Lottery Team

**New York Lottery**  
*Keep Your Game Grounded Social Carousel*  
McCann New York

**North Carolina Education Lottery**  
*Play Smart - Digital Campaign*  
Wunderman Thompson  
Atlanta

**Ontario Lottery and Gaming Corporation**  
*PlaySmart Folding on Fraud Social Hub*  
FCB Toronto

## Responsible Gambling Coordinated Campaign

**Colorado Lottery**  
*2021 National Problem Gambling Awareness Month - Know Your Limits*  
Cactus Inc

**Connecticut Lottery Corporation**  
*Give a Toy, Not a Ticket Holiday Campaign*  
CT Lottery / Decker

**Hoosier Lottery**  
*Positive Play*  
Laughlin Constable

**Maryland Lottery and Gaming Control Agency**  
*Play Responsibly*  
GKV

**Missouri State Lottery Commission**  
*Facebook Roadmap Campaign*  
Missouri Lottery Team

**New Jersey Division of State Lottery**  
*Responsible Gaming*  
Northstar New Jersey

**New York Lottery**  
*Keep Your Game Grounded Campaign*  
McCann New York

**Ohio Lottery Commission**  
*Not for Kids Campaign*  
Fahlgren Mortine

**Ontario Lottery and Gaming Corporation**  
*PlaySmart - Lunar New Year Campaign*  
Balmoral Multicultural Marketing

## Best New Media

**Arizona State Lottery**  
*Third Annual Willie's Virtual Holiday Party Giveaway Livestream*  
OH Partners

**Arkansas Scholarship Lottery**  
*Twins the Night Before Winning - A Holiday Livestream Special*  
CJRW/Arkansas Scholarship Lottery

**California Lottery Commission**  
*Pac-Man Is Back*  
Quantasy + Associates

**Colorado Lottery**  
*Holiday Scratch - White Elephant*  
Cactus Inc

**Georgia Lottery Corporation**  
*Win One, Give One Influencer Campaign*  
BBDO Atlanta

**Hoosier Lottery**  
*Cheer Challenge*  
Laughlin Constable

**Kentucky Lottery Corporation**  
*Real Prizes, Real Fun*  
The Buntin Group

**Maryland Lottery and Gaming Control Agency**  
*X the Cash - Instant Experience*  
GKV

**Massachusetts State Lottery Commission**  
*Keno To-Go*  
Full Contact

**Missouri State Lottery Commission**  
*\$7,000,000 Mega Money Scratchers - Ticket Painting Facebook Live Event*  
Missouri Lottery Team

**New Jersey Division of State Lottery**  
*50th Anniversary Live Event*  
Northstar New Jersey

**New York Lottery**  
*Million Dollar Premiere - Mystery of the Missing Ticket*  
McCann New York

**Ohio Lottery Commission**  
*PAC-MAN Extrava-Game-Za! Facebook Live Event*  
Marcus Thomas LLC

**Ontario Lottery and Gaming Corporation**  
*For the W Microgaming Contest*  
OLG-MLSE

**Pennsylvania Lottery**  
*Thanksgiving Snapchat Filter*  
9Rooftops

**Texas Lottery Commission**  
*Texas Motor Speedway Social Media Maze Contest*  
Texas Lottery Commission

**Virginia Lottery**  
*Holiday Influencers*  
Yebo

**Washington's Lottery**  
*Blitz Challenge*  
Wunderman Thompson

**Western Canada Lottery Corporation**  
*\$50 Classic Super Pack*  
McCann Canada

**Wisconsin Lottery**  
*Fan Acquisition*  
Hoffman York

**Wyoming State Lottery**  
*App Campaign*  
Warehouse Twenty One

## Multicultural Advertising

**Arizona State Lottery**  
*Lalo Cota Mural Scavenger Hunt*  
OH Partners

**California Lottery Commission**  
*The Chase*  
Circus Marketing

**Georgia Lottery Corporation**  
*Holiday Scratchers - Pop Up Book*  
PM3 & BBDO Atlanta

**Kentucky Lottery Corporation**  
*Alfredo Santana*  
The Buntin Group

**New York Lottery**  
*Million Dollar Premiere - Who Dunnit*  
McCann New York

**North Carolina Education Lottery**  
*Power of 7 - Spanish*  
Wunderman Thompson  
Atlanta



Szrek2Solutions

# DRAW CONTINUITY

## 24\*7/365



“

We had a hard lock-down last year, and it would have been impossible for us to continue to run the draws unless we had the ability to do a remote draw procedure, which we have now done ever since. We continue to do it to this day, so we're very glad of the consequences of going the RNG path with Szrek2Solutions.

Brendan Burns,  
Chief Lottery Director, ITHUBA

”

**EXPECT THE UNEXPECTED:  
DRAW VALIDITY AND LOTTERY INTEGRITY**  
A Discussion of South Africa's Surprising Powerball Draw



watch here: [bit.ly/NASPL\\_ETU](https://bit.ly/NASPL_ETU)



# THE NASPL AWARDS

**South Carolina Education Lottery**  
*Your Passion Is Our Purpose*  
- Kristen Chernoff Newman

**Texas Lottery Commission**  
*Mucho Dinero*  
Texas Lottery Commission

**Virginia Lottery**  
*Everyday Wins - June*  
Yebo

## Hickey Special Events Promotion

**Georgia Lottery Corporation**  
*Winner at Dinner*  
BBDO Atlanta

**Hoosier Lottery**  
*Greening of the Canal*  
IGT Indiana

**Kentucky Lottery Corporation**  
*Vaccine Incentive*  
Kentucky Lottery Corporation

**Massachusetts State Lottery Commission**  
*Holiday Dough Bake Off*  
Massachusetts State Lottery Commission

**New Jersey Division of State Lottery**  
*2021 Festival of Ballooning*  
Northstar New Jersey

**New Mexico Lottery Authority**  
*Cash Shark for Shark Week*  
New Mexico Lottery Authority

**New York Lottery**  
*Madison Square Garden Drops*  
McCann New York

**Ohio Lottery Commission**  
*Food Bank Telethon*  
Ohio Lottery

**Ontario Lottery and Gaming Corporation**  
*Play Stage*  
MLSE & Live Nation

**Texas Lottery Commission**  
*Luck Happens - Shakey Graves Livestream*  
Third Ear

**Wyoming State Lottery**  
*2by2 Press Event*  
Warehouse Twenty One

## Hickey Potpourri Promotion

**Arkansas Scholarship Lottery**  
*This Is Winning Truck*  
CJRW/Arkansas Scholarship Lottery

**Georgia Lottery Corporation**  
*Falcons Tap to Play*  
GLC/Aquimo

**Kentucky Lottery Corporation**  
*Lucky Game Augmented Reality*  
Kentucky Lottery Corporation

**Maryland Lottery and Gaming Control Agency**  
*\$2 Million VaxCash Promotion*  
GKV

**Massachusetts State Lottery Commission**  
*Cash Wheel Live 2021*  
Massachusetts State Lottery Commission

**Missouri State Lottery Commission**  
*Powerball Jackpot Reset Promotion*  
Missouri Lottery

**New Hampshire Lottery Commission**  
*Frosty Fun Popups*  
GYK Antler

**New Mexico Lottery Authority**  
*Lotto America Weekly \$1,000 Giveaway*  
New Mexico Lottery Authority

**New York Lottery**  
*Facebook Holiday Giftcast*  
McCann New York

**South Dakota Lottery**  
*Corporate Beneficiary Campaign*  
Lawrence & Schiller

**Texas Lottery Commission**  
*30th Anniversary Kickoff Video*  
Texas Lottery Commission

**West Virginia Lottery**  
*The Prize Is Right Virtual Game Show*  
West Virginia Lottery

**Wisconsin Lottery**  
*Validation Area*  
Hoffman York

**Wyoming State Lottery**  
*Powerball Buy One Get One*  
Warehouse Twenty One

## Hickey Website

**Arkansas Scholarship Lottery**  
*The Player's Hub*  
CJRW/Arkansas Scholarship Lottery

**Colorado Lottery**  
*Know Your Limits Website*  
Cactus Inc

**Illinois Department of the Lottery**  
*Holiday 2020 Instants - WatchClaude.com*  
O'Keef Reinhard & Paul

**Kentucky Lottery Corporation**  
*Holiday Shop Landing Page*  
Kentucky Lottery Corporation

**New Mexico Lottery Authority**  
*Promo Zone*  
New Mexico Lottery Authority

**New York Lottery**  
*Progressive Web App*  
McCann New York

**Pennsylvania Lottery**  
*Holiday Gifts Offer Calendar*  
Microsite  
9Rooftops

**Texas Lottery Commission**  
*Redesigned Texas Lottery Website*  
Texas Lottery Commission

**Western Canada Lottery Corporation**  
*Subscription Spot*  
Western Canada Lottery Corporation

**Wyoming State Lottery**  
*WyoLotto App*  
Warehouse Twenty One

## Best New Instant Game

**Arizona State Lottery**  
*Mystery Key Crossword*  
Arizona State Lottery

**California Lottery Commission**  
*California Dreamin' Scratchers*  
California Lottery Commission

**Georgia Lottery Corporation**  
*Monopoly for Life*  
Georgia Lottery/BBDO

**Massachusetts State Lottery Commission**  
*Lucky Dog*  
Massachusetts State Lottery Commission

**New Hampshire Lottery Commission**  
*Big Spin Tri-State*  
GYK Antler

# We've been busy.



## \$50 Million Series C

Our \$50 million funding round paves the way for new states, product innovations, and partners.



## Responsible Gaming Certification

Jackpocket earned iCAP certification from the National Council on Problem Gambling for the second time.



## Google Play

Big news for Android users. Jackpocket is now available on Google Play in New York State.

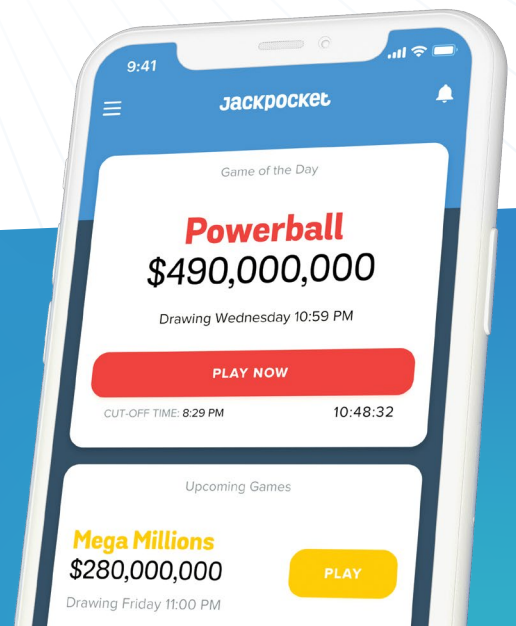


## \$60,000,000 in Winnings

Best for last? Jackpocket players have hit the \$60 million mark in prize payouts!

# Jackpocket

New York • New Jersey • Texas • Arkansas  
Colorado • Minnesota • New Hampshire  
Ohio • Oregon • Washington, D.C.





# THE **NASPL** **AWARDS**

**New York Lottery**  
*New York Series*  
McCann New York

**Ohio Lottery Commission**  
*S2 Player Appreciation*  
Ohio Lottery Commission

**Ontario Lottery and Gaming Corporation**  
*Instant PLINKO*  
FCB Toronto

**Pennsylvania Lottery**  
*Monopoly*  
9Rooftops

**Texas Lottery Commission**  
*500X Loteria Spectacular*  
Texas Lottery Commission

**Western Canada Lottery Corporation**  
*Bigger Spin*  
McCann Canada

## **Best New Draw Games**

**Missouri State Lottery Commission**  
*Cash4Life Game Launch*  
Missouri Lottery

**New York Lottery**  
*Money Dots*  
McCann New York

**Ohio Lottery Commission**  
*\$40 Ohio Jackpot 7s EZPlay Progressive*  
Ohio Lottery Commission

**Ontario Lottery and Gaming Corporation**  
*Lightning Lotto*  
BBDO Canada

**Texas Lottery Commission**  
*Receipt Ticket*  
Texas Lottery Commission

**Washington's Lottery**  
*The New Hit 5*  
Wunderman Thompson

**Wyoming State Lottery**  
*Zby2*  
Warehouse Twenty One

## **Join us for the NASPL Awards Presentations during the following hours/dates:**

**Powers and Ott Brown NASPL Scholarship Awards**  
Tuesday, Oct. 5 – 1:15pm - 1:45pm ET

**NASPL Hickey Awards and Batchy Awards in New Media, Multicultural & Responsible Gambling Categories**  
Tuesday, Oct. 5 – 4:15pm - 5:00pm ET

**Buddy Roogow Best New Games Presentations and Awards**  
Thursday, Oct. 7 – Noon - 1:00pm ET

**NASPL Batchy Awards in Radio, Print & Corporate Communications**  
Thursday, Oct. 7 – 1:00pm - 1:45pm ET

**NASPL Batchy Awards in Television & Special Categories and Best of the Batch Award**  
Thursday, Oct. 7 – 4:15pm - 4:45pm ET



**Connie Miller**  
*Deputy Director, Office of Operations*  
Ohio Lottery Commission

**Clay Hove**  
*Creative Director*  
KK Bold

**Terri Rose**  
*Director of Marketing*  
Virginia Lottery

**Leo Olper**  
*Senior Vice President, Managing Director*  
Third Ear

**Sue Diamond**  
*Video Lottery Terminal Regulation Manager*  
Ohio Lottery Commission

**Quinn Dossett**  
*Vice President of Marketing*  
Louisiana Lottery Corporation

**Beth Lloyd**  
*Retail Marketing Program Manager*  
Oregon Lottery

**Ryan Mindell**  
*Lottery Operations Director*  
Texas Lottery Commission

**John Dobson**  
*Brand Director*  
Barkley US

**Nicole Kostura**  
*Assistant Director of Sales, Marketing & Product Development*  
Ohio Lottery Commission

**James Hutchinson**  
*Senior Vice President of Marketing & Promotions*  
Georgia Lottery Corporation

**Sean Mullen**  
*Vice President, Chief Creative Officer and Partner*  
Hiebing

**Danielle Snidow**  
*Deputy Director of Marketing*  
West Virginia Lottery

**Derrick Ogilvie**  
*Vice President and Creative Director*  
BBDO

**Amber Seale**  
*Deputy Secretary of Marketing*  
Florida Lottery

**Jordan Breindel**  
*Creative Director*  
Barkley US

**Scott Frost**  
*Video Lottery Terminal Regulation Manager*  
Ohio Lottery Commission

**Andrew Leeper**  
*Brand Strategy Coordinator*  
Texas Lottery Commission

**Kara Lee Ford**  
*Campaign Coordinator*  
Arkansas Scholarship Lottery

**Jon Mueller**  
*Vice President and Creative Director*  
BBDO

**Jordan Dean**  
*Creative Director*  
Warehouse Twenty One

**Sara Harpold**  
*Advertising Manager*  
West Virginia Lottery

**Kimberlee Welsch**  
*Marketing & Advertising Specialist*  
Wisconsin Lottery

**Mark Carpenter**  
*Executive Vice President, Creative Strategy & Production Services*  
Smith Kroeger

**Tiffany Lenocker**  
*Marketing Specialist*  
Oregon Lottery

**Adam Cicco**  
*Creative Director*  
9 Rooftops

**Mike Bycko**  
*Visual Communications Manager*  
Ohio Lottery Commission

**Stephen Ortiz**  
*Director of Sales & Marketing*  
Kansas Lottery

**Don Feeney**  
*Public Policy, Public Opinion, Market Research & Strategic Planning, Problem & Responsible Gambling*

**Maureen Greeley**  
*Executive Director*  
Evergreen Council on Problem Gambling

**Marlene Warner**  
*Executive Director*  
Massachusetts Council on Gaming and Health

**Chip Polston**  
*Senior Vice President of Communications, Public Relations & Social Responsibility*  
Kentucky Lottery Corporation

**Keith Whyte**  
*Executive Director*  
National Council on Problem Gambling

**Joe King**  
*Senior Product Manager*  
Idaho Lottery

**Jay Sisson**  
*Jackpot Games Manager*  
Colorado Lottery

**Rhonda Zimmerman**  
*Director of Scratch Games*  
Kentucky Lottery Corporation

**Allan Altholz**  
*Draw Product Manager*  
North Carolina Education Lottery

**Jacqueline Koenig**  
*Scratch-Off Product Manager*  
IGT Indiana

**Jay Boughn**  
*Instant Product Manager*  
Montana Lottery

**Jennifer Miller**  
*Marketing & Product Development*  
West Virginia Lottery

**Ivy Gilio**  
*Instant Ticket Product Manager*  
Arizona State Lottery

**Special thanks  
to all of our  
NASPL Awards  
Judges!**





## Executive Q&A

# An interview with Pat McHugh, Lottery Group Chief Executive, Scientific Games

### Scientific Games made a big announcement recently, can you tell us more about the plans and the impact?

Yes, it's exciting news for our lottery team and our lottery customers. Scientific Games announced in late June that it plans to establish its lottery and commercial sports betting businesses as stand-alone companies to position for enhanced growth. The company is evaluating strategic alternatives for each business, including an initial public offering (IPO) or a combination with a special purpose acquisition company (SPAC), or a sale or a strategic combination with another business.

We conducted an in-depth strategic review focused on unlocking the value of our products and services, creating a more nimble company positioned to accelerate growth for our customers and stakeholders, and deleveraging our balance sheet to allow increased investment in growth areas. I'm so proud of the great work our teams have done growing our lottery business which has positioned us for this next step.

I'm confident these steps will strengthen our financial position, increase our ability to invest in lottery innovation, and allow us to focus exclusively on our lottery customers. Our global lottery team will continue to deliver as we do today across all product lines, with additional assets

and focus on iLottery, and we'll continue to offer our lottery sports betting platform to customers around the world.

### Digital lottery has exploded over the last year, how is Scientific Games serving its lottery customers in this new era?

Across iLottery and digital lottery, we currently serve 21 lotteries globally so there's a lot happening. A shining example is the Pennsylvania iLottery program, which continues to evolve and thrive. Hitting \$2 billion for total wagering at the three-year mark, it is the fastest iLottery program to reach this milestone. The program currently has 94 live digital instant games and a pipeline of new games.

In Canada, early this year we launched a subscription program with Western Canada Lottery Corporation (WCLC) and Atlantic Lottery Corporation added iCasino content to our iLottery platform. It really took off in Q2, achieving 50% Q2 year-over-year sales growth in gross gaming revenue for the program. Digital instants, draw and casino game sales all increased with no sign of cannibalization in any category.

Internationally, we went live with a new iLottery program in Germany for Lotto-Rheinland-Pfalz, launching digital instant games featuring a prize pool shared with the retail instant

games to create a great cross-platform experience for players. We also launched virtual sports betting on our combined internet and retail lottery platform in Hungary, offering exciting new content with betting on simulated digital sporting events.

We've also been helping our customers drive digital engagement with their players through loyalty – particularly, through loyalty powered by a strong customer relationship management (CRM) program. I do want to congratulate Scientific Games' CRM team on receiving national recognition from outside the industry this year because their expertise is truly making an impact with lottery programs. Lottery players expect the same customized, personal experience other brands deliver and this CRM team succeeds.

Scientific Games is connecting the retail and digital lottery experience. We are evolving our player loyalty programs to our NextGen™ Loyalty Program with achievement-based rewards, where players earn points based on specific activities, such as buying lottery tickets. So far this year, more than 181 million lottery tickets were entered into our six loyalty programs and over 17 million achievements were awarded across our three NextGen programs.

We continue our focus on bringing mobile lottery experiences to players.

One in four U.S. lotteries are powered by Scientific Games mobile apps, and our apps are quickly approved by Apple – sometimes in less than a day. We are evolving to a NextGen mobile app, moving from a mobile-first to a user-first experience. Most recently, we launched the NextGen app for the South Carolina Education Lottery, which has been well-received by players.

### **With 20 million U.S. players new to lottery instant games in the pandemic, what's next?**

What an incredible moment for instant games. U.S. calendar year-to-date instant games sales are up 21% over Q2 last year and up 30% versus 2019. It's up to lotteries to keep these new consumers entertained with exciting games, promotions, prizes and once-in-a-lifetime experiences. In addition to a great gameplay experience, players are seeking more entertainment value and that can be delivered with exciting licensed brands, life-changing prizes like Cash for Life games, prize-packed blowout games, and second-chance promotions – particularly promotions that extend the experience to digital channels like 7-11-21® LIVE! And blockbuster winner events like the JAMES BOND™ Lottery Challenge.

Another recent trend is more players purchasing instant games at higher price points, and many lotteries are considering their first \$50 game. So it's extremely important to manage the interplay of the portfolio with expertise and a data-driven strategy.

### **Scientific Games has always led with analytics, what role is data currently playing in your business?**

Correct, and it's what gives our lottery customers an advantage. The world is changing rapidly, our teams are following consumer trends and lottery product sales, in-store and digital. Our MAP™ database has more than three million data points of weekly sales data and 60,000 games from the past 20 years. Our Infuse™

platform combines data from players, games, retailers, equipment and logistics to offer lotteries meaningful insights, macro-level trends and key performance indicators from the industry. We are using data from our gem|Intelligence® retailer relationship management software. And on the digital side, we have data from advanced CRM software.

Now more than ever, analytics are driving performance to maximize lottery proceeds. Data informs everything from instant game design and prize structure, game launches, value proposition alignment, logistics, and inventory management. Data drives the digital lottery portfolio and the offering of draw-based games. Through our SCiQ® technology, data tells us in real time exactly what games are selling when and where at retail. So from our point of view, it all begins and ends with data.

For about 20 of our 120 instant game customers worldwide – including 14 in the U.S. – we manage the full life cycle of the instant product through our Scientific Games Enhanced Partnership (SGEP) program, which is powered by insights. The result is performance: five of the top six performing lotteries in the world for instant game per capita sales participate in SGEP. As a \$310 billion global consumer category, lottery product portfolios must be designed using data-driven insights.

### **What's going on lately at Scientific Games with retail technology?**

We have placed tremendous focus on modernizing the way lottery games are sold so that consumers have easy, convenient access to lottery like they have with other products. Scientific Games continues to lead innovation for cashless, self-service and in-lane lottery sales.

As you may know, our PlayCentral® HD self-service technology won Scientific Games the Walmart Supplier of the Year award just before the pandemic, and self-service continues to be important to consumers. We just launched the

first full-service player self-service technology offering both instant and draw games in Canada with PlayCentral, and the first PlayCentral in Europe with Sachsenlotto in Germany. Our innovation teams continue to advance PlayCentral's capabilities with the addition of our SCiQ technology, which for the first time tracks self-service lottery products in real time, and can connect real time sales across clerk-sold, self-service and in-lane points-of-sale.

We also have expanded our SCiQ Inlane™ projects from Kentucky to Pennsylvania and Arizona with major grocery retailers, for the first time enabling in-lane sales in grocery stores with technology that integrates directly with the retailer's point-of-sale technology. Shoppers benefit from one, easy in-lane transaction for all items purchased in store. And the retailer and the lottery both get real-time in-lane lottery sales analytics. Not to mention the merchandising, inventory control and security benefits SCiQ Inlane offers.

### **What will it take to succeed in the new world?**

Our team's commitment to creating the best products for our customers, continually innovate and deliver with the highest quality and integrity for our customers. Success will be driven by lottery professionals who understand this very complex business inside and out, combining talents with experts from specialized areas like digital, CRM, retail, cloud-based technology and data science.

Scientific Games is very proud of the talent and tenure of our lottery account service teams, our game design teams, technology teams and our innovation teams. We have infused new specialists across our organization to advance innovation and ensure the sustainability of the lottery industry. We believe our employees' dedication, hard work and renewed focus on lottery is a competitive advantage for our customers' future. ■





## Executive Q&A

# Lottery's Public Service Mission



Lotteries around the world have advanced and supported public policy initiatives and good causes in local communities since their inception. Today, governors in the U.S. and elsewhere turned to lotteries for help in offering the public incentives to be vaccinated against the COVID-19 virus.

**IGT's Scott Gunn, Senior Vice President of Corporate Public Affairs,** discusses lottery's role in galvanizing public action, and how IGT was entrusted to apply its expertise in support of the recent "Vax Nevada Days" health initiative.

### What's your perspective on how vaccination lotteries fit into the history and the wider tradition of lottery?

It's completely consistent with the mission of lotteries. That's what lotteries stand for – public-policy initiatives and good causes within the community. In the U.S., lotteries have been funding important public programs since the Revolutionary War, so it's in our common thread. We're all familiar with the current good causes that lottery proceeds support, whether it's education, healthcare, parks and trails, pension funds, or other government programs. And it's amazing to me, as someone who operates in the public policy and government space, that as we are confronted as a nation with matters of life and death, many states are utilizing the mechanism of lottery, which people find fun and engaging. This appeal was highlighted dramatically by the popularity of lotteries as an entertainment vehicle during the pandemic, when other entertainments were unavailable.

Governments needed to find creative ways to get people vaccinated, so they looked to the always-popular giveaways, sweepstakes, raffles and lotteries. To implement programs quickly, they used the existing

infrastructure in their states, and lotteries went from serving the ongoing priorities of policy makers to also serving an immediate life-and-death crisis that continues today. Lotteries have never claimed to be a solution, but every little bit helps, and this is another powerful example of how lotteries support the public good.

### What kicked off the COVID-19 vaccination lottery trend and how did it develop from there?

Ohio was the first state to do it, but I think it started with giveaways. I remember seeing the Mayor of New York City, Bill de Blasio, eating a cheeseburger during a press conference, promoting a giveaway as incentive to get vaccinated. Then in Washington State there were "joints for jabs," which was amazingly creative, and it continued from there.

The real catalyst was when states realized that the dollars from the federal Covid Relief funds could be used to fund the prizes for vaccine incentive programs, which led to widespread and rapid adoption. The governor's office in most states turned to their lottery and said, essentially, "Your organization successfully runs games. Can you do this for us?" and off they went.

Most states already had lotteries with their own draw equipment and infrastructure, so they very quickly responded and went ahead and did what they normally do: designed the prize structure, promoted the draws, managed the interagency cooperation – all with the integrity the public expects. They did a really great job with it. The governors were happy, and they've got happy, vaccinated winners.

One state that wanted to implement the program didn't have an existing lottery, so IGT was honored to have the opportunity to support one of our home states – Nevada – in this unique way.

### How did IGT get involved in the vaccine incentive program there in June?

Nevada isn't legislated to offer a lottery but wanted to encourage vaccinations as other states were doing through a raffle program with drawings. Governor Sisolak's office called us on a Wednesday evening, starting a rapid chain of events. By Thursday morning, IGT's senior staff enthusiastically approved our support with donated time, people, equipment and other resources. IGT has a significant history and a large

employee base in Nevada, and we were glad to play our part in enabling a successful campaign to protect the health and well-being of its citizens.

We let the state know on Thursday that we would proceed, and on that Friday morning – less than 48 hours after the initial call – we were on the phone with the core team from IGT: legal, project management and compliance, and representatives from the governor’s office in Nevada as well as their Immunize Nevada organization, which is in charge of immunization. That working group quickly grew to include the Gaming Control Board for independent security and oversight.

Six days later, we had our plan together and I was in Nevada with the governor, Steve Sisolak, and the head of Immunize Nevada, Heidi Parker, announcing this Vax Nevada Days program at the new Allegiant Stadium. Two short weeks after that first call, we were conducting our first draw at the IGT office in Reno. We held the second drawing in Carson City at the Gaming Control Board Office.

From that decision to hit “go,” the IGT heroes were Rob Hochstein and Macaire Moran, the leads from legal, who got all the agreements structured; Matt Whalen; Shannon Streumph, who served as project manager; and Chris Lowrie, who was the lead technologist. They put this program together along with Luke Orchard and Steve Kastner from Compliance, as we implemented the rigorous compliance protocols.

### How did the vaccination promotion in Nevada work?

It was important for IGT never to have any health or personal information, so Nevada created a database of everyone who has been vaccinated to be automatically entered into the drawings. To ensure all vaccinated Nevadans could participate, they had to quickly secure agreements and share information with the state’s Veterans Administration and Tribal governments too, which are running their own vaccination programs. With that information, Nevada created a master database and converted it to an alphanumeric representation of all

individuals. They passed that clean file to IGT with no associated personal information.

We then worked with the state to create the prize structures and draw parameters. In a secure room, we had all those records put into a random number generator (RNG) procured from the vendor Szrek2Solutions, who we work with all over the globe. Along with the RNG system, Szrek also provided its Trusted Audit solution to verify the draw results.

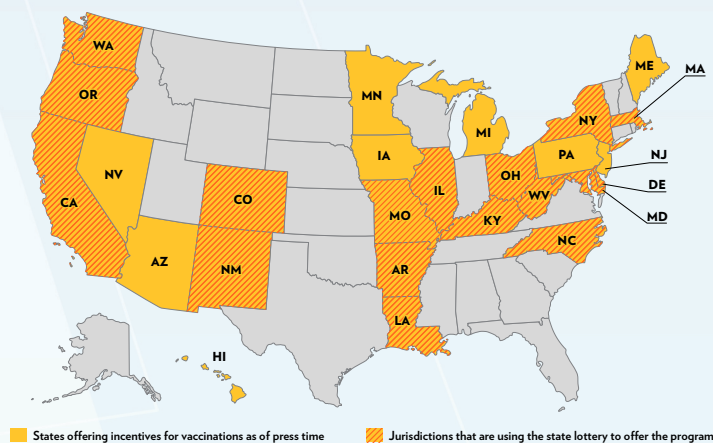
The RNG created a prize file according to all the prize categories available – some cash prizes, some scholarships, and other prizes such as park passes and fishing licenses. We also generated a group of alternates for the state. We turned the winners file back over to the state, and they then associated those alphanumeric records with people’s names and contact information, so they could begin notifying winners.

Within the rules established by Immunize Nevada, they have to be able to contact winners within a certain amount of time, and the people must agree to be identified in some way for winner awareness, because they’ve been entered automatically. If someone doesn’t want to participate or be identified, they move on to the alternate winner of that prize. We conducted the first draw on June 23, and this process continued through eight drawings, culminating with a \$1 million prize winner at the end of August.

It was complicated structuring the parallel tracks, one to figure out the technology and the winner selection, and then the second track to quickly establish the legal relationship of the parties through a services agreement. I’m so proud, because IGT was uniquely qualified to bring this all together for the state in record time. It really was a great public-private partnership, supported by people who came together with a can-do attitude and commitment to succeed.

### Many accept the programs as a pragmatic approach, but what would you say to those who question the “gamification” of the vaccination process?

Everyone has their own opinion about being vaccinated, but the state made the determination that they wanted to do everything they could to encourage their citizens to get vaccinated. Similar to how states use their lottery transfers for healthcare, education or other priorities, that’s up to the policy makers. Once Nevada asked, “Can you help us implement this public policy objective?” we wanted to support them, because that’s what we do. We support governments and their policy objectives in a unique way with our technology, our innovation, our people – and we’re happy to help out. We’re looking at the bigger picture that policy makers are considering – the ultimate benefit is to save human lives. ■





# Change Brings Opportunity

A lot has been learned over the past 18 months – in society, in culture and in business. Everyone learned to be nimble, to adapt and to recover. The lottery industry learned that given a sudden absence of gaming and entertainment alternatives, their games – especially instant games – soared. At the same time, consumers cut back on store visits as they gravitated to more and more online purchases.

Many changes have fundamentally altered consumer expectations of how they conduct their daily lives and how they interact with companies. Now it is up to the industries that serve these consumers to adapt and keep up with the pace of change. So we asked our associate members the following question:



**NASPL Associate Membership**

**How can lotteries take advantage of the fundamental changes in society that have taken place in the wake of the pandemic?**



# IGT

## Serving New Player Needs and Expectations

**N**orth American lotteries have broken all sales records during the pandemic. The lack of entertainment options available to consumers due to social distancing requirements has spurred a notable evolution of the player base, with a significant number of new players discovering lottery even as more players than usual lapsed. This situation provides an opportunity to structurally widen the player base by re-attracting lapsed players and retaining the new ones. However, the competition for screen time, share of wallet and consumers' attention is also increasing. For example, in July Netflix announced that it will offer video games to its subscribers.

To maximize the positive momentum, lotteries should continue to focus on content innovation, improving convenience and multiplying purchase opportunities.

Content innovation includes optimizing multi-state games (further differentiating Mega Millions from Powerball); continuing to enrich the offer with add-on games such as Fireball, EzMatch, and Double Play; launching new games well-suited to the digital channel, such as CASHPOP™, to appeal to newer demographic segments; and continuing to advance the instant game offering. IGT has several new innovations in the instants and draw-based games roadmap that will be soon announced.

Enhancing convenience requires a player-centric approach as well as a focus on removing attrition

points and increasing the opportunities for purchase. Lotteries can expand their ability to communicate directly with players and understand their preferences through CRM, big data, second chance and loyalty; increase the opportunity to play at retail via automation and in-lane; promote esubscriptions; expand convenience in-store and on personal devices; and – if regulation allows – expand cashless payment. The retail and mobile experiences should reinforce each other, for example by promoting lottery app downloads at the in-store ticket checker or promoting registration when players check tickets with their mobile.

The lottery ecosystem should become more open to third parties, for example by providing the opportunity to include purchases made at lottery vending machines in the retailer's loyalty program; providing the ability to digitally store a lottery ticket in a secure mobile phone wallet outside of the lottery app and be notified of wins; and giving retailers the ability to sell lottery without a dedicated lottery terminal, as IGT offers today with in-lane solutions. We are committed to leading the industry with a focus on R&D and the vision to support lotteries in adapting their business model to the evolving retailer and player expectations that will continue to drive revenue growth.

**– Stefano Monterosso, Senior Vice President Lottery Product & Sales Development**





**W**e're at a pivotal moment. Daily shopping habits have changed at least somewhat for nearly 78% of U.S. consumers, of which 25% shop less frequently. Commuting patterns have changed. Of those who said their commute to work changed, nearly 46% are still working from home, which means they are not routinely visiting convenience stores and gas stations. Some of these changes are here to stay.

The industry should fully understand the implications and assess volatility, because adapting to change is crucial. Now is a good time for lotteries to examine the health of their retailer network and make data-driven changes. It also means taking a hard look at sales revisit frequency, and return on capital from retail peripherals. Maximizing product portfolios has never been more important.

In the U.S., the pandemic brought 20 million new players to lottery instant games. Now it's up to lotteries to keep them entertained with exciting products, promotions, prizes and once-in-a-lifetime experiences. More players are purchasing instant games at higher price points, calling for strategic adjustments to the game mix. Lotteries are increasingly reliant on fewer "big" products in market. Many are looking past \$30 games to launching their first \$50. Managing the >=\$20 category brings new challenges and difficult decisions across the interplay of the portfolio, from game design to launch schedules, print sizing, value proposition alignment, etc. A data-driven strategy and routine assessment is required.

The performance jump in instant games during the pandemic also affected terminal-generated instant games, like FastPlay, and high frequency draw games. FastPlay has grown over 45% – the single fastest growing terminal product in the U.S. As this category matures, more portfolios now include exciting features such as progressive jackpots and a wider, higher range of price points.

Of the consumers who indicated their daily shopping habits changed, 54% are shopping more online for just about everything, including groceries. This new norm is a risk to the industry's traditional model which relies on retail foot traffic. If lotteries don't develop viable home delivery and iLottery solutions, it becomes challenging to reach consumers that no longer leave home as frequently.

Regardless of whether iLottery is permitted, lotteries should expand their relevance and digital footprint, even if it's as simple as an attractive player's club. Digital channels offer huge opportunities to attract new players and engage in significant messaging and cross-promotion. Like any other consumer product company, lotteries must have a strong digital marketing and CRM strategy.

**- Cameron Garrett, VP Business Intelligence, and Tim Menzia, Director, Market Research**

Sources: Scientific Games "U.S. Lottery Usage Study," May 2021. Scientific Games MAP™ sales analytics database. Scientific Games Infuse™ business intelligence platform. Leger "COVID-19 & Lottery Tracking Study," October 2020.



Abacus has been happily innovating in the lottery space even before the fundamental changes that are happening right before our eyes. Based on hypersensitivity to the coronavirus, consumers will be even more digitally disposed going forward, and credit/debit will become essential while handling cash will be seen as undesirable by some. The more business that can be conducted without touching people or product, the better.

There has been real “demand destruction” and it is hard to predict how long it will take to get back to zero level. We think the younger demographic will snap back rather quickly. Each decade of age may indeed respond more slowly, and only time will tell on how fast travel resumes. In lottery, draw games were already struggling, and we hear they are having a hard time reaching escape velocity. However, instant games are soaring, so the lottery business is coming through the crisis better than most industries.

At Abacus, we are working hard to attract some of the biggest retailers in the nation that have not really embraced lottery in the past specifically because of issues with shrink, accounting and settlement. At the same time, ePOS integration not only opens up more lanes of distribution in the grocery category (including self-checkout and self-scan lanes), but can bring lottery to new channels like restaurants and coffee shops. We are at the very beginning of a massive expansion into new distribution points with an emphasis on growing digital.

## POLLARD banknote limited

During the pandemic and subsequent lockdowns worldwide, we were pushed to adapt our shopping habits, accelerating an inevitable shift in shopping behavior and how we, as businesses, connect with customers. Customers today expect options, and therefore it's crucial to have lottery products available where and when players want. The decision to shop online or in person is influenced by preference, convenience, and even the weather.

To facilitate the convenience of purchasing instant tickets alongside other items, Pollard Banknote developed a new in-lane vending solution – easyVEND™. easyVEND is integrated into the retailer POS system and allows for the in-lane purchase of instant tickets in a single transaction.

Adopting a customer-centric approach, our subsidiaries Schafer Systems and Diamond Game collaborated to develop Select 4™, a small footprint four-bin ITVM that enables the sale of instant tickets in non-traditional retailers, such as bars, cafés and locations that have been difficult to penetrate.

To diversify lottery portfolios and create a seamless playing experience across platforms, lotteries can bolster an instant ticket with engaging digital games to extend the play experience and offer exciting second chance promotions. Loyalty programs create opportunities for insightful connections with players through play for fun games, which can generate an established space for an iLottery program.

Now more than ever, using a customer-centric approach is key

to keeping customers excited and engaged. Pollard Banknote is proud to be at the forefront of bringing innovative products to lotteries and offering players more choice in this new era of retail.

## NEOPOLLARD INTERACTIVE

At the same time as the pandemic forced consumers to re-wire long-standing behaviors and buying trends, a rapid shift in the gaming landscape delivered a wave of multi-channel sports betting and iGaming solutions. In the face of growing competition, there is a more immediate need for lotteries to identify and pursue new opportunities. The combined effect of these shifts cemented how lottery brands must be responsive to the accelerated focus on personalized engagement and player experience, revealing a window of opportunity for lotteries.

Implementing a data strategy is an actionable and essential solution on the path to lottery modernization. Because consumers are opting for speed and convenience, digital adoption is higher than ever, leaving a wake of data points for lotteries to capture. Player communications that align to consumer shifts (i.e. email, SMS) or digital advertising that enables tracking and testing add to a lottery's ability to better understand players at the individual level.

Optimizing digital assets – internal data warehousing solutions or player-facing tools such as mobile apps – provide tangible benefit to lotteries in collecting, storing and organizing data for translation to actionable player insights and intelligence. As a secondary benefit, lotteries exercising a comprehensive



data strategy are simultaneously building the infrastructure needed for future digital expansion.

Beyond data strategies, lotteries can leverage the current environment to design a growth roadmap. Advancing policy changes to enable cashless payment is an example of a post-pandemic necessity for a lottery's growth roadmap that will serve future growth if addressed in the present.



Unexpected change from external forces is inevitable for any industry. The key to generating opportunities out of those changes is maintaining attention to two essential elements every business should be focusing on routinely – monitoring emerging consumer trends and being an agile organization.

At the beginning of the pandemic, consumer spending shifted sharply to, among others, the areas of home improvement, streaming entertainment and outdoor activities. We at Alchemy3 noticed these trends very early and we repositioned several of our programs accordingly to provide consumers prizes that would align with these emerging trends. Early adopters of our programs enjoyed considerable success with these revised programs. However, these early adopters also benefited from the second key element necessary to experience success in a market suddenly changed by an unforeseen external force – the ability to be agile.

Since many external market forces are indeed unforeseen, being an agile organization provides the organizational framework necessary to quickly pivot and capitalize on change. Being agile isn't easy, it involves risk and often uncertainty, but it is a necessary

element for success in today's world that can change consumer attitudes at the speed of a tweet.

Fundamental changes will continue to occur in a digitally driven world that can change by the hour. By constantly listening to your customers and being ready to serve their new needs the moment they arise, any business will be ready to react at the speed of change.

**- Ben Nicolls, Director of Sales and Marketing**



Globally there are various market indicators that show a tremendous pent-up demand for travel and desire to explore bucket list destinations. Today more than ever consumers want a way to reconnect with destinations around the world and experiences they have lost. Timing is critical to craft the “Dream” experience or travel program to reward players through lottery promotions or second chance programs. Atlas Experiences works with partners and destinations around the world to deliver the WOW factor that will create engagement with lottery games for a chance to win the opportunity of the “Dream” experience. Whether it's an exclusive stay at a castle in Ireland, a private beach concert at Marco Island or a once-in-a-lifetime \$1,000,000 concert with Luke Combs at the iconic Ryman Auditorium, dreams can be customized to deliver results as we all start to transition back to a place of confidence and comfortability.

Atlas has adapted to the ever-changing landscape of consumer behaviors and desires. Collaborating with lotteries there is an opportunity

to leverage the pent-up demand and aspirations to travel. Flexibility in partnerships is pivotal in creating programs that are diverse, customizable and exclusive, to empower winners to travel to aspirational destinations with amazing activities. Lotteries have been fulfilling dreams to players across the country with cash prizes, now we can design money-can't-buy moments that can be shared with the world.



Over the past 18 months, lotteries have had to adapt – and quickly! – to new ways of communicating and connecting with players. We saw all previous rules around working, communicating, shopping, traveling and socializing being rewritten in realtime.

Having a solid digital platform in place helped many lotteries weather the storm of COVID-19, and will continue to be a strong tool for modern lotteries. And it's not just about e-commerce, but also providing services and functionality for players as they reduce the number of visits they make to the shops. The ability to check physical tickets via an app is hugely popular; for example, Illinois Lottery players are now checking around a million tickets a week via the app.

Even as we, hopefully, head into a period of more stability, lotteries can continue to utilize a media buying plan that can flex with the changing environment. This helps lotteries stay nimble and ensure they can quickly pivot tactics and optimize budgets to capitalize on changing consumer behavior (i.e. shifting digital spend to out-of-home as restrictions ease, and vice versa).



As customers, we are delighted when we can shop seamlessly across retail, mobile and online, and we get frustrated when we cannot. Meeting consumers when, where and how they want to shop has become table stakes for retention.

The pandemic has accelerated these consumer expectations for digital omnichannel convenience and significantly sped up retail digital transformation. Retail marketing technologies such as digital signage allow lotteries to offer more meaningful and interactive visits, transforming physical stores from sales centers into seamless brand experiences.

Keeping up with retail digital transformation also protects a lottery's footprint at retail. C-stores and other retailers are increasingly installing their own digital signage networks and selling advertising space, so in terms of securing retail real estate there's a first mover advantage for lotteries that install their networks early.

The pandemic has highlighted the importance of investing in digital transformation in order to meet and serve players wherever they are. Carmanah continues to collaborate with lotteries and retailers around the world, deploying in-store digital signage that boosts player engagement, promotes omnichannel play, enables targeted, agile messaging and increases lottery purchases.



We need things we can all trust as a society. Lotteries should hammer home this message, and talk about how their games are easy to play,

easy to win and are fully audited and certified.

We should be looking at ways to move our technology to the blockchain so that every player can enjoy complete transparency. Imagine a world where a player can take their ticket serial number and look it up on a public ledger (blockchain) and verify that their ticket represents what it says it does. It's not the kind of thing you'll see immediate ROI on, but as a long term strategy these types of measures will create an overall sense of trustworthiness.

And finally, find new ways to present the lottery experience that don't rely on everything being in-house at your lottery. This is admittedly a bit self-serving but I'm really responding to what we've heard from focus groups over the years. One of the consistent things we hear from players is that they enjoy the authenticity of a live event. Whether it's a sporting event, the Oscars or something else that happens outside of the lottery walls, the more people involved in the draw process, the more players trust the game experience.



Let's start by giving credit where credit is due. Lotteries have done an outstanding job of adapting to change over the past 18 months. The pandemic fueled changes in consumer behaviors, and lotteries have responded by expanding the ways they interact with consumers and by innovating their business models and the technologies they use, and by working toward optimizing game portfolios and lottery modernization initiatives. To continue to capitalize on societal changes, lotteries will need to continue meeting consumers where they are and where they are going.

GLI is fortunate to work with

lotteries and technology companies worldwide, so lotteries can rely on GLI to be their ear to the ground and provide advice on new and emerging technologies. Then, GLI can help with technical and regulatory compliance, end-to-end testing, and further consultation concerning legal needs and strategic goals. As lotteries embrace new technologies, they must also be mindful of potential cybersecurity risks and deploy the best defenses available. Our Bulletproof division is a world-class resource for cyber planning and defenses. Lotteries must treat cybersecurity as seriously as they do compliance and responsible gaming initiatives.

- **Angela Wong, Director of Lottery Solutions**



The pandemic we have been living through for the last year and a half has put us all in unprecedented circumstances, including a widespread use of technology and the acceleration of some trends such as working remotely and organizing and participating in online events. Society has experienced a never-before-seen growth of online commerce and the gambling industry went along for this ride. As far as the lottery industry is concerned, the switch to digital lotteries was already well underway before the pandemic, but it has certainly served to boost the process along at a much faster pace.

There are many trends emerging that represent opportunities for lotteries and where GoldenRace can be a valuable partner. Virtual sports, for example, experienced a huge boost during the pandemic, but their growth started many years before thanks to their several advantages, including the possibility of multiple and simultaneous bets, no need of



previous knowledge and, of course, 24x7 availability. Virtual sports are not a temporary stopgap but a proven, natural and profitable complement for lotteries and bookmakers to engage their players and add traffic to their sportsbooks during the whole year.

Another opportunity for the post-COVID era and a great option to integrate our virtual sports are self-service betting terminals, which help players respect social distancing while boosting operators' revenue through cross-selling products.

## IN MARKET

Convenience stores, a main point of sale for lottery products, have seen a large decline in foot traffic in the past year and half due to the pandemic. Specifically, this and other changes can be embraced by lotteries using a variety of strategic marketing tactics – including continuing in-store advertising, geo-contextual based activation, location retargeting, and granular behavioral targeting. For example, although foot traffic rates have declined, lottery marketers can leverage historic visitation data to target consumers who previously visited convenience stores, and use location-based media to further segment and target frequent in-location convenience store shoppers.

Lottery marketers can also leverage granular behavioral data – such as past lottery product purchases, gambling affinity, state residence and age – to target highly valuable lottery customers. Behavioral targeting can be amplified by targeting gambling endemic locations, such as casinos, race tracks, and more. Additionally, utilizing foot traffic measurement tools like LCI® can provide valuable, deeper level insights into the effectiveness of omnichannel digital media on sales

to identify the best-performing retail brands and categories, optimize ROAS, and inform future media strategies.

By contextualizing the consumer journey, lotteries can better reach their target consumers in their precise moment – and location – of need.



The COVID pandemic has resulted in the acceleration of many consumer trends. Cashless payments are now the norm across all demographic groups. Contactless purchases have become a standard component of retail distribution. And mobile has become even more embedded in our everyday lives.

To maintain relevance in today's world, more than ever lotteries must sell all authorized products through internet distribution. For lotteries in the U.S., instant games are commonly the predominant product category. Therefore, as lotteries launch or expand their online presence, it is particularly necessary that they focus on developing their eInstants. For this genre of games, the emphasis on casual-style play is traditionally the focus.

At the same time, the mechanics of eInstant games must support the convergence of iLottery and retail lottery. Crossover eInstants, meaning eInstants that are launched with a retail companion game, can be highly popular. Lotteries understand that their players do not see retail lottery and iLottery as different products, but rather as different sales channels. This means players expect there to be a direct connection between online and retail sold games.

Finally, eInstant games benefit from the addition of proven social

game features including progressive prize, virtual awards, multi-player mechanics, syndicate and group play, and more. Creating social connections between players drives untapped possibilities. These games leverage proven social mechanics that are just not practical with traditional retail products.



Jumbo believes motivations to play lottery games have not fundamentally changed over the years. Players remain excited by the prospect of winning life changing amounts of money. Some play the lottery because they feel lucky, or because they enjoy games that offer entertaining instant gratification – but all do it for the chance to win.

What we have seen are changing consumer behaviors. COVID-19 has forced players to reassess how, where and why they access lottery games. Consequently, there have been sizable shifts in the number of players registering and playing games online as an alternative to buying in retail.

Some lotteries already make use of digital channels. However, consumer uptake of iLottery has not been optimized. Digital penetration remains low across many jurisdictions with lotteries remaining heavily reliant on sales generated through retailers. Lotteries should take advantage of iLottery, which fulfills lottery motivations and bridges the gaps left by mandated shutdowns and social distancing measures.

There is an opportunity for lotteries to optimize how they operate in a world that connects online to retail, social media and personalization. This means having one view of the player and fully understanding their behaviors and patterns of play, regardless of channel. It means embracing

digital and social media as an essential, contemporary and culturally relevant piece of the marketing mix. Lotteries must move with the times, presenting their voice and their ideas in ways that are fresh and relevant to the next generation of lottery players.

- Steve Davidson, Head of Corporate Strategy



marcusthomas

The pandemic was just the most recent evidence that customer experience (CX) is the driving force behind selling anything – including lottery games. (Restaurants that didn't perfect delivery died. Car dealers that didn't perfect touchless contracts died. Businesses that didn't transition to virtual meetings ceased to exist.) User data is the key to observing player behaviors and learning where process and product offering changes can dramatically improve performance. User data is CX fuel.

The challenge is to gather player data from all of your sources – game play, iLottery, loyalty clubs, app usage, etc. – and bring this data together to form a complete player persona. A complete persona will drive media usage, CRM, creative, offers and platform features – all of which can be optimized to deliver value to the player, enhance data security, and deliver better performance to the lottery. This is what Marcus Thomas' lottery solutions team delivers.

Failing to aggregate data from all sources is like assuming that the players of your various games are different people. They might be, but more likely they're just players who enjoy engaging with your lottery in different ways for different situations. Their CX demands aren't monolithic, they are multidimensional and dynamic.



Prior to the pandemic, lotteries faced the critical challenge of how to overcome complacency. Post-pandemic, that challenge remains, albeit with a different twist. Growth in lottery revenue is not assured as consumers will, to varying degrees, revert to previous behaviors, adopt new behavior patterns and maintain activities that they pursued during the pandemic.

Lotteries are an integral pillar of a much larger gaming universe, and lottery directors need to adapt to the inexorable growth of digital gaming. In nearly every jurisdiction, lotteries and casinos will continue to coexist, but mere coexistence will not work in a changing landscape. The growth potential of iLottery and iGaming is tantalizing, but involves much more than simply adopting new online channels. Both casinos and lotteries must leverage digital opportunities to reach a broader demographic to identify and nurture a new crop of loyal customers. Casinos, which like lotteries face an aging demographic in their traditional customer base, face the same challenge.

Both iLottery and iGaming can coexist, but for both to prosper the challenge will be to identify new games and new marketing opportunities structured to advance overall public policies in their respective states and provinces. Lawmakers across the political spectrum will be authorizing expansions in both iLottery and iGaming. That trend is certain, and the pandemic has only solidified that certainty. With that in mind, lotteries and casinos must develop a robust dialogue to ensure they work together. Coordination and convergence must beat out competition and complacency.

## Szrek2Solutions

Uncertainty during pandemic times led lotteries to assess operation continuity. Lotteries took the opportunity to move some operations processes from manual to automated mode. This created tremendous progress towards digital transformation. The logistics of day-to-day operations of the draw system, traditionally the mechanical ball set, was one process that was challenged during the pandemic. Also, electronic and manually operated draw systems were shown to rely heavily on in-person operation.

Both paradigms were questioned by lotteries, as lockdowns created logistical challenges. We assisted lotteries in adopting secure and resilient draw solutions that are not simply a replacement for mechanical draw ball sets. These solutions don't require in person, manual draws; instead, they allow for remote and automated operation and open lotteries to different kinds of games. Lotteries are rightly concerned about the security implications of any type of connectivity. The migration towards connected solutions is inevitable and newly adopted technologies encompassed security solutions that protect connected systems as well as offline ones.

With these protections lotteries can safely implement a remotely operated draw system, which can be used as the primary draw system or as a backup draw system, with draws performed manually from any location. Remote draw systems are connected to a local secure network and utilize secure measures. Lotteries can benefit from automation of draw processes, with automated systems that connect to the lottery's central gaming system or ICS. Using cryptographic methods and patented technology, Szrek2Solutions ensures verification of integrity and detection of all problems in remote and automated draws.



## INTRALOT

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Fotis Konstantellos, *Group Deputy Chief Executive Officer*, INTRALOT  
Chryssa Amanatidou, *Group Corporate Affairs Director*, INTRALOT  
Byron Boothe, *Chief Executive Officer*, INTRALOT, Inc.  
Chris Tzoumaras, *Senior Vice President Operations and Chief Operations Officer*, INTRALOT, Inc.

**Year of inception:** Greece (Parent Company) 1992; United States 2002

**Contact:** [contact@intralot.com](mailto:contact@intralot.com)

INTRALOT, a publicly listed company established in 1992, is a leading gaming solutions supplier and operator active in 41 regulated jurisdictions worldwide. With a global workforce of approximately 3,400 employees in 2020, INTRALOT is committed to redefine innovation and quality of services in the lottery and gaming sector, while supporting operators in raising funds for good causes. Uniquely positioned to deliver state-of-the-art technology across geographies, the company has developed an advanced ecosystem that serves all verticals, enabling the digital transformation of gaming operators and offering players an unparalleled gaming experience.

As a member of the UN Global Compact, INTRALOT is a global corporate citizen committed to integrity and responsibility. Also, it has been awarded the prestigious Responsible Gaming Framework certification by the World Lottery Association and is certified under the WLA Security Control Standard.

INTRALOT contributes decisively to the industry's future developments, being a Level I Associate Member of NASPL and an associate member of the major lottery and gaming associations around the world.

INTRALOT has an established presence in the USA market through its subsidiary, INTRALOT, Inc., employing more than 570 employees, and has secured 16 contracts – three of which are sports betting – in 13 jurisdictions nationwide to provide online systems and services, warehousing and distribution of instant tickets, and VLT/COAM monitoring. Currently, INTRALOT, Inc. has contracts with lotteries in Arkansas, DC, Georgia, Idaho, Illinois, Louisiana, Massachusetts, Montana, New Hampshire, New Mexico, Ohio, Vermont and Wyoming.

The logo for intralot features the word "intralot" in a bold, lowercase, sans-serif font. The letters are black, and the "i" and "n" are connected. A thick, orange horizontal brushstroke underline is positioned beneath the letters, starting from the left and extending past the end of the word.

# International Game Technology PLC (IGT)



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[www.IGT.com](http://www.IGT.com)

A global leader in lottery and gaming, IGT is uniquely positioned to deliver unrivaled gaming experiences that engage players and drive growth.

To support player-driven innovation and growth for our customers, we leverage a substantial investment in player insights, a wealth of premium content, operator experience and leading-edge technology. Our Global Lottery and Global Gaming organizations support four key segments:

**Lottery** – IGT’s pioneering and award-winning solutions encompass all aspects of the lottery business, from the player experience to portfolio optimization and retail management. We continually refine and optimize our systems and tailor distinctive game content to help our customers strengthen their relationships with the players they serve.

**Gaming** – We deliver dynamic games, systems, gaming machines and other growth-driving innovations to gaming venues around the world. IGT’s distinctive systems solutions give operators the control and flexibility they need to optimize their gaming floors, offer cashless gaming and manage robust loyalty programs.

**Digital** – IGT PlayDigital is dedicated to delivering growth-driving solutions that advance digital play across lottery, casino and digital operations. From content and systems technologies to critical support services, our PlayDigital portfolio is integrated, modular and flexible.

**Sports Betting** – The IGT PlaySports platform and solutions portfolio was created specifically to meet the needs of U.S. casino and lottery operators. The proven, widely approved platform is versatile and annually processes billions of dollars in wagers through retail, mobile and self-service technology.

IGT’s commitment to responsible gaming is woven into the fabric of our product development, services, programs and policies. IGT was the first lottery vendor to receive the WLA’s Responsible Gaming Standards for Associate Members, covering IGT’s lottery and digital operations, and was the first gaming vendor in the world to achieve responsible gaming accreditation from the Global Gambling Guidance Group (G4) for both its gaming and digital operations.

IGT is a member of the United Nations Global Compact network to align strategies and operations with universal principles related to human rights, labor, the environment and anti-corruption. We also support the United Nations’ Sustainable Development Goals (SDGs).

IGT is dedicated to creating a fair and inclusive culture that values unity, diversity and belonging in our people, players, customers and communities. IGT is one of 325 companies across 50 industries selected for the 2020 Bloomberg Gender-Equality Index (GEI).



## Scientific Games Corporation

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[www.scientificgames.com/lottery](http://www.scientificgames.com/lottery)



Patrick McHugh, EVP and Group Chief Executive, Lottery  
Michael Conforti, President, Global Strategic Accounts, Lottery  
John Schulz, SVP, Instant Products Technology, Lottery  
Jennifer Welshons, SVP, Marketing & Insights, Lottery  
Stephen Richardson, SVP, Chief Compliance Officer  
Dena Rosenzweig, SVP, Deputy General Counsel, Lottery  
Jeff Martineck, SVP, Global Innovation, Lottery

**Year of inception:** 1973

**Contact:** Therese Minella, APR, Director, Lottery Communications, (770) 825-4219, [therese.minella@scientificgames.com](mailto:therese.minella@scientificgames.com)

As a world leader in gaming entertainment, Scientific Games' mission is to empower our customers by creating the world's best gaming and lottery experiences. Our casino, lottery and digital games reach players wherever they are, whenever they want to play and in any channel they choose: lottery, casino, digital or sports.

For more than 85 years through our acquired companies, Scientific Games has delivered what customers and players value most: trusted security, creative content and innovative technology. Beginning with the world's first slot machine, the "Bally Baby" in 1936, to our development of the world's very first secure lottery instant game in 1974, and our revolutionary SciQ® lottery retail ecosystem, we are a trusted business partner to more than 1,500 customers around the globe.

Headquartered in Las Vegas, with nearly 10,000 employees worldwide, Scientific Games serves our customers from manufacturing and commercial facilities on six continents. We offer a fully-integrated portfolio of technology, platforms, content and services for gaming and lottery industries.

Scientific Games' history of success has been driven by our highly experienced professionals who are committed to excellence. Our products have been developed by some of the world's top game designers, mathematicians, marketing research analysts and product managers.

We are an industry leader in developing and applying market research, analytics and consumer insights to gain a deeper understanding of player demand and preferences. As a result, we continue to generate new ideas and innovative gaming solutions that provide players with exciting experiences – and retailers with operational efficiencies.

Scientific Games is committed to corporate social responsibility, and we work closely with our customers, governments, regulators and industry associations to support responsible gaming through Healthy Play™.

We drive the global lottery and gaming industry forward by maximizing our customers' performance with a proven portfolio of products, technology and services featuring: instant, draw and hybrid games; Keno; licensed brands; digital games, promotions and player events; loyalty rewards; iLottery; sports betting; gaming systems technology; retail solutions; mobile apps; internet platform and CRM; and managed services.

# Abacus Solutions International Group

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United Kingdom  
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[www.lotteryeverywhere.com](http://www.lotteryeverywhere.com)

*Simon Butler, Chief Executive Officer*

**Year of inception:** 2008

## **Contacts:**

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Tim Yahya, Head of Lottery Retailer Relations, North America, [t.yahya@abacus-bv.com](mailto:t.yahya@abacus-bv.com)

Fully managed service offering that includes:

- Lottery in-lane, self-checkout, self-scan and self-serve
- Instant ticket sales and validation through our gateway
- E-commerce and mobile solutions including eInstants
- Abacus games portfolio, including Bill Paid™
- Retailer loyalty solutions, follow-on promotions and second chance draws
- Dedicated management portal: control and monitoring of all services

Abacus brings the lottery to where the consumer is – Lottery Everywhere.

Abacus is the gateway at the heart of connecting consumers, retailers and lotteries. As a NASPL API gateway provider, we support in-lane sales, lottery self-checkout and lottery expansion to retailers without the need for installing dedicated lottery terminals.

Abacus believes the future of lottery lies in integrating into the existing retailer and consumer infrastructures by providing a highly secure transaction gateway that enables all parties to work together and create mutual growth. The Abacus Fusion Platform sits at the heart of connecting consumers, retailers and lotteries, with the Abacus team managing integration from start to finish. Abacus believes in building long term relationships by working together to develop new and innovative solutions. By using cutting edge technology, created by forward thinking industry experts, the Abacus gateway enables lotteries and retailers to respond to the ever-changing consumer market with speed, agility, reliability and integrity. Abacus has built close working relationships with leading retail vendors that support big box grocery and drug retail chains with global partnerships with all the leading retail vendors.





## Pollard Banknote Limited



140 Otter Street  
Winnipeg, Manitoba R3T 0M8  
Canada  
Phone (204) 474-2323  
[www.pollardbanknote.com](http://www.pollardbanknote.com)

Pollard Banknote partners with lotteries around the world to create and market high-performing instant games and solutions that excite and engage players. Focused on innovating within the lottery ecosystem, we also provide industry-leading retail and digital solutions.

Our team of talented lottery specialists is dedicated to delivering on three key dimensions for success: **outstanding games** that excite loyal players and attract new ones, **retail excellence** through effective in-store strategies and retail network expansion, and **digital innovation** that cultivates a true integrated experience.

Subsidiary companies and a joint venture partnership further strengthen our offerings in each of these dimensions. These companies include:

- American Games and International Gamco, specializing in charitable and lottery gaming products;
- Schafer Systems and Fastrak Retail, both retail solution experts, providing innovative instant ticket merchandising, dispensing, and point-of-sale (POS) display solutions to the lottery industry;
- Diamond Game and Compliant Gaming, producing innovative electronic gaming solutions designed to engage players in social establishments;
- mkodo, delivering world-class apps and digital user experiences for mobile, online, and retail environments in the betting, gaming, and lottery sectors;
- Next Generation Lotteries (NGL), offering a full comprehensive lottery solution that includes a state-of-the-art retail lotto system and modern iLottery platform with an extensive portfolio of mobile, eInstant, and draw games, as well as complete lottery management services; and
- NeoPollard Interactive (NPI), our joint venture and award-winning provider of iLottery technology, and its Power Suite of comprehensive iLottery services and games, powering the most profitable iLottery programs in the market.

Pollard Banknote provides our global lottery partners an ever-evolving portfolio of innovative products and services to help accomplish their business objectives and maximize proceeds for good causes. All of our marketing strategies and related services are designed with the express goal of elevating our lottery clients and creating the ultimate player experience. Our retail-focused products feature industry-leading instant lottery and charitable games, including patented and proprietary offerings as well as innovative tools and services for optimizing lottery operations. Our full suite of digital solutions includes world-class mobile application development, interactive games, player engagement platforms, iLottery systems and services, plus a variety of software solutions to help lotteries manage their operations effectively and efficiently. From outstanding game design and innovative merchandising to in-lane solutions and one-to-one marketing, Pollard Banknote continues to be a driving force in the lottery industry.

## InComm

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Atlanta, GA 30303  
Phone (770) 240-6100  
Fax (404) 601-1000  
[www.incomm.com](http://www.incomm.com)



*Brooks Smith, Chief Executive Officer*  
*Stefan Happ, President*  
*Tim Richardson, Senior Vice President – Financial Services*

**Year of inception:** 1992

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Craig Fitzgerald, Senior Director, Product Management, (678) 296-8276, [cfitzgerald@InComm.com](mailto:cfitzgerald@InComm.com)

### **Primary products and services:**

- Extensive retail distribution in convenience stores, big box, chain drug, grocery, specialty and general merchandise locations
- Extensive prepaid product portfolio
  - Financial services
  - Toll and transit
  - Digital downloads
  - Lottery and gaming
  - Music and entertainment
  - Loyalty/promotions
  - Healthcare
  - Wireless/long distance
  - Bill pay
- Interactive gaming and lottery solutions

Leveraging deep integrations into retailers' point-of-sale systems, InComm provides connectivity to a variety of service providers that allow consumers to conduct everyday business at more than 500,000 points of retail distribution. Whether those consumers are activating prepaid products, paying bills, enjoying realtime discounts through a membership card, purchasing digital goods in-store or adding funds to an online account, InComm is there to provide unique gift-giving opportunities, cater to on-the-go shoppers, deliver added value through loyalty programs and serve cash-based consumers.

With 386 patents, InComm is headquartered in Atlanta with a global presence in more than 30 countries in North and South America, Europe and the Asia-Pacific region.





## Neopollard Interactive LLC

920 N. Fairview Avenue  
Lansing, MI 48912

[www.neopollard.com](http://www.neopollard.com)

<https://www.linkedin.com/company/neopollard-interactive>

*Doug Pollard, Co-Chief Executive Officer*

*Moti Malul, Co-Chief Executive Officer*

*Liz Siver, General Manager*

**Year of inception:** 2014

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Liz Siver, (734) 294-1695, [liz.siver@neopollard.com](mailto:liz.siver@neopollard.com)

Neopollard Interactive LLC (NPI) is an award-winning supplier of best-in-class iLottery solutions to the North American lottery market. As the industry's only active provider solely focused on iLottery, NPI serves the largest share of U.S. lotteries that currently sell online and is North America's proven partner of choice to generate incremental revenue for good causes through the online channel. NPI offers cutting-edge technology, its Power Suite of comprehensive iLottery managed services, and the industry's top performing game content, as part of its innovative approach to partnering for iLottery success.

**Technology:** NPI's iLottery technology is the most market-tested solution to deliver safe, reliable and secure solutions for its highly regulated lottery partners. The flexible hub that underpins NPI's iLottery platform, NeoSphere, provides a centralized PAM to manage a single view of the digital lottery player. NPI also provides the industry's only MUSL-certified Interactive Central Gaming System, NeoDraw, in addition to its game management platform, NeoPlay.

**Power Suite:** Specifically catered to the operational and revenue-generating needs of iLottery, NPI's player-centric managed services include:

- Player Operations – 24/7/365 player support center, power concierge desk, regulatory compliance, payout and risk operations, claims, banking and payments and gaming system operations.
- Ignite Player Marketing – NPI's in-house iLottery marketing agency focused on player insights and intelligence, player acquisition, player experience optimization, affiliate marketing, player rewards, retention marketing and creative studio.
- Player Portfolio – Product planning and portfolio management to attract, retain and engage iLottery players.

**Game Studio:** NPI's in-house studio produces the most compelling content across eInstants, Instant Keno and Instant Lotto game categories to power diversified iLottery portfolios.

Jointly owned by Pollard Banknote Limited and NeoGames S.A., NPI's exclusive iLottery focus has resulted in the delivery of the ideal business model to drive the most profitable iLottery programs in North America.



## Alchemy3, LLC

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Phone (770) 442-6993  
Fax (678) 389-8514  
[www.alchemy3.com](http://www.alchemy3.com)

Paul Guziel, Chief Executive Officer  
Jeffrey Schweig, President

**Year of inception:** 2007

**Contact:** Jeffrey Schweig, (770) 442-6993, [js@alchemy3.com](mailto:js@alchemy3.com)

### Primary products and services:

- Instant and draw game promotional executions
- Strategic business and marketing planning
- Integrated marketing programs
- National campaigns
- Premium branded games
- Digital solutions
- Loyalty programs
- Second chance drawing services

Founded in Alpharetta, Ga., in 2007 by lottery industry veterans, Alchemy3 has quickly become a leader in lottery strategic planning. The company creates “smart gaming solutions” that oftentimes merge licensed consumer brands and lottery games. Alchemy3 represents a select group of brands including The Home Depot, StubHub, Royal Caribbean International, MGM International Resorts and Bass Pro Shops to name a few. We have achieved our market position by putting clients’ needs first – providing them with “boutique” type attention. We execute programs with the highest level of integrity, honesty and thoughtfulness.

**Lottery customers:** Alchemy3 provides marketing services to all North American state and provincial lotteries.



## Atlas Experiences, LLC

55 Park Square, Suite 207  
Roswell, GA 30075  
Phone (404) 308-2225  
[www.atlasexperiences.com](http://www.atlasexperiences.com)

Derek Gwaltney, Founder and Chief Executive Officer

**Year of inception:** 2019

**Contact:** Jazzmina Redondo, Marketing Manager, (520) 427-4287, [jr@atlasexperiences.com](mailto:jr@atlasexperiences.com)

### Primary products and services:

- Promotional programs
- 2nd chance prize packages
- Multi-state linked programs
- Incentive travel programs
- Custom once-in-a-lifetime experiences
- Private concert sourcing and production
- Your Rewards Your Way individual prizes
- Lucky Pik digital game show design and production
- Augmented reality promotional elements
- Turnkey program planning and execution
- Winner and guest services

Atlas Experiences is an incentive travel company specializing in once-in-a-lifetime events, programs and promotions. Atlas focuses on crafting custom incentive travel programs and second-chance promotions that drive engagement. Delivering turnkey services to include promotion design, marketing strategies, destination sourcing, hotel contracting, travel logistics, event support staff, onsite logistics, social creative content, private concerts, custom merchandise, and guest services. Atlas Experiences integrates innovations that engages consumers and rewards loyalty to your brand, organization, and players with unforgettable moments.

**Lottery customers:** Texas, Florida, Pollard Banknote





## Camelot Lottery Solutions

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Wayne Pickup, Chief Executive Officer  
Brett Cross, Chief Technology Officer  
Gareth Garner, Vice President Finance and Business Operations  
Nigel Beighton, Vice President of Transformation  
Emilia Mazur, Vice President Corporate Affairs

**Year of inception:** 1994

**Contact:** Emilia Mazur, [Emilia.Mazur@camelotillinois.com](mailto:Emilia.Mazur@camelotillinois.com)

Camelot Lottery Solutions is the leading technology and solutions provider to lotteries around the world. We help our customers reach new players and deliver responsible growth through increasing engagement, leveraging digital technology and providing new ways to play. Our next-generation technology, platforms, eInstant games and marketing solutions help to power some of the most innovative and fastest growing lotteries in the world, including the Illinois Lottery, the Arkansas Scholarship Lottery, the UK and Irish national lotteries, and Loterie Romande in Switzerland.

With more than 20 years of operator experience, we view the lottery through the lens of the business, taking a unique “player-first” approach to every aspect of the lottery mix. With integrated technology and strategic advisory partnerships, we help lotteries responsibly maximize player engagement, drive sustainable growth and accelerate benefits to the communities they serve.

We deliver a range of services and products based on powerful data-driven insights, helping lotteries better define the player journey and enhance the player experience. Because when players are engaged, lotteries grow, and communities thrive. We have an unrivaled track record of delivering long-term digital and retail growth, supported by a history of integrity, security and transparency. Camelot Lottery Solutions is an accredited Responsible Gaming Supplier under the World Lottery Association Responsible Gaming Framework.

Camelot Lottery Solutions designs, builds and deploys technology and solutions to power the global lottery industry.



## Carmanah Signs, a Division of STRATACACHE

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Calgary, AB T2H 2K1  
Canada  
Phone: (403) 252-6047

[www.carmanahsigns.com](http://www.carmanahsigns.com)  
<https://ca.linkedin.com/company/carmanah-signs>  
<https://twitter.com/CarmanahSigns>  
<https://www.facebook.com/carmanahsignsinc>

Cameron Waldie, President and Chief Executive Officer  
Maxwell Goldstein, Vice President Sales - Americas  
Jon-Paul Bussoli, Vice President Product Development  
Jason Barrs, Vice President Product Marketing  
Ryan Ali, UX Design Director  
Nadene Beyerbach, Marketing & Sales Support Manager

**Year of inception:** 1993

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Jason Barrs, (860) 917-7066, [jbarrs@carmanahsigns.com](mailto:jbarrs@carmanahsigns.com)

Carmanah Signs is the Lottery & Gaming Division of STRATACACHE, the leading provider of intelligent digital media and in-store marketing technology. Serving 55+ lottery customers on four continents, Carmanah Signs has over 200,000 networked sign installations at lottery retailers worldwide.

The company offers a variety of products and services that are designed to optimize the lottery retail experience and increase sales. Carmanah's offerings include digital signage content management and distribution software, media player and display hardware, interactive touch tablets, jackpot and gaming signs, and a complete suite of digital sign services including network hosting, network monitoring, content creation and scheduling, and specialized field services.



## Diamond Game

9340 Penfield Ave.  
Chatsworth, CA 91311  
Phone (818) 727-1690  
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[www.diamondgame.com](http://www.diamondgame.com)

Bill Breslo, President  
Bryan Greene, Senior Vice President of Technology and Operations

**Year of inception:** 1994

**Contact:** Bill Breslo, (818) 727-1690 x203,  
[bbreslo@diamondgame.com](mailto:bbreslo@diamondgame.com)

### Primary products and services:

- ITVMs
- Lottery systems
- Digital games
- Handheld eInstant systems

Diamond Game specializes in developing modernized lottery products to help lotteries expand their retailer base and increase revenues. Known for its modernized ITVMs with animated video displays that enhance the player experience of instant tickets, Diamond Game continues to innovate in the area of ticket dispensing, as well as in digital play styles. NexPlay™, our latest self-service player activated terminal, offers multi-game features, ID scan, cashless technology, and our popular animated instant ticket games. Diamond Game's products are ideal for social establishments where players seek entertainment and an engaging play experience.

**Lottery customers:** Idaho, Maryland, Michigan, Missouri, Ontario Lottery & Gaming Corp., Loto-Québec



## EQL Games (formerly EquiLottery Games)

1300 W. Main Street  
Louisville, KY 40203  
Phone (502) 644-1454  
[www.EQLGames.com](http://www.EQLGames.com)

Brad Cummings, Chief Executive Officer  
Austin Mayberry, Chief Technology Officer  
Kim Spalding, Chief Financial Officer  
Jim Acton, Business Development Consultant

**Year of inception:** 2014

**Contact:** Brad Cummings, [brad@eqlgames.com](mailto:brad@eqlgames.com)

EQL is best known as the pioneering vision for draw games based on the results of live sporting events. First statewide product launched August 16, 2020, through the Kentucky Lottery. Based on live horse racing, Win Place Show marked the first ever daily draw game in the U.S. based on a live sporting event. Other games are based on pro and amateur sports including licenses with MLB, NBA, NHL, NASCAR, and Team USA.

New titles for the digital space include in-game sports lottery opportunities such as Next Pitch Live!, a game based on the results of each pitch in a baseball game. Mobile platform can be delivered separately or as an integrated option to a lottery's existing platform.

Secondary Draw System (SDS) gives lotteries more flexibility in content offerings due to significant cost savings. Send us an email to see how we can build and test a new game in less than five minutes!

SDS and RNG are both GLI certified and Integration Hub speeds up and reduces the expense of third-party integrations.

Whether it's unique game content or next level technology, EQL Games offers products and services that will put your lottery in the driver's seat. NASCAR pun intended.





## Gaming Laboratories International (GLI®)

600 Airport Road  
Lakewood, NJ 08701  
Phone (732) 942-3999  
Fax (732) 942-0043  
<https://gaminglabs.com>

James R. Maida, President and Chief Executive Officer  
Paul J. Magno, Executive Vice President

**Year of inception:** 1989

### Contacts:

Angela Wong, Director of Lottery Solutions, (702) 914-2220, [an.wong@gaminglabs.com](mailto:an.wong@gaminglabs.com)  
John Grau, Vice President of Engineering, (732) 942-3999, [j.grau@gaminglabs.com](mailto:j.grau@gaminglabs.com)

### Primary products and services:

Regulatory compliance; technical compliance; end-to-end testing; full lifecycle compliance; cybersecurity consultation and defense; iLottery testing; instant and scratch lottery ticket testing; network risk assessments; physical and information security audits; project management; responsible gaming audits; RFP consulting; RNG analysis; sports betting, testing, and consulting; user acceptance testing (UAT); VLT testing.

Gaming Laboratories International, LLC (GLI®) is committed to delivering the highest quality land-based, lottery and iGaming testing and assessment services around the world. GLI provides suppliers, operators and regulators with expert guidance for navigating the future of gaming and ensuring gaming innovations meet regulatory standards with confidence. Since 1989, GLI has certified nearly 2 million items and has tested equipment for more than 480 jurisdictions.

GLI has a global network of laboratory locations across six continents, with U.S. and international accreditations for compliance with ISO/IEC standards for technical competence in the gaming, wagering and lottery industries. GLI was named “Best Laboratory” in the SAGSE Europe, LatAm, and USA Awards 2020, “Best Test Lab in the Baltics,” and “Best Test Lab in the Nordics” in the Baltic and Scandinavian Gaming Awards 2020.

GLI is an associate member of NASPL, the World Lottery Association, European Lotteries Association, and CIBELAE.



## GoldenRace

Vella Buildings, Triq Indri Psaila  
Tal-Handaq, Qormi QRM 4000  
Malta  
Phone +34 952 124098  
[www.goldenrace.com](http://www.goldenrace.com)

Martin Wachter, Founder and Chief Executive Officer  
Rene Wachter, Chief Operating Officer  
George Vonapartis, Regional Director, North America

**Year of inception:** 2006

**Contact:** George Vonapartis, +30 6945 295191, (902) 579-4483, [gvonapartis@goldenrace.com](mailto:gvonapartis@goldenrace.com)

### Primary products and services:

- Virtual Sports – 3D sports: Virtual soccer, with single match, more than 20 leagues and tournaments (including World Cup and Euro Champions); 3D horse racing and trotting races. HD pre-recorded sports: Real fighting, 3x3 basketball and races (motorbikes, dogs, horses, dirt track, speedway and karts).
- Virtual Number Games – Spin2Win Royale American, Keno Deluxe and Perfect Six.

GoldenRace is a leading developer and provider of award-winning virtual sports and profitable betting solutions for retail and online operators. The company offers a complete betting experience with an extensive ever-growing suite of virtual games available 24x7 and a completely customizable all-in-one betting solution. In addition, its portfolio has been prepared to cover the needs of the three main industry branches: sports betting, casino and lottery. Because games can be delivered in three different ways, we are able to target the sports betting audience, and also casino and lottery players.

GoldenRace innovative and realistic virtual sports events quickly attract and engage players with numerous features that maximize retention. The system is reliable, scalable, intuitive and very easy to set up and manage, providing operators instant control of the odds, limits and payouts.

Licensed under various regulatory bodies around the world, GoldenRace has partnered with numerous market leaders and experiences excellent year-by-year growth globally. Currently, the company processes more than 17 million tickets daily in more than 50,000 shops and 400 online integrations worldwide.



## Henschel Steinau, Inc.

50 Commerce Drive  
Allendale, NJ 07401  
Phone (201) 760-4100  
Fax (201) 760-4158  
[www.hspop.com](http://www.hspop.com)

Michael Luberto, President  
Randy Zaller, Account Executive  
Patty Pellegrin, Marketing Director  
Dorothy Kida, Account Executive

**Year of inception:** 1959

**Contact:** Randy Zaller, (908) 591-8685, rzaller@hspop.com

### Primary products and services:

LED lit modular scratch-off ticket system; modular dispensing system; universal counter solutions for multiple store layouts; multi-material solutions provider; permanent and semi-permanent display programs; category management systems; product launch experts; promotional display campaigns.

Henschel-Steinau, Inc. is a premier in-store merchandising solutions provider for retail marketing solutions and custom displays. We are the industry leaders in point of sale and modular display systems. Our client mix is equally divided between Fortune 500 consumer products companies and national retail chains.

The Henschel team creates innovative promotional marketing solutions that excite customers and drive sales, offering a complete range of integrated services that includes market research, award-winning design, manufacturing resources, project management and sales support. In a virtually unlimited range of product categories, our experienced team of merchandising experts work in close partnership with clients to develop dedicated trade programs that build brands, make bottom lines grow and become success stories of tomorrow.

As a result of our ongoing commitment to retail knowledge and excellence, HS has won hundreds of industry awards for design, marketing and manufacturing excellence, and is today recognized as one of the world's leading agencies for retail shelf systems as well as custom point-of-purchase advertising. Our corporate headquarters is located in Allendale, N.J., with regional production capabilities in the eastern region, midwest and Asia.

**Lottery customers:** Indiana, West Virginia



## InMarket

10100 Venice Blvd., Suite 114  
Culver City, CA 90232  
Phone (310) 392-0500  
[www.inmarket.com](http://www.inmarket.com)

Todd Dipaola, Chief Executive Officer and Founder  
Mike Don, Chief Operations Officer

**Year of inception:** 2010

### Contacts:

Dunne Harrison, Senior Director, Sales, [hdunne@inmarket.com](mailto:hdunne@inmarket.com)  
Dan Walsh, Regional Vice President, Sales, (815) 566-5626, [dwalsh@inmarket.com](mailto:dwalsh@inmarket.com)

### Primary products and services:

- Audiences: Target users based on location, behavior, and motivations to drive offline visits and purchases across multiple channels.
- Activation: Reach consumers in the moments that matter, precisely when and where they are making purchase decisions – InPath, InStore and InHand.
- Attribution: Lift Conversion Index (LCI<sup>®</sup>) is the industry standard for omnichannel, multi-touch attribution, providing realtime intelligence for realtime growth.
- Analytics: InMarket InSights are based on real-world behaviors powered by realtime consumer location, purchase, and survey data.

InMarket is the leader in 360-degree consumer intelligence, realtime marketing and attribution for thousands of major brands. Through InMarket's data-driven advertising suite, brands can build targeted audiences, activate realtime omnichannel campaigns, and measure their success in driving real-world visits and sales. InMarket's proprietary Moments offering has been proven to outperform traditional mobile advertising by 6.5x. We hold more than 24 patents across location, attribution and digital marketing. Our location-based ad platform, GeoLink, is revolutionizing realtime activation capabilities and attribution/analytics reporting for leading consumer brands in one SaaS-based interface.

InMarket was selected as the Best Location Platform by Digiday in 2020. We have offices in New York, Bentonville, Chicago and Los Angeles.

**Lottery customers:** Pennsylvania, Arkansas, Connecticut, Florida, Maryland, New Jersey, New York, South Dakota, Virginia





## Instant Win Gaming

3 Old Street Yard, 5th Floor  
 London EC1Y 8AF  
 United Kingdom  
 Phone +44 20 7920 7145  
[www.instantwingaming.com](http://www.instantwingaming.com)

Rhydian Fischer, Chief Executive Officer  
 Simon Bucknall, Chief Operating Officer  
 Jason Lisiecki, Vice President, North America  
 Mike Lightman, Sales & Marketing

**Year of inception:** 2001

**Contact:** Daniela Zuza, Operations Officer,  
[daniela.zuza@instantwingaming.com](mailto:daniela.zuza@instantwingaming.com)

### Primary products and services:

- InstantGames™ – Digital eInstant and instant win games
- InstantRGS™ – Lottery optimized remote game server
- InstantJackpots – Single and multi-game jackpots engine
- InstantData™ – Business intelligence and data platform

IWG is a world leader in supplying digital eInstant and instant win games to WLA and NASPL-member lotteries. It has 20 years' experience of making top selling, high quality games, and the strategic knowhow to make them work.

Each year, IWG develops more than 300 new InstantGames for its global base of lottery customers. Its games consistently perform at the highest level, engaging and retaining players while driving superior sales results. It has the knowledge to deliver winning game portfolios, and the experience to make them grow.

IWG delivers an end-to-end solution covering all aspects of eInstant development and portfolio management. The Company's InstantRGS delivers its content in multiple regulated jurisdictions from data centers in the UK, Gibraltar, Canada and North America. It has a broad library available via its InstantRGS with games covering many proven themes and mechanics that can be developed into an ideal offering for a partner's eInstant and/or instant win program.

**Lottery customers:** Atlantic Lottery, British Columbia, DC Lottery, Georgia, Kentucky, Loto-Québec, Michigan, New Hampshire, Pennsylvania, Virginia, plus other lotteries around the world.



## Jumbo Interactive Ltd.

Level 1, 601 Coronation Drive  
 Toowong, Queensland 4066  
 Australia  
 Phone +61 7 3831 3705  
[www.jumbointeractive.com](http://www.jumbointeractive.com)

Mike Veverka, Chief Executive Officer and Director/Founder

**Year of inception:** 1999

### Contacts:

Brian Roberts, President North America, (760) 521-2929,  
[brianr@jumbointeractive.com](mailto:brianr@jumbointeractive.com)  
 Steven Davidson, Head of Corporate Strategy +44 (0) 7968 939311  
[stevend@jumbointeractive.com](mailto:stevend@jumbointeractive.com)

### Primary products and services:

- iRetailer: A turnkey sales channel at no additional cost; use our team to sell your games online. We only sell in jurisdictions where authorized by the lottery. Jumbo follows the traditional retailer model common to most lotteries and applies this model to internet and mobile.
- Powered by Jumbo: A powerful suite of modules makes managing a lottery easier and effective. Jumbo provides the Software as a Service (SaaS), maintaining the technical infrastructure; choose how much you want to do with our support: *Jumbo Engage* (send targeted messages to engage your customers); *Jumbo Customer* (use your customers' data to better understand and support them); *Jumbo Transact* (plug-in online sales channels optimized for conversion and experience); and *Jumbo Lottery* (comprehensive draw and game management.)

Jumbo has been selling lottery tickets via its flagship website, [www.ozlotteries.com](http://www.ozlotteries.com), for 20 years and via its 5-Star native app for the past eight years. We have all the credentials and capabilities to enable digital sales channels to market and promote a lottery's game portfolio that is budget neutral to the lottery. Through its e-retailer model, Jumbo also enables traditional brick and mortar retailers to create omnichannel distribution of lottery games that broaden the lottery's awareness, reach and convenience for players – a powerful and successful arrangement for all stakeholders.

Jumbo Interactive, an AUS\$1+ billion market cap company trading on the Australian Stock Exchange, is an innovative technology company servicing the lottery industry.



**marcusthomas**<sup>llc</sup>

## Marcus Thomas LLC

4781 Richmond Road  
Cleveland, OH 44128  
Phone (216) 292-4700  
[www.marcusthomasllc.com](http://www.marcusthomasllc.com)  
[www.mtlc.com/lotterytech](http://www.mtlc.com/lotterytech)

*Jim Nash, Chief Executive Officer*  
*Chris Abate, Vice President, Lottery Solutions*

**Year of inception:** 1937

**Contact:** Chris Abate, (216) 970-3753, [CAbate@mtllc.com](mailto:CAbate@mtllc.com)

### Primary products and services:

- Loyalty and player club development and service
- Digital retailer acquisition solutions
- Web and mobile solutions
- Systems integration and player data consolidation
- Analytics and performance optimization
- CRM and marketing automation

Marcus Thomas LLC, with 250 professionals in its offices in Cleveland, Ohio, Buenos Aires, Argentina, and Santiago, Chile, is among America's leading independent advertising agencies with a long history of award-winning lottery advertising. Since the mid-1990s, the agency has also distinguished itself as a leader in lottery marketing technology, developing sophisticated websites and innovative loyalty, retail support and mobile technologies. Recently, the agency introduced a new cashless mobile payment application currently in use by Ohio Lottery.

**Lottery industry customers:** Ohio, Georgia, Mega Millions Consortium, New Hampshire, and INTRALOT



**Spectra Systems**  
CORPORATION

## Spectra Systems Corporation

40 Westminster St., 2nd Floor  
Providence, RI 02903  
Phone (401) 274-4700  
[www.spsy.com](http://www.spsy.com)

*Nabil Lawandy, Chief Executive Officer*  
*Brian McLain, Chief Financial Officer*  
*Matt Pratap, Director ICS Operations*

**Year of inception:** 1996

**Contact:** Matt Pratap, (604) 638-1719, [mpratap@spsy.com](mailto:mpratap@spsy.com)

### Primary products and services:

- ICS (internal control systems) for monitoring and auditing all forms of lottery – traditional draw games, instants, iLottery interactive, mobile and pari-mutuel gaming.
- Sports betting internal controls and reconciliation for regulators.
- Electronic RNG draw monitoring and auditing.
- Dashboard portal for at-a-glance game and draw status across all games.
- Central gaming system independent, our ICS interface supports all major gaming vendors.
- ICS operations are ISO/IEC 27001:2013 certified.

Spectra Systems is an established world leader in providing technology for securing transactions, from gaming to banknotes and brand protection. Spectra's Premier internal control system is the industry's most advanced ICS offering for realtime protection and is the leading supplier of realtime auditing, fraud control and risk management systems to government-sanctioned gaming operators. Prior to the strategic acquisition of the ICS business for regulated gaming markets, the company penetrated the currency and document security markets through a series of supply and licensing agreements with governmental, institutional and corporate partners.

**Lottery customers:** Spectra Systems serves over 20 lottery jurisdictions across the U.S. and worldwide; currently deployed in North America, the Caribbean, Europe and Asia. Premier Integrity systems monitor and audit more than \$25 billion in annual sales for lotteries and pari-mutuel organizations.





## Spectrum Gaming Group

200 Lakeside Drive, Suite 250  
Horsham, PA 19044  
Phone (609) 926-5100  
Fax (609) 926-5121  
[www.spectrumgaming.com](http://www.spectrumgaming.com)

Michael Pollock, *Managing Director*  
Fredric Gushin, *Managing Director*

**Year of inception:** 2003

**Contact:** Michael Pollock, [pollock@spectrumgaming.com](mailto:pollock@spectrumgaming.com)

Spectrum Gaming Group is a non-partisan consultancy that specializes in the economics, regulation and policy of legalized gambling worldwide, with a strong emphasis on serving lotteries. We have provided independent research and professional services to public- and private-sector clients since 1993. Spectrum is widely recognized by lottery directors, gaming regulators, government agencies, gaming operators and analysts throughout the world for delivering independent, transparent and credible research and analysis that withstands the highest levels of scrutiny and helps our clients reach their goals.

We work with lotteries and their stakeholders in areas ranging from improving lottery operations and organizational structures to providing guidance in the development of lottery offerings to developing effective regulatory systems.

**Lottery customers:** Virginia, North Carolina, Louisiana, Delaware, Florida, Georgia, Maryland, Massachusetts, Ohio, Rhode Island, West Virginia, Puerto Rico, British Columbia, Jamaica Betting, Lottery & Gaming Commission

## Szrek<sub>2</sub>Solutions

### Szrek2Solutions

Corporate Headquarters  
60 Spencer Avenue  
East Greenwich, RI 02818  
Phone (401) 398-0395  
[www.szrek.com](http://www.szrek.com)

European Operating Headquarters  
Rua Professor Antonio Cruz 291 6E  
Porto 4200-001, Portugal  
Phone +351 960-065-434

Irena Szrek, *President and CEO*, [irena@szrek.com](mailto:irena@szrek.com)  
Helena Pereira, *Marketing Director, Global Point of Contact*, (401) 692-2530, [helena@szrek.com](mailto:helena@szrek.com)

Szrek2Solutions is the lottery industry's leading supplier of random number generators (RNG) and electronic draw systems with provable integrity and verification of random numbers and draw processes.

- Since 2003, Szrek RNG systems have generated and verified the integrity of billions of random numbers, providing full transparency into RNG processes.
- Szrek's systems never experienced RNG problems, providing 100% availability for over 15 years of operation in multiple demanding environments.
- Szrek's RNG systems have been certified over 30 times by independent laboratories.
- RNG security has been independently attested for providing proof of integrity (non-repudiation) and industry best standards.
- Szrek's scalable and flexible product architecture supports standalone offline systems, online automated systems, and multitenant systems that serve multiple users.
- All systems offer capability for remote operation and independent Trusted Audit™.
- Solutions can be customized to meet clients' specific needs.

Szrek's motto, "when I play I trust," reflects our goal to provide provable security of RNG and draws, protecting the integrity of lottery games. Szrek's Trusted Draw™ and Trusted Audit™ systems safeguard its customers from RNG failures and fraud, and ensure continuity and security under all circumstances.

Partnering with leading vendors and lotteries, Szrek has deployed its systems on four continents. Customers include IGT, Scientific Games, and other vendors and lotteries throughout the United States and internationally.



# Lottery Insider

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# NASPL and Lottery Industry Calendar of Events

## 2021 CONFERENCE SCHEDULE

### October 5-7, 2021

NASPL DeskCon 2021  
Online Conference and Trade Show  
[naspldeskcon.com](http://naspldeskcon.com)

### December 2021

NCPG/McGill University  
Gift Responsibly Campaign

## 2022 CONFERENCE SCHEDULE

### March 2022

NCPG Problem Gambling  
Awareness Month

### April 11-14, 2022

NASPL Lottery Leadership Institute  
Hyatt Regency Cleveland Arcade  
Cleveland, OH  
*Hosted by the Ohio Lottery*

### June 20-24, 2022

NASPL Directors' Meeting  
Nashville, TN  
*Hosted by the Tennessee Education Lottery*

### July 25-29, 2022

NASPL Professional  
Development Seminar  
Indianapolis, IN  
*Hosted by the Hoosier Lottery*

### October 16-20, 2022

World Lottery Summit  
Vancouver Convention Center  
Vancouver, BC  
*Hosted by BCLC*  
[worldlotterysummit.org](http://worldlotterysummit.org)

### December 2022

NCPG/McGill University  
Gift Responsibly Campaign

## 2023 CONFERENCE SCHEDULE

### March 2023

NCPG Problem Gambling  
Awareness Month

### April 23-27, 2023

NASPL Lottery Leadership Institute  
Hyatt Regency Cleveland Arcade  
Cleveland, OH  
*Hosted by the Ohio Lottery*

### July 17-20, 2023

NASPL Professional  
Development Seminar  
Denver, CO  
*Hosted by the Colorado Lottery*

### October 30 - November 2, 2023

NASPL Annual Conference  
Milwaukee, WI  
*Hosted by the Wisconsin Lottery*

### December 2023

NCPG/McGill University  
Gift Responsibly Campaign

## 2024 CONFERENCE SCHEDULE

### March 2024

NCPG Problem Gambling  
Awareness Month

### July 22-24, 2024

NASPL Professional Development Seminar  
Omaha, NE  
*Hosted by the Nebraska Lottery*

### September 9-12, 2024

NASPL Annual Conference  
Kansas City, MO  
*Hosted by the Missouri Lottery*

### December 2024

NCPG/McGill University  
Gift Responsibly Campaign





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[intralot.com](http://intralot.com)

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