



Q1 CORPORATE REPORT

July 1 – September 30, 2019

October 31, 2019

OVERVIEW / AGENDA

- **State of the Lottery Summary**
- **Financial Update**
- **Sales Update**
- **Corporate Responsibility**
- **Marketing Updates**
- **Campaign Updates**
- **Game Updates**
- **Wyoming Responsible Gambling Coalition Update**
- **Thank you**



STATE OF THE LOTTERY SUMMARY

Transfers to the State

April 5, 2016: \$1,120,000

July 5, 2016: \$915,865

October 5, 2016: \$797,524

January 5, 2017: \$633,709

April 7, 2017: \$1,007,976

July 5, 2017: \$200,000

October 5, 2017: \$862,263

January 5, 2018: \$1,001,963

April 5, 2018: \$1,405,493

July 5, 2018: \$1,474,346

October 5, 2018: \$1,407,967

January 5, 2019: \$2,808,707

April 5, 2019: \$1,201,122

July 5, 2019: \$1,201,849

October 5, 2019: \$854,032

Total to Date: \$16,892,818

Winners

In the first quarter,
we have seen:

- \$3,934,546 in total winnings paid across all games
- 187,508 total winners for all games

FINANCIAL UPDATE

FINANCIAL UPDATE

Q1 Balance Sheet

Wyoming Lottery Corp Balance Sheet As of September 30, 2019

ASSETS	Sept 30, 19	Sept 30, 18	\$ Change
Current Assets			
Checking/Savings			
Checking Accounts	3,766,802.76	4,131,207.35	(364,404.59)
Prize Account Petty Cash (Till)	1,014.98	799.17	215.81
Restricted Cash			
Unclaimed Prizes	1,146,157.86	967,114.86	179,043.00
Responsible Gambling Funds	65,028.78	172,899.43	(107,870.65)
Fidelity Fund	58,157.60	55,887.59	2,270.01
Total Checking/Savings	5,037,161.98	5,327,908.40	(290,746.42)
Other Current Assets			
Prepaid Expenses	18,953.64	26,232.22	(7,278.58)
Retail Accounts Receivable	560,995.87	747,489.53	(186,493.66)
Other Receivables	0.00	0.00	0.00
Total Other Current Assets	579,949.51	773,721.75	(193,772.24)
Total Current Assets	5,617,111.49	6,101,630.15	(484,518.66)
Noncurrent Assets			
Capital Assets, Net	291,122.90	402,655.06	(111,532.16)
Capital Assets, Trademarks	34,700.00	42,575.00	(7,875.00)
Deposits - Building	7,500.00	7,500.00	0.00
Total Noncurrent Assets	333,322.90	452,730.06	(119,407.16)
Deferred Outflows of Resources			
Pension Related Outflows	354,913.30	333,664.00	21,249.30
TOTAL ASSETS	6,305,347.69	6,888,024.21	(582,676.52)
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	364,785.39	506,127.12	(141,341.73)
Jonah Bank Credit Card	1,287.21	5,207.94	(3,920.73)
State of Wyoming Transfer Payable	854,032.00	1,407,967.30	(553,935.30)
Unearned Revenue (net)	388,497.00	577,149.00	(188,652.00)
Prizes Payable	2,253,241.00	2,412,506.44	(159,265.44)
Payroll Liabilities	49,756.07	33,791.06	15,965.01
Total Current Liabilities	3,911,598.67	4,942,748.86	(1,031,150.19)
Noncurrent Liabilities			
Xerox-Capital Lease	74,009.82	91,976.37	(17,966.55)
Net Pension Liability	1,245,323.46	917,239.00	328,084.46
Total Noncurrent Liabilities	1,319,333.28	1,009,215.37	310,117.91
Deferred Inflows of Resources			
Pension Related Inflows	38,459.39	197,279.00	(158,819.61)
Total Liabilities	5,269,391.34	6,149,243.23	(879,851.89)
Equity			
Retained Earnings	990,940.49	448,175.31	542,765.18
Net Income	45,015.86	290,605.67	(245,589.81)
TOTAL LIABILITIES & EQUITY	6,305,347.69	6,888,024.21	(582,676.52)

FINANCIAL UPDATE

Q1 Profit & Loss

Wyoming Lottery Corp Profit & Loss July 2019 through September 2019

Operating Income/Expense	July - Sept 19	July - Sept 18	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	1,258,737.00	1,712,091.42	-453,354.42
Power Ball Sales (net)	1,837,438.04	2,038,951.00	-201,512.96
Cowboy Draw Sales (net)	2,400,975.00	3,771,795.90	-1,370,820.90
Lucky For Life (net)	629,810.24	682,610.00	-52,799.76
Raffle Sales	992,060.00	0.00	992,060.00
Total Income / Revenues	7,119,020.28	8,205,448.32	-1,086,428.04
Other Revenues			
Application Fees (Fidelity-Res)	500.00	700.00	-200.00
Other Revenues	3,500.00	0.00	3,500.00
Total - Other Revenues	4,000.00	700.00	3,300.00
Total Income	7,123,020.28	8,206,148.32	-1,083,128.04
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense - Low Tier/ HI			
Megamillions Low Tier	117,372.50	194,984.00	-77,611.50
Powerball Low Tier	177,489.00	320,942.00	-143,453.00
Cowboy Draw Low Tier	677,531.25	1,017,790.00	-340,258.75
Lucky For Life L-T	211,754.25	235,439.00	-23,684.75
Total Prize Expense - Low Tier/ HI	1,184,147.00	1,769,155.00	-585,008.00
Prize Expense - MUSL	1,295,816.97	1,373,630.27	-77,813.30
Prize Expense CD Jackpot	923,145.00	1,156,000.00	-232,855.00
Prize Expense - Raffle	905,000.00	0.00	905,000.00
Total Direct Gaming Costs	4,308,108.97	4,298,785.27	9,323.70
Gaming Expenses			
Gaming Retail Commissions	442,438.88	496,037.76	-53,598.88
Gaming Retail Validation Bonus	9,447.98	12,821.94	-3,373.96
Vendor Expense - (Intralot)	839,690.12	975,626.22	-135,936.10
Total Gaming Expenses	1,291,576.98	1,484,485.92	-192,908.94
Total COGS	5,599,685.95	5,783,271.19	-183,585.44
Gross Profit	1,523,334.53	2,422,877.13	-899,542.60
Expense			
Operating Expenses			
Bank Fees	0.00	0.00	0.00
Board Expenses	10,773.97	10,772.25	1.72
Employee Recruitment & Relocate	0.00	960.50	-960.50
Insurance	4,002.10	4,751.51	-749.41
Membership Dues	1,337.00	32,444.22	-31,107.22
Responsible Gambling Program	0.00	1,295.00	-1,295.00
Accounting / Audit Fees	0.00	7,140.20	-7,140.20
Legal Fees	16,361.52	31,716.47	-15,354.95
Marketing	182,337.36	262,550.20	-80,212.84

Wyoming Lottery Corp Profit & Loss July 2019 through September 2019

New Game Development	0.00	0.00	0.00
Outside Contract Services (IT)	30,623.75	23,533.37	7,090.38
Vendor Background Services	672.00	133.00	539.00
Payroll Services	1,626.25	1,289.00	337.25
Retail Investigation	1,350.00	3,161.00	-1,811.00
Facilities & Equipment	33,394.03	37,982.72	-4,588.69
Communications	1,999.34	2,538.44	-539.10
Office Costs	5,105.94	7,649.09	-2,543.15
Outside Services	0.00	7,827.00	-7,827.00
Petty Cash Over/Short	134.00	16.80	117.20
Other Types of Expenses	15.00	0.00	15.00
Retailer Special Incentive	3,000.00	0.00	3,000.00
Rent & Janitorial	26,929.50	26,449.50	480.00
Salaries, Wages & Benefits	291,026.30	247,801.47	43,224.83
Travel	20,234.60	20,727.29	-492.69
EE Uniforms	0.00	156.32	-156.32
Pension Expense	0.00	0.00	0.00
Total Operating Expenses	630,922.66	730,895.35	-99,972.69
Net Operating Income	892,411.87	1,691,981.78	-799,569.91
Other Income			
Interest Income	7,692.56	203.08	7,489.48
Other Expenses			
Gain/Loss on Sale of Assets	0.00	-7,250.00	7,250.00
Interest Expense	1,056.57	861.89	194.68
Total Other Expense	1,056.57	-6,388.11	7,444.68
Net Income before Transfer	899,047.86	1,698,572.97	-799,525.11
State of Wyoming Transfers	854,032.00	1,407,967.30	-553,935.30
Net Income	45,015.86	290,605.67	-245,589.81

State Transfer % of Net Income	94.99%
Remaining % of Net Income	5.01%

FINANCIAL UPDATE

Q1 Budget vs. Actual

Wyoming Lottery Corp Profit & Loss Budget vs. Actual July 2019 through September 2019

	FY 20 QTR 1			
	TOTAL			
	July - Sept 19	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	7,119,020.28	8,215,003.00	-1,095,982.72	86.66%
Total 48000 - Other Revenues	4,000.00	0.00	4,000.00	100.0%
Total Income	7,123,020.28	8,215,003.00	-1,091,982.72	86.71%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	4,308,108.97	4,672,946.00	-364,837.03	92.19%
Total 51000 - B Gaming Expenses	1,291,576.78	1,445,997.00	-154,420.22	89.32%
Total COGS	5,599,685.75	6,118,943.00	-519,257.25	91.51%
Gross Profit	1,523,334.53	2,096,060.00	-572,725.47	72.68%
	July - Sept 19	Budget	+ Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	16,113.07	45,850.00	-29,736.93	35.14%*
Total 61000 - Contract Services	232,970.88	263,726.00	-30,755.12	88.34%**
Total 62000 - Facilities and Equipment	33,394.03	44,407.23	-11,013.20	75.2%***
Total 63000 - Operations	37,183.78	52,009.73	-14,825.95	71.49%****
Total 64000 - Personnel Salaries, Benefits & Travel	311,260.90	321,220.00	-9,959.10	96.9%*****
Total Expense	630,922.66	727,212.96	-96,290.30	86.76%
Net Ordinary Income	892,411.87	1,368,847.04	-476,435.17	65.19%
Other Income/Expense				
70000 - Interest Income	7,692.56	6,000.00	1,692.56	128.21%
81000 - Interest Expense	1,056.57	1,076.00	-19.43	98.19%
82000 - Gain/Loss on Discarded Assets	0.00			
Total Other Expense	1,056.57	1,076.00	-19.43	98.19%
Net Other Income	6,635.99	4,924.00	1,711.99	134.77%
	July - Sept 19	Budget	- Favorable	% of Budget
Net Income before Transfer to State of Wyoming	899,047.86	1,373,771.04	-474,723.18	65.44%
Transfer to State of Wyoming	854,032.00			
Net Income	45,015.86			

* Under \$5,200 Board Expenses, \$9,000 Insurance, \$15,400 Membership Dues

** Under \$10,600 Legal, \$17,700 Marketing

*** IT Equipment Not Purchased

**** Under \$5,200 Office Costs, \$8,000 Outside Services

***** Under \$17,000 Travel

FINANCIAL UPDATE

WRGC YTD Budget vs. Actual

Wyoming Lottery Corp
Profit & Loss Responsible Gambling Budget vs. Actual
 July 2019 through September 2019

	FY 20 QTR 1 YTD		
	TOTAL		
	July 19 - September 19	FY20 Budget	- Favorable
Responsible Gambling Expenses			
Tracker Study Follow Up Research	0.00	15,000.00	-15,000.00
Certifications - Univeristy of Minnesota	0.00	12,410.00	-12,410.00
Strategic Plan 2019	0.00	10,000.00	-10,000.00
Brochure Reprints	0.00	7,000.00	-7,000.00
Media Planning & Buying	0.00	612.35	-612.35
Responsible Gambling Travel/Conferences as Needed	0.00	25,000.00	-25,000.00
Fremont County Service Research	0.00	3,000.00	-3,000.00
Dues & Sponsorships	0.00	2,812.00	-2,812.00
Total Responsible Gambling Expenses	0.00	75,834.35	-75,834.35

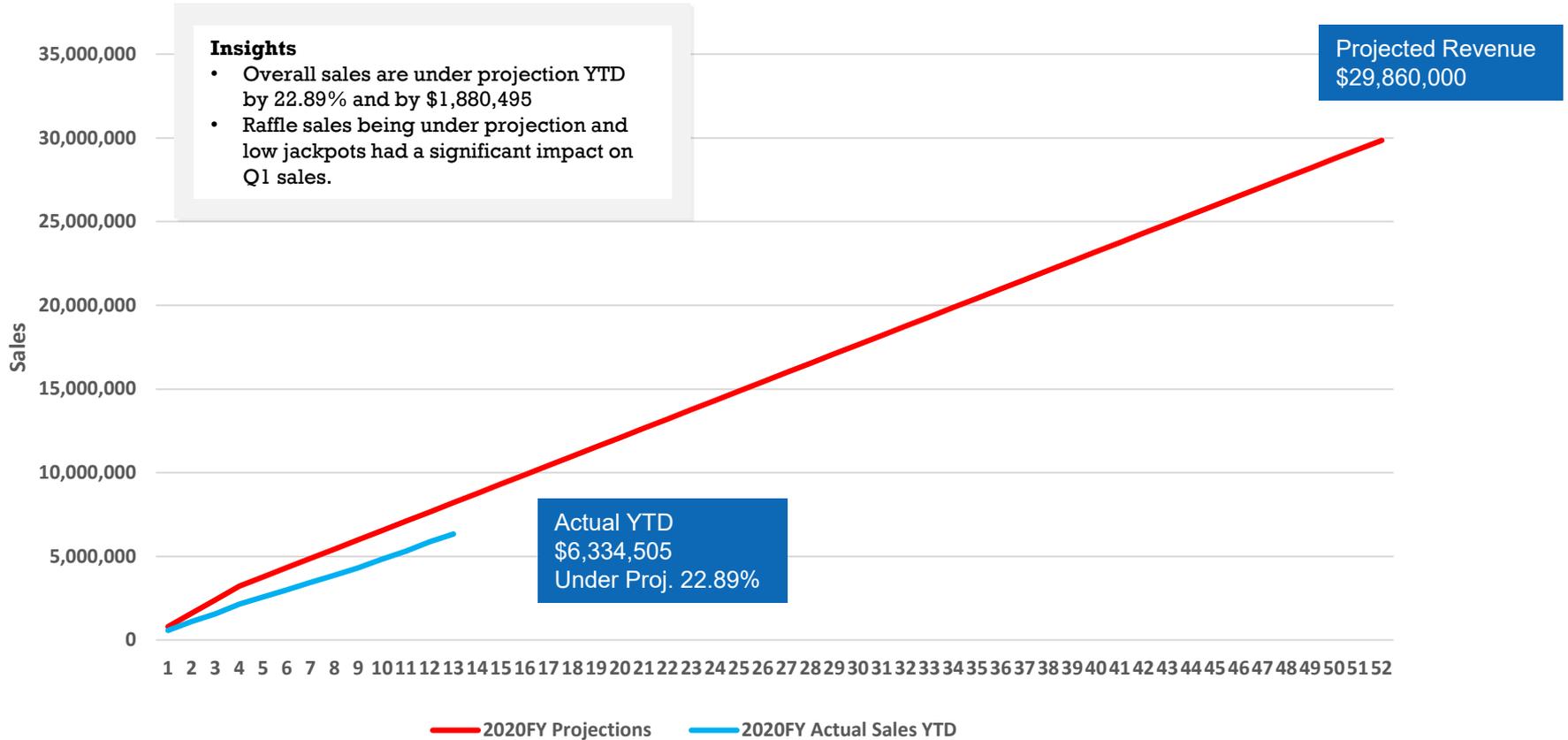
Responsible Gambling Balance

4/30/18 Responsible Gambling Balance	64.06
5/1/18 Unclaimed Prize Funding	200,000.00
FY18 Expenses	-25,869.63
FY 19 Expenses	-109,165.65
FY 20 Expenses	0.00
9/30/19 Responsible Gambling Balance	65,028.78

SALES UPDATE

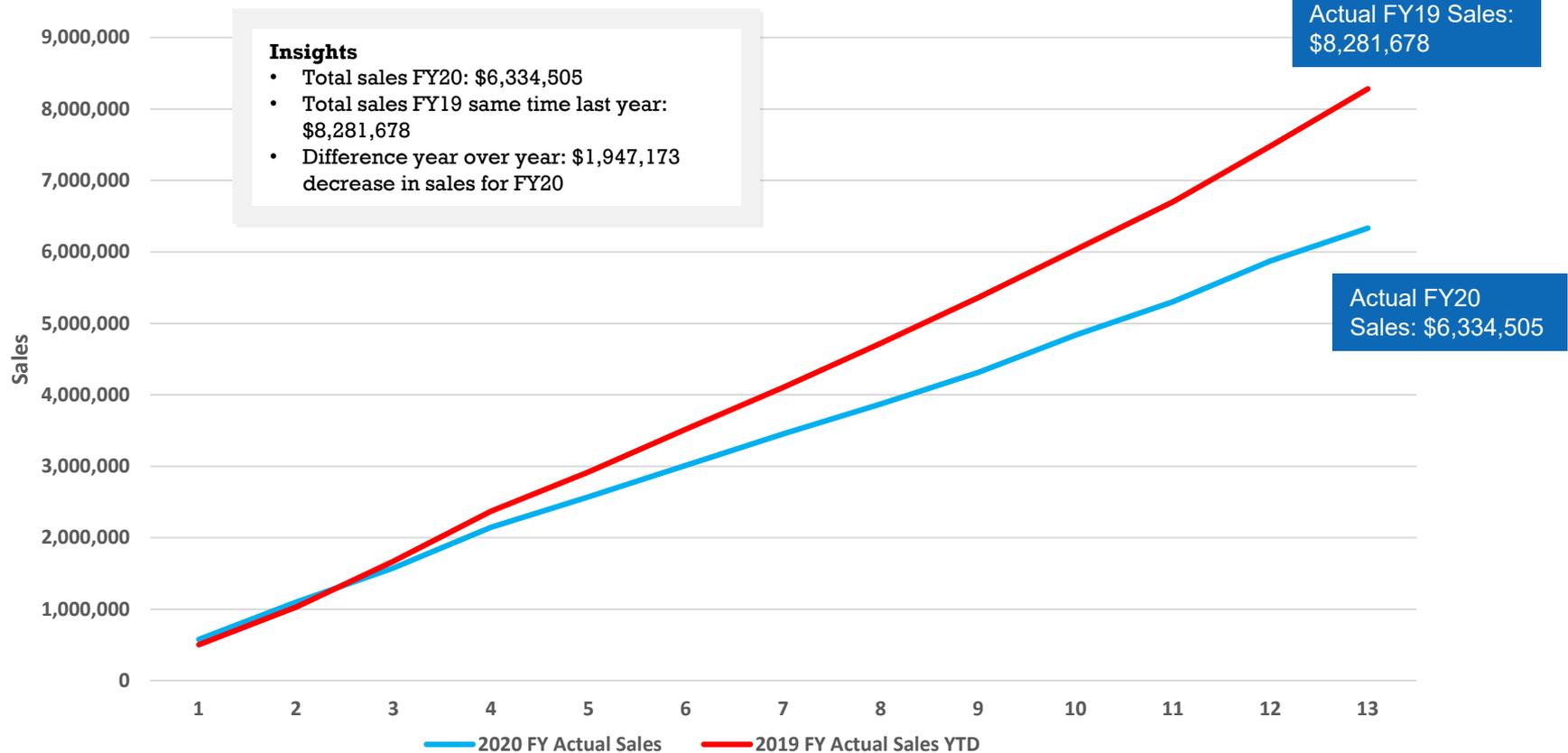
SALES UPDATE

Total Sales: FY20 Actual vs Projection | Week ending 9.28.19



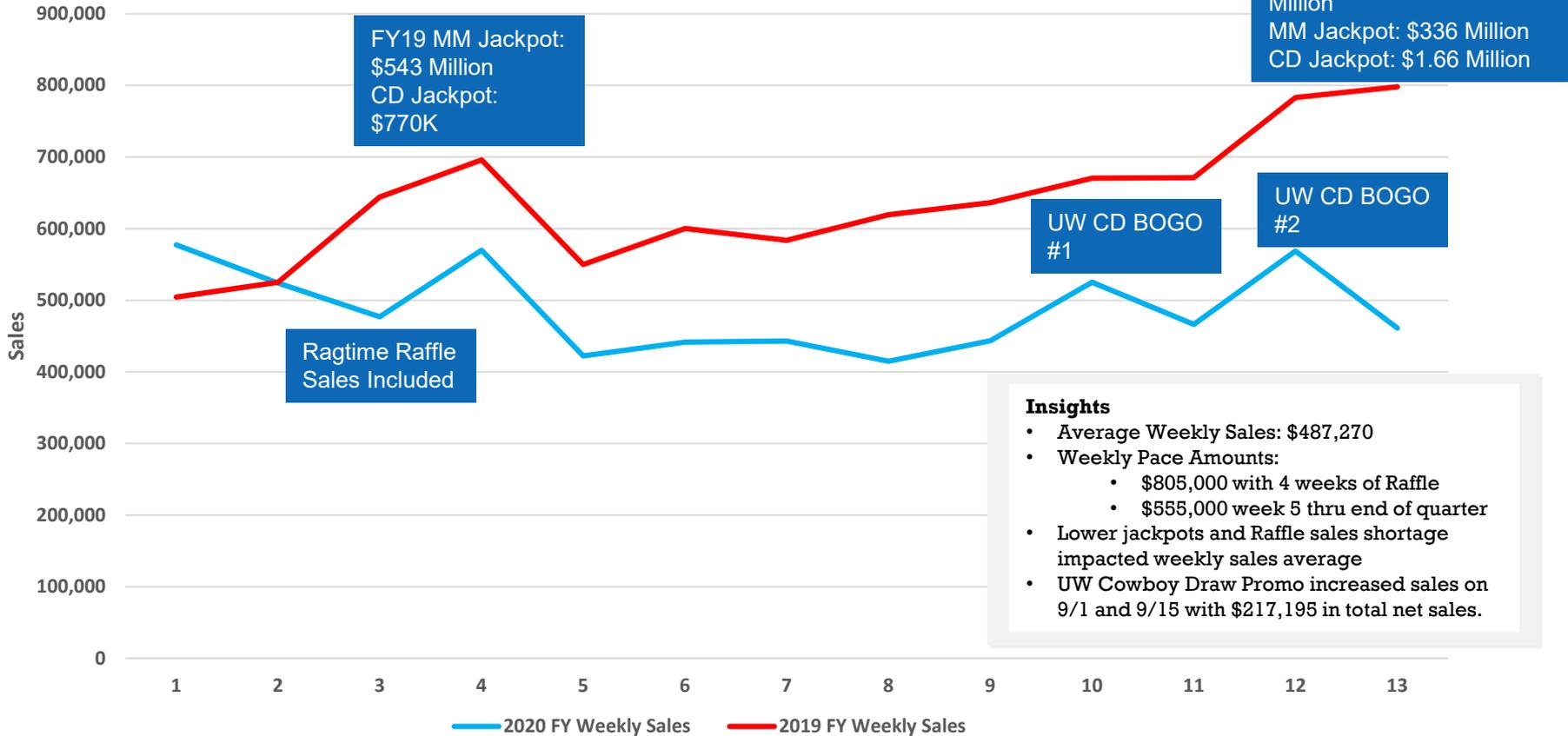
SALES UPDATE

Total Sales: FY20 vs. FY19 | Week ending 9.28.19



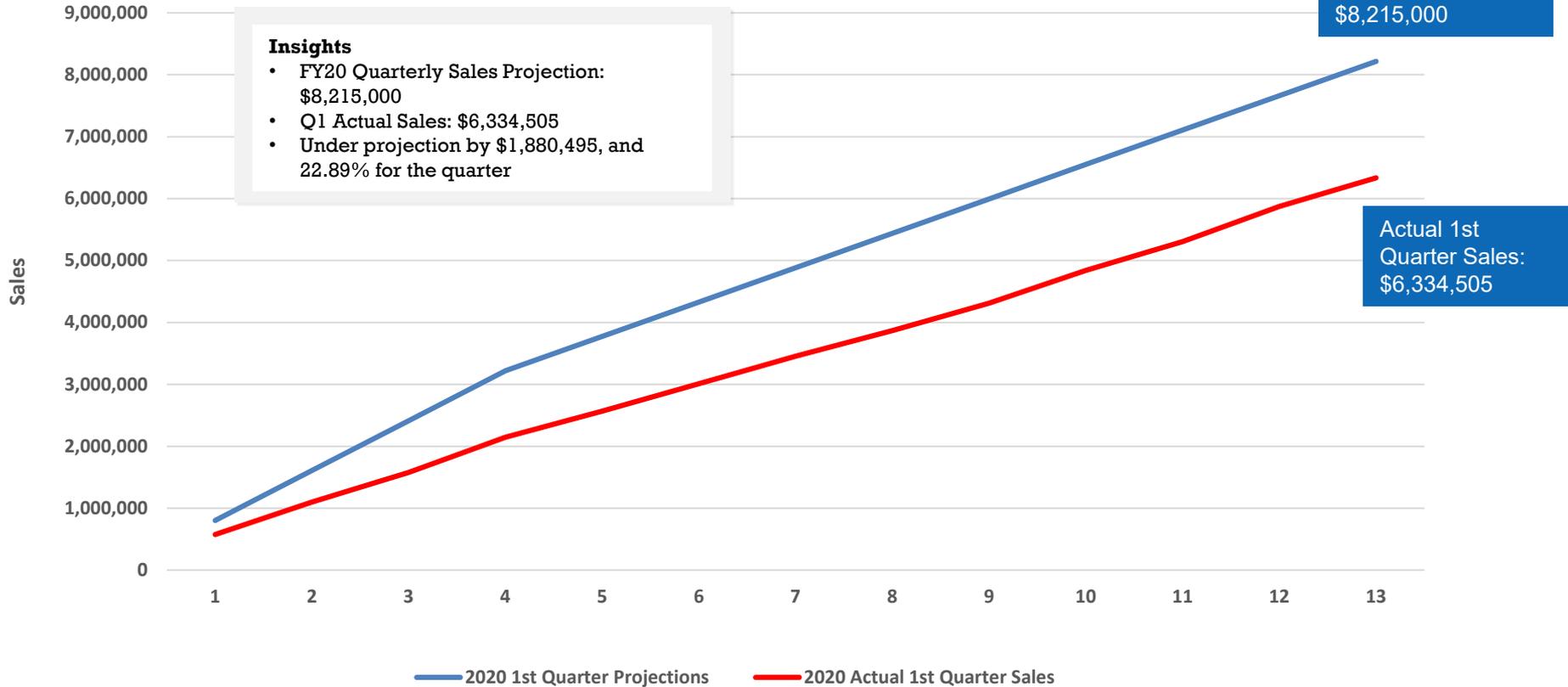
SALES UPDATE

Total Sales: Actual weekly sales FY20 vs. FY19 | Week ending 9.28.19



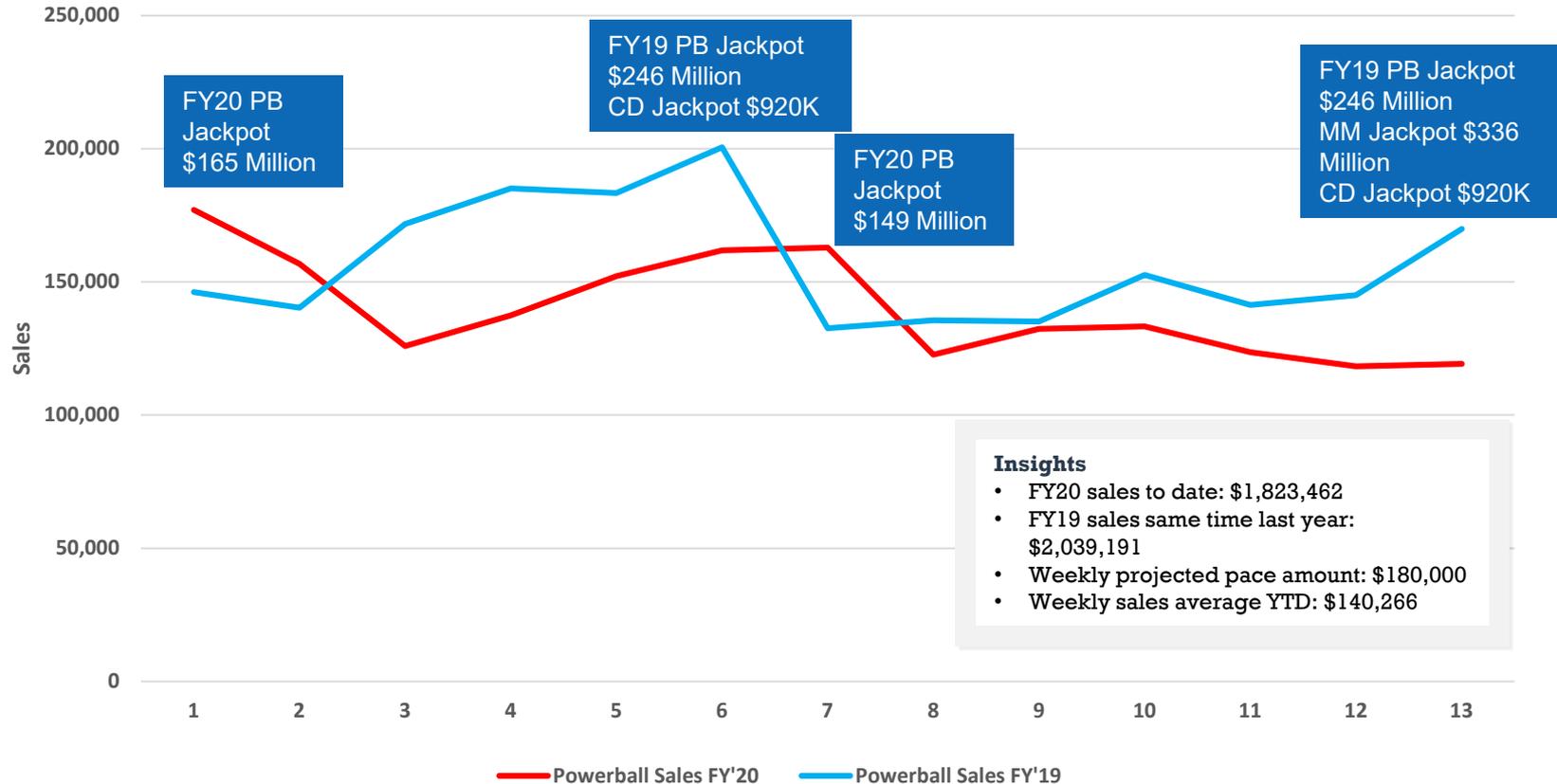
SALES UPDATE

Total 1st Quarter Sales: FY 20 Actual vs Projection | Quarter ending 9.28.19



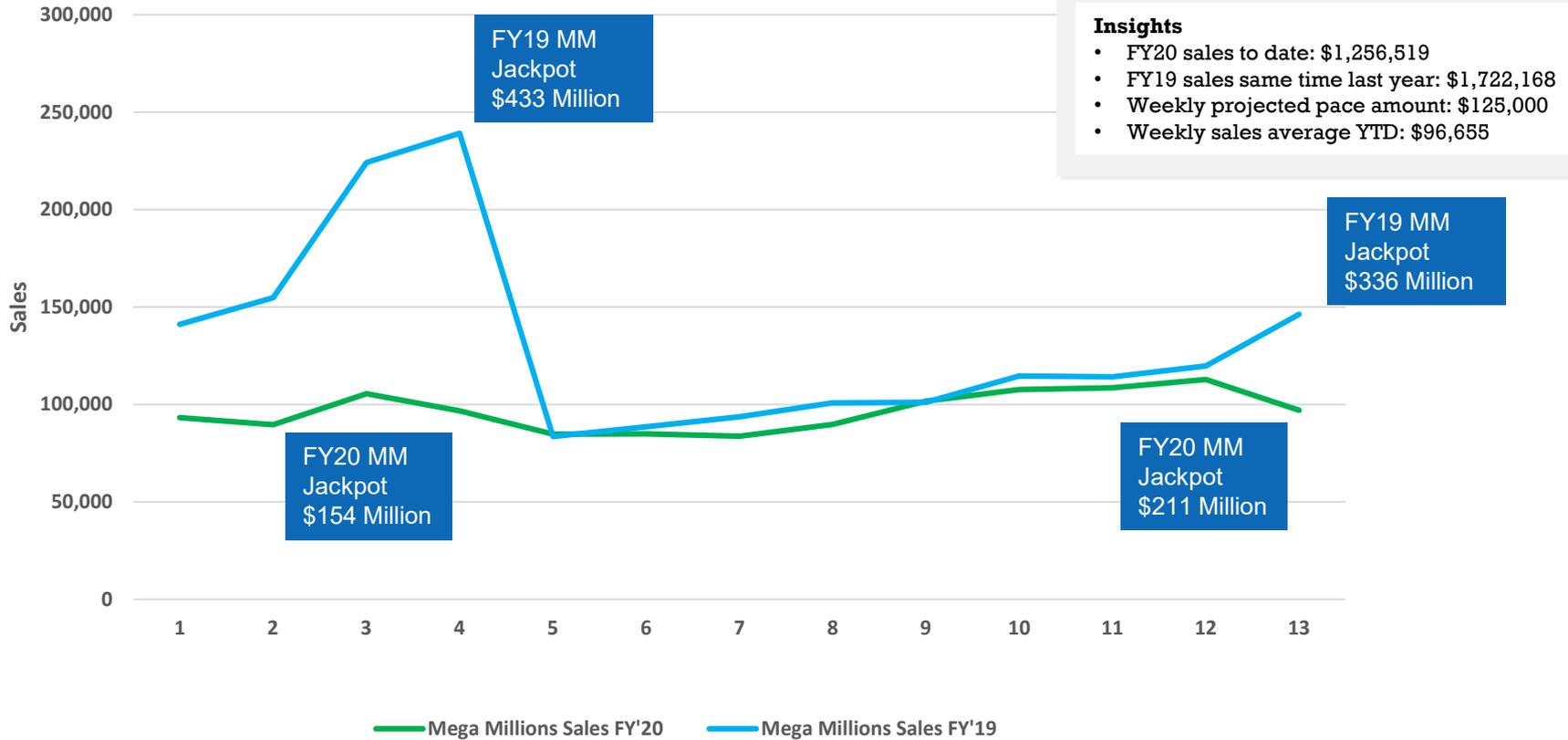
SALES UPDATE

Powerball Sales FY20 vs FY19 | Week ending 9.28.19



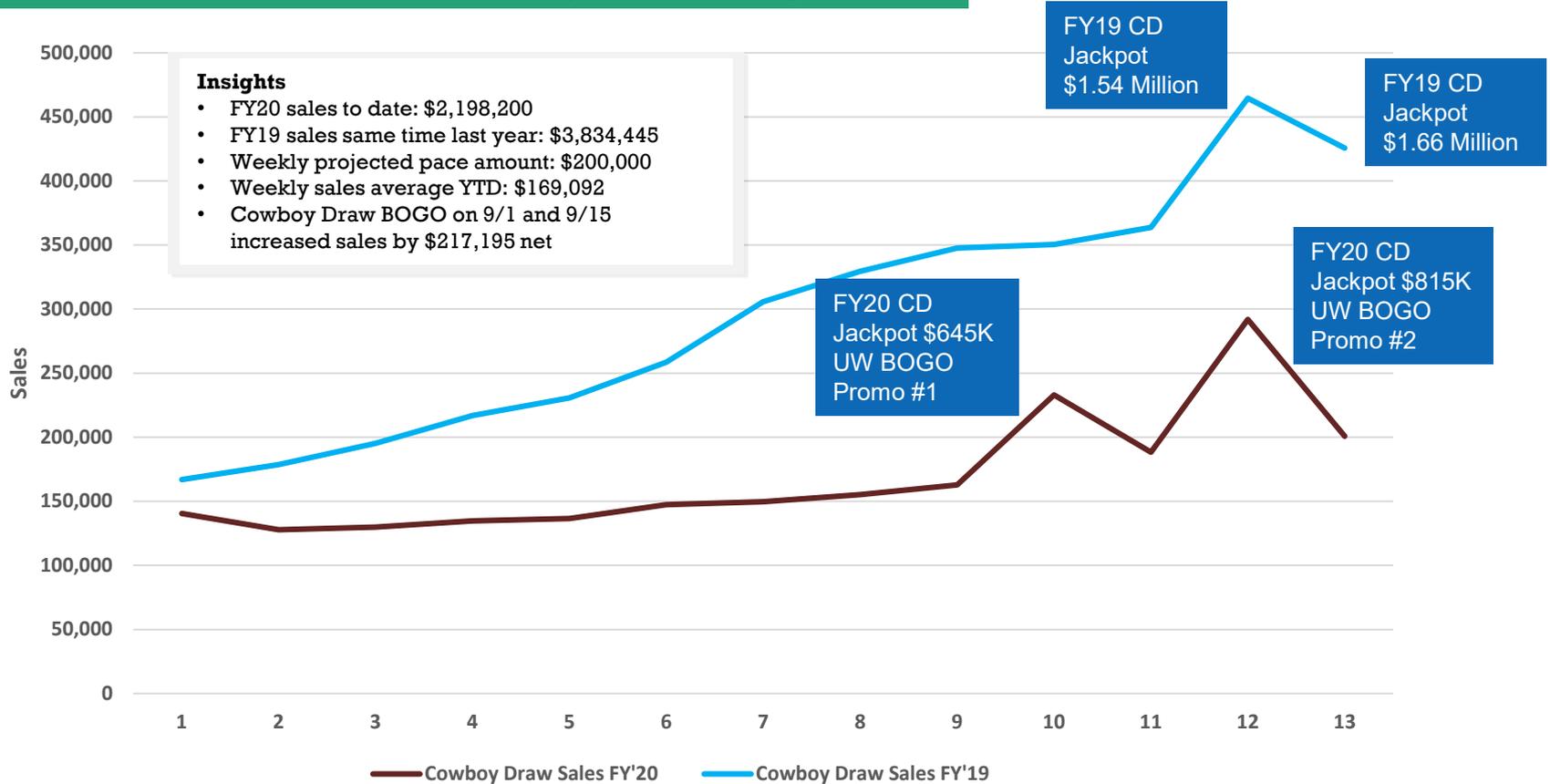
SALES UPDATE

Mega Millions Sales FY20 vs FY19 | Week ending 9.28.19



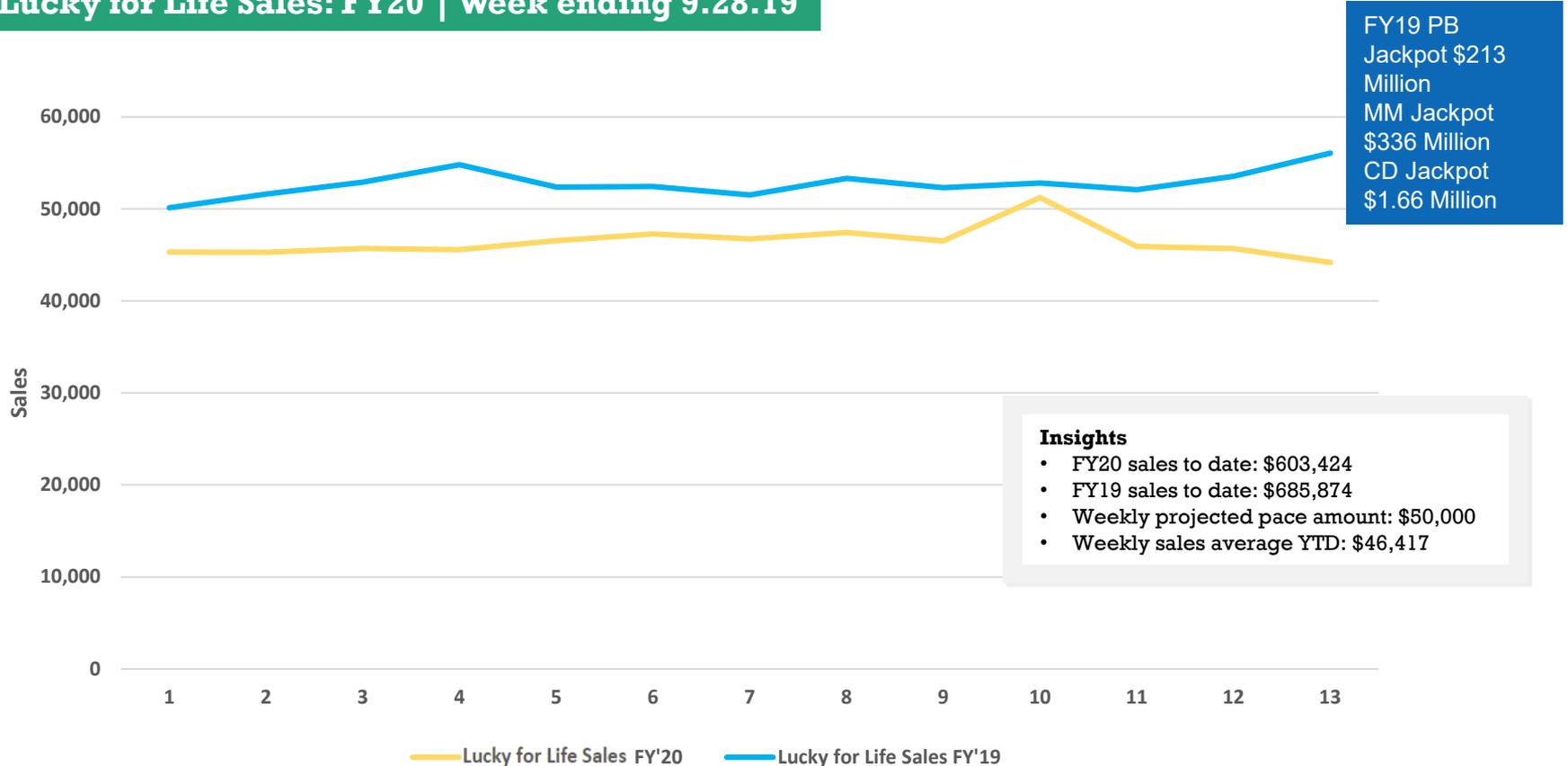
SALES UPDATE

Cowboy Draw Sales FY20 vs. FY19 | Week ending 9.28.19



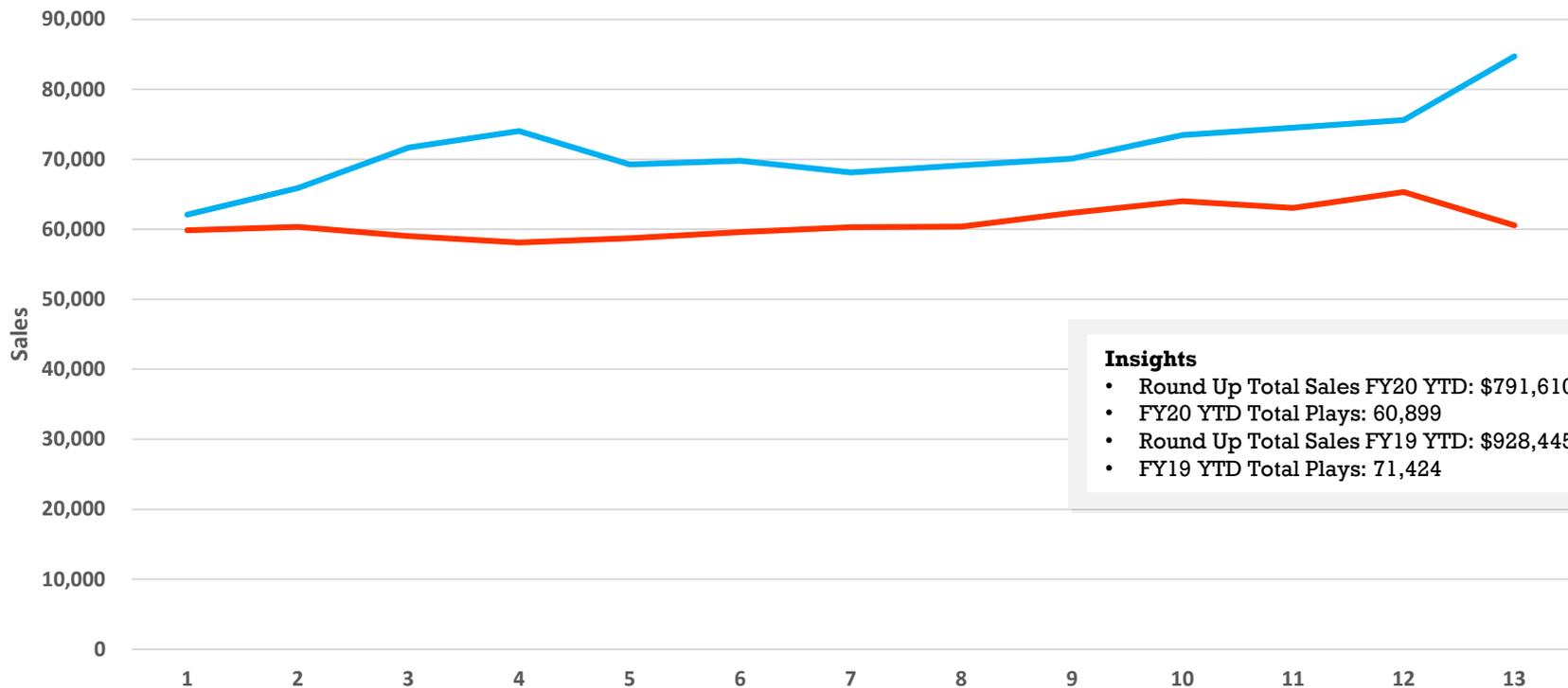
SALES UPDATE

Lucky for Life Sales: FY20 | Week ending 9.28.19



SALES UPDATE

Round Up Sales FY20 | Week ending 9.28.19



Insights

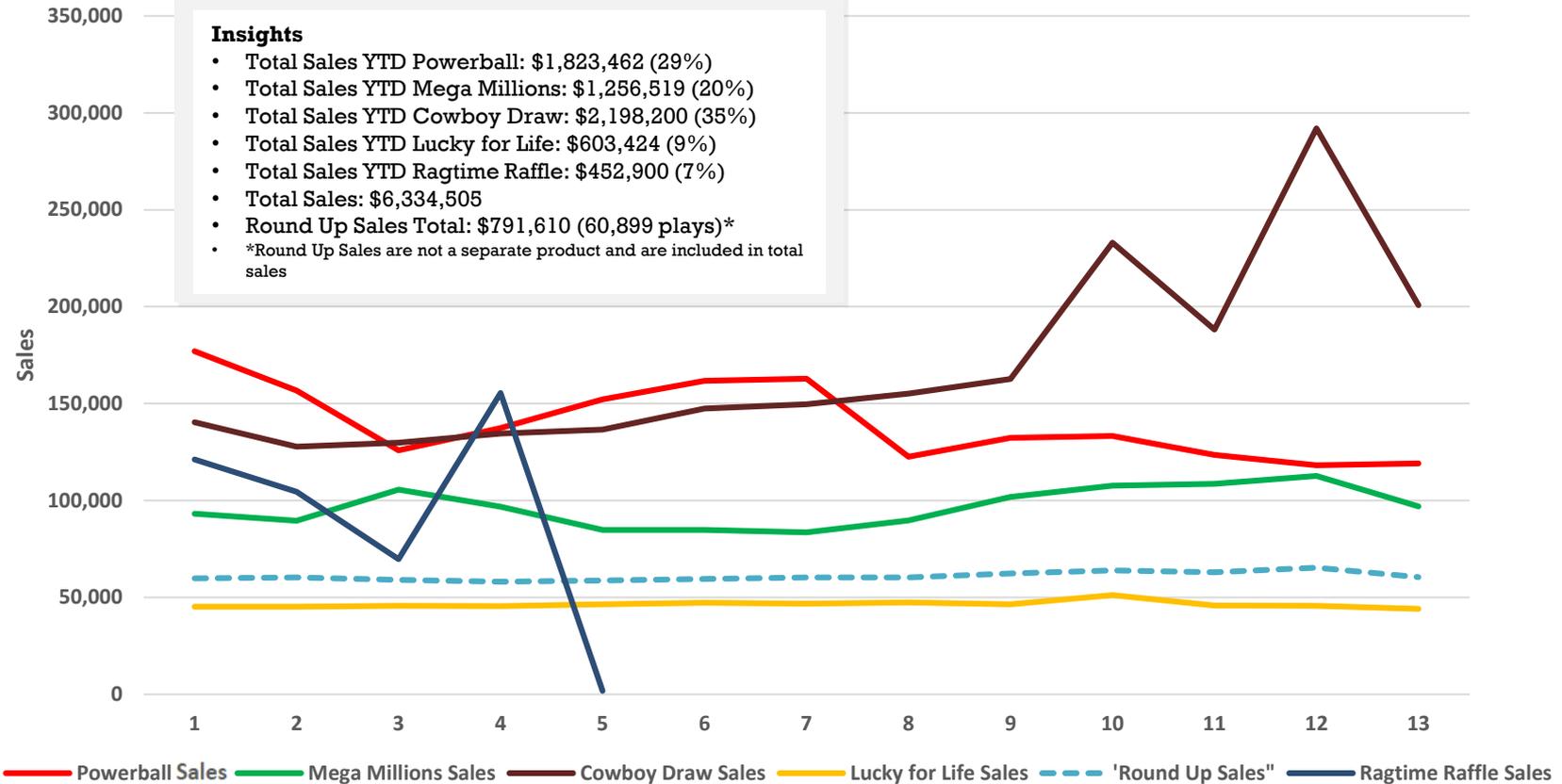
- Round Up Total Sales FY20 YTD: \$791,610
- FY20 YTD Total Plays: 60,899
- Round Up Total Sales FY19 YTD: \$928,445
- FY19 YTD Total Plays: 71,424

— Round Up Sales FY'20

— Round Up Sales FY'19

SALES UPDATE

WyoLotto Product Sales YTD | Week ending 9.28.19



CORPORATE RESPONSIBILITY

CORPORATE RESPONSIBILITY

WyoLotto continues to demonstrate its care for Wyoming communities and citizens.

Problem Gambling

Initiatives to prevent problem gambling:

- Single transactions are capped at \$125 and products are not available 24/7
- The Problem Gambling Hotline is posted on the back of every ticket, listed on play slips, and featured on our website.
- Problem Gambling brochures are located wherever Lottery tickets are sold
- Continued education regarding Problem and Responsible Gambling is a priority



Game Security

Leadership in game security and integrity:

- With each game release and subsequent upgrades, the central game system and Random Number Generator (RNG) are tested
- With each batch release, the Statement of Work (SOW) is thoroughly reviewed for accuracy and release outcomes are verified
- In advance of all system changes, game risks are proactively documented, assessed and analyzed
- Lottery's Internal Control System (ICS) provides its players with a sense of security, knowing the central gaming system is operating at the highest degree of integrity
- The Lottery works with the Department of Family Services (DFS) to collect back child support owed by a player from prize payments



WYOLOTTO
MARKETING UPDATES

MARKETING UPDATES: PUBLIC RELATIONS

Insights

During the first quarter, WyoLotto saw coverage on several topics:

- **July 3, 2019** - Media Alert: Cowboy Draw Jackpot Winner Ticket Sold in Casper
- **July 23, 2019** - WyoLotto sets its sights on Ragtime Raffle Grand Prize announcement at CFD
- **August 2, 2019** - Media Alert: WyoLotto Ragtime Raffle Winning Ticket Sold in Douglas
- **August 19, 2019** - Media Alert: \$1 Million Powerball Ticket Sold in Laramie
- **August 20, 2019** - WyoLotto launches second year of Cowboy Draw BOGO Promotion
- **August 29, 2019** - WyoLotto Celebrates Its Fifth Birthday With Its Largest 12 Month State Transfer to Wyoming
- **September 3, 2019** - WyoLotto announces new members to their Board of Directors

The press releases that had the highest readership was the WyoLotto Birthday and State Transfer press release.

Insights: Although there was excitement around the new WyoLotto Ragtime Raffle game press releases, the state transfer paired with celebrating WyoLotto's 5th birthday had the best results. This speaks to the interest of the media and our followers in the giving back story that we will continue to highlight.

9,402,397
Total readership

\$17,222
Ad Equivalency

MARKETING UPDATES: SOCIAL

facebook

Insights:

- 33,844 Total Page Likes
- 266 new followers this quarter (.8% increase from last quarter)
- 15,509 total engagements this quarter, an increase of 37% in comparison to last quarter
- The beginning of Q1 saw a giant influx in engagement and followers due to Ragtime Raffle and the giveaways tied to the CFD sponsorship. During this quarter WyoLotto also celebrated its 5 year anniversary with a social giveaway. The Ragtime Raffle \$75,000 winner post saw great engagement and over 45 shares.

twitter

Insights:

- 1,412 Followers
- 21 new followers this quarter (1.5% increase from last quarter)
- 431 total engagements this quarter, an increase of 16.5% compared to the last quarter
- 823.06 Impressions per Tweet, a decrease of 16.5% compared to the last quarter
- Overall, Twitter saw great growth during Q1. This platform was utilized more frequently for updates about Ragtime Raffle and lower tier winners. Impressions per Tweet dropped due largely to the 57.9% increase in total tweets sent in Q1 compared to Q4 of FY19.

Instagram

Insights:

- 1,972 Followers
- 262 new followers this quarter (15.3% increase from last quarter)
- 837 total engagements this quarter, a decrease of 9.2% compared to the last quarter
- Engagements per post impression decreased 60% compared to the last quarter
- Instagram continues to grow and we've utilized it to test new types of posts via stories. There was a large increase in total impressions which decreased the overall engagement per impression. We'll continue to develop and refine the profile in the coming quarters.

MARKETING UPDATES: SOCIAL

Top Performing Posts

facebook

Wyoming Lottery Published by Sarah Shoden (7) · July 22

World- meet Jason. He is our recent Wyolotto Ragtime Raffle \$75,000 drawing winner

Jason and his wife Michelle, who are both veterans, are from Lyman. He has worked in the mines the last 11 years and has been waiting on the big win with Wyolotto since the beginning... and boy did it come in! He says he and his wife plan to pay off some bills and put the rest away for that rainy-day fund.

A BIG congrats to Jason and to the Maverick in Lyman that sold the winning ticket! In just a few short days we are going to draw for our grand prize \$750,000. So be sure to grab a ticket before it's too late and we'll have your big check waiting for you!



\$75K WINNER CONGRATS! JASON PEDEN

Wyolotto Ragtime Raffle

Total Engagements: 5,817
Reach: 18,937 organic

twitter

Wyoming Lottery @wyolotto Follow

We're a proud sponsor of #JubileeDays this year & want to celebrate with you! Just retweet this image with the #WyolottoWin for a chance to win a prize package that includes (5) VIP tickets and (2) parking passes for 7/12. We'll pick 2 winners @ 1 pm on 7/10. #Wyoming #Giveaway



TICKET GIVEAWAY!

LARAMIE JUBILEE DAYS
July 6-14, 2019
Laramie, Wyoming Celebration

MUST BE 18+ TO ENTER & WIN

12:58 PM · 9 Jul 2019

5 Retweets 6 Likes

Total Engagements: 11
Reach: 21,178 users

Instagram

\$75K WINNER CONGRATS! JASON PEDEN



Wyolotto Ragtime Raffle

try, now I am a proud lottery winner with the help of dr.favour spell. I won \$2,000,000! Million and I am making this known to everyone out there who have been trying all day to win the lottery. believe me this is the only way to win the lottery, this is real secret we all have been searching for you can contact via email drfavourspell@gmail.com

10w · 2 likes · Reply · View replies (2)

jules9987 Love that someone from Lyman won!

10w · 1 like · Reply

Liked by dcor tez_5 and 93 others

JULY 22

Add a comment... Post

Total Engagements: 105
Reach: 1,046 users

MARKETING UPDATES: WEBSITE

Insights

- Overall site traffic: 1,714,042 sessions
- Bounce rate: 62.10% (1.31% decrease from Q4)
- Pages per session: 1.96 (2.67% decrease from Q4)
- Session duration: 00:01:33 (6.32% decrease from Q4)
- 3.77% increase in organic search traffic
- Email generated 24.55% more website users than Q4 due to Ragtime Raffle and UW BOGO communications
- 13.28% decrease in homepage traffic from Q4 with more campaign traffic driving to internal pages for Ragtime Raffle and UW BOGO than the homepage
- Denver site traffic increased significantly primarily due to people coming in from Colorado to play Ragtime Raffle and checking their numbers throughout the campaign
- Salt Lake City site traffic increased by 4.73% due to Raffle ads targeting in Northeast Utah

Top Cities Visiting

1. Denver – 11.75%
2. Cheyenne – 9.08%
3. Salt Lake City – 6.20%
4. Casper – 5.76%
5. Rock Springs – 4.83%

MARKETING UPDATES: EMAIL

Email Marketing

Total subscribers:
42,607 (1% decrease from Q4)

Total emails sent:
1,589,267 individual emails

DURING THIS QUARTER, WE SENT
19 PLAYER EMAILS, 7 PRESS RELEASES,
AND 106 RSS EMAILS

Insights:

- The most opened email was the “WyoLotto Ragtime Raffle Grand Prize Winner Announcement” email with 7,828 opens and an 18.3% open rate
 - Reasons for success:
 - Excitement around first winner for the new game
- The “CFD Lady Antebellum Ticket Giveaway” email saw the highest click rate at 4.8%
 - Reasons for success:
 - Our players love giveaways!

CAMPAIGN UPDATES

CAMPAIGN UPDATES: RAGTIME RAFFLE

June 9 – July 28, 2019



We launched Ragtime Raffle on June 9, at the Cody Nite Rodeo and ran the game and campaign thru July 28, selling 53,853 tickets.

For this campaign we developed and placed assets for:

- TV
- Digital
- Social
- Email
- Print
- Web
- POP
- Billboard (static & digital)
- Public relations
- On-site activations at events across the state

The three \$75,000 early bird draws were conducted on 6/15 at CNFR, 7/6 at Wyoming Downs, and 7/14 at Laramie Jubilee Days.

The grand prize number of 052349 was announced live at the CFD Finals Rodeo on July 28 in front of over 13,000 in-house attendees and over 150,000 viewers on RFD-TV.



CAMPAIGN UPDATES: UW COWBOY DRAW BOGO

Aug. 15 – Nov. 23, 2019

For this year's UW sponsorship we continued the promotion for Cowboy Draw Buy One – Get One (BOGO) offer in conjunction with the football season for all home games.

The promotion has been active for the past three home games supported by messaging on the following platforms:

- Social media
- Website
- Email
- Retailer pads
- Radio in-game reads and recorded ads for all broadcasts
- In-stadium PA announcements
- In-stadium ribbon board and scoreboard messaging

The promotion was executed on Sept. 1, 15, and 29, and resulted in total net sales of \$362,180. In comparison to non-BOGO Sunday sales during this period, the promotion is averaging a net increase of \$88,623.



The Cowboys beat the Rebels, 53-17!

Visit any WyoLotto retailer this Sunday from 11am–2pm for your buy one get one free Cowboy Draw tickets.

CAMPAIGN UPDATES: GIVING BACK PR

October – December 2019



This quarter we are planning a Giving Back PR roadshow for Jon Clontz to visit key areas around the state to share the message of how WyoLotto gives back to the cities, towns and counties through the quarterly transfers as well as winner payouts, retailer commissions and local media placements.

We are currently developing the strategy for the roadshow to include the following locations for local media interviews prior to the start of the upcoming legislative session in January 2020:

- Evanston
- Jackson
- Cody
- Sheridan
- Rock Springs
- Rawlins
- Riverton
- Casper
- Cheyenne

CAMPAIGN UPDATES: MOBILE APP RESEARCH

September – November 2019

WyoLotto, Park Avenue Gaming (PAG), Intralot, and W21 have been collaborating to define the final app functionality, schedule, and development execution. To ensure that we launch an app that resonates with Wyoming, we are conducting research of other state lottery apps that will be finalized on October 30.

We are beginning work on the overall campaign plan and initial design with asset delivery to PAG by December 20 for development and testing of the following pages:

- Ticket Register/Scanner
- Ticket Checker/Did I Win
- Past Results
- Promotional Notifications
- Retailer Locator/Where to Buy

GAME UPDATES

GAME UPDATES: COWBOY DRAW

This Quarter

In the first quarter,
we have seen:

- 94,063 total Cowboy Draw winners
- \$2,662,705 in total Cowboy Draw winnings
- 172 players that each won \$1,000
- 1 jackpot winner of \$665,927

Since Launch

Since the launch of Cowboy
Draw, we've seen:

- 21 lucky players hit the jackpot
- \$35,495,735 in prizes awarded
- 1,935,630 winners



GAME UPDATES: POWERBALL

This Quarter

In the first quarter,
we have seen:

- 30,629 total Wyoming Powerball winners
- \$1,245,756 in total Wyoming Powerball winnings
- 1 \$1,000,000 winner and 1 \$1,000 winner



Since Launch

Since the launch of WyoLotto,
we've seen:

- \$12,046,594 to Wyoming residents in Powerball winnings
- 901,175 Wyoming winners



GAME UPDATES: MEGA MILLIONS

This Quarter

In the first quarter,
we have seen:

- 21,530 total Wyoming Mega Millions winners
- \$138,438 in total Wyoming Mega Millions winnings
- 5 \$500 winners, 2 \$600 winners, 6 \$1,000 winners, 3 \$1,500 winners, and 1 \$2,000 winner

Since Launch

Since the launch of WyoLotto,
we've seen:

- \$10,601,182 to Wyoming residents in Mega Millions winnings
- 971,175 Wyoming winners



GAME UPDATES: LUCKY FOR LIFE

This Quarter

In the first quarter,
we have seen:

- 41,283 total Wyoming Lucky for Life winners
- \$235,615 in total Wyoming Lucky for Life winnings
- 1 \$5,000 winner



Since Launch

Since game launch, we've
seen:

- \$3,992,914 to Wyoming residents in Lucky for Life winnings
- 539,251 Wyoming winners



NEXT STEPS

NEXT UP...

UW/Cowboy Draw BOGO Campaign

- Run Dates: 8/30-11/24
- On-Site Events:
 - UW vs. CSU 11/22

Giving Back PR Roadshow

- October – December 2019

Mobile App Development

- Strategy and Planning: September – November 2019
- Design: October – December 2019
- Testing/Development: December 2019 – January 2020
- Launch: TBD



THANK YOU!

ANY QUESTIONS?