

WyoLotto FY2021 Q1 Board Report



Financial Update

Financial Update

Balance Sheet

As of September 30, 2020

ASSETS	Sep 30, 20	Sep 30, 19	\$ Change
Current Assets			
Checking/Savings			
Checking Accounts	6,233,725.14	3,766,802.76	2,466,922.38
Prize Account Petty Cash (TII)	1,168.74	1,014.98	153.76
Restricted Cash			
Unclaimed Prizes	971,051.80	1,146,157.86	(175,106.06)
Responsible Gambling Funds	62,840.78	65,028.78	(2,188.00)
Fidelity Fund	59,780.85	58,157.60	1,623.25
Total Checking/Savings	7,328,567.31	5,037,161.98	2,291,405.33
Other Current Assets			
Prepaid Expenses	18,991.73	18,953.64	38.09
Retail Accounts Receivable	399,380.54	560,995.87	(161,615.33)
Other Receivables	5,679,059.25	0.00	5,679,059.25
Total Other Current Assets	6,097,431.52	579,949.51	5,517,482.01
Total Current Assets	13,425,998.83	5,617,111.49	7,808,887.34
Noncurrent Assets			
Capital Assets, Net	291,375.01	265,522.90	25,852.11
Capital Assets, Trademarks	34,700.00	34,700.00	0.00
Work In Progress	0.00	25,600.00	(25,600.00)
Deposits - Building	7,500.00	7,500.00	0.00
Total Noncurrent Assets	333,575.01	333,322.90	252.11
Deferred Outflows of Resources			
Pension Related Outflows	137,225.72	354,913.30	(217,687.58)
TOTAL ASSETS	13,896,799.56	6,305,347.69	7,591,451.87
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	396,851.03	364,785.39	32,065.64
Jonah Bank Credit Card	4,963.06	1,287.21	3,675.85
State of Wyoming Transfer Payable	1,445,900.00	854,032.00	591,868.00
Unearned Revenue (net)	571,000.00	388,497.00	182,503.00
Prizes Payable	8,622,091.37	2,253,241.00	6,368,850.37
Payroll Liabilities	46,921.24	49,756.07	(2,834.83)
Total Current Liabilities	11,087,726.70	3,911,598.67	7,176,128.03
Noncurrent Liabilities			
Xerox-Capital Lease	56,450.08	74,009.82	(17,559.74)
Net Pension Liability	986,060.09	1,245,323.46	(259,263.37)
Total Noncurrent Liabilities	1,042,510.17	1,319,333.28	(276,823.11)
Deferred Inflows of Resources			
Pension Related Inflows	168,192.59	38,459.39	129,733.20
Total Liabilities	12,298,429.46	5,269,391.34	7,029,038.12
Equity			
Retained Earnings	1,294,684.62	990,940.49	303,744.13
Net Income	303,685.48	45,015.86	258,669.62
TOTAL LIABILITIES & EQUITY	13,896,799.56	6,305,347.69	7,591,451.87

Financial Update

Profit & Loss

July 2020 through September 2020

Operating Income/Expense	July - Sept 20	July - Sept 19	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	1,257,837.00	1,258,737.00	-900.00
Power Ball Sales (net)	2,212,816.60	1,837,438.04	375,378.56
Cowboy Draw Sales (net)	4,502,046.50	2,400,975.00	2,101,071.50
Lucky For Life (net)	672,390.00	629,810.24	42,579.76
Raffle Sales	0.00	992,060.00	-992,060.00
Total Income / Revenues	8,645,090.10	7,119,020.28	1,526,069.82
Other Revenues			
Application Fees (Fidelity-Res)	200.00	500.00	-300.00
Other Revenues	0.00	3,500.00	-3,500.00
Total - Other Revenues	200.00	4,000.00	-3,800.00
Total Income	8,645,290.10	7,123,020.28	1,522,269.82
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense - Low Tier/ Hi			
Megamillions Low Tier	146,671.33	117,372.50	29,298.83
Powerball Low Tier	401,150.75	177,489.00	223,661.75
Cowboy Draw Low Tier	1,312,623.33	677,531.25	635,092.08
Lucky For Life L-T	238,321.00	211,754.25	26,566.75
Total Prize Expense - Low Tier/ Hi	2,098,766.41	1,184,147.00	914,619.41
Prize Expense - MUSL	1,374,595.82	1,295,816.97	78,778.85
Prize Expense CD Jackpot	1,290,000.00	923,145.00	366,855.00
Prize Expense - Raffle		905,000.00	
Total Direct Gaming Costs	4,763,362.23	4,308,108.97	455,253.26
Gaming Expenses			
Gaming Retail Commissions	530,868.36	442,438.68	88,429.68
Gaming Retail Validation Bonus	14,450.19	9,447.98	5,002.21
Vendor Expense - (Intralot)	1,005,965.79	839,690.12	166,275.67
Total Gaming Expenses	1,551,284.34	1,291,576.78	259,707.56
Total COGS	6,314,646.57	5,599,685.75	714,960.82
Gross Profit	2,330,643.53	1,523,334.53	807,309.00
Expense			
Operating Expenses			
Bank Fees	-24.16	0.00	-24.16
Board Expenses	2,598.60	10,773.97	-8,175.37
Insurance	4,403.17	4,002.10	401.07
Membership Dues	1,730.75	1,337.00	393.75
Accounting / Audit Fees	29,500.00	0.00	29,500.00
Legal Fees	19,409.40	16,361.52	3,047.88
Marketing	123,847.52	182,337.36	-58,489.84
New Game Development	0.00	0.00	0.00
Outside Contract Services (IT)	31,337.12	30,623.75	713.37

Financial Update

Profit & Loss, Continued

July 2020 through September 2020

	July - Sept 20	July - Sept 19	\$ Change
Operating Income/Expense			
Vendor Background Services	0.00	672.00	-672.00
Payroll Services	1,406.25	1,626.25	-220.00
Retail Investigation	0.00	1,350.00	-1,350.00
Facilities & Equipment	29,433.13	33,394.03	-3,960.90
Communications	2,379.89	1,999.34	380.55
Office Costs	4,515.51	5,105.94	-590.43
Outside Services	0.00	0.00	0.00
Petty Cash Over/Short	1.00	134.00	-133.00
Other Types of Expenses	5.00	15.00	-10.00
Retailer Special Incentive	2,500.00	3,000.00	-500.00
Rent & Janitorial	27,180.42	26,929.50	250.92
Salaries, Wages & Benefits	298,844.61	291,026.30	7,818.31
Travel	3,669.41	20,234.60	-16,565.19
EE Uniforms	0.00	0.00	0.00
Pension Expense	0.00	0.00	0.00
Total Operating Expenses	582,737.62	630,922.66	-48,185.04
Net Operating Income	1,747,905.91	892,411.87	855,494.04
Other Income			
Interest Income	2,496.90	7,692.56	-5,195.66
Other Expenses			
Gain/Loss on Sale of Assets	0.00	0.00	0.00
Interest Expense	817.33	1,056.57	-239.24
Total Other Expense	817.33	1,056.57	-239.24
Net Income before Transfer	1,749,585.48	899,047.86	850,537.62
State of Wyoming Transfers	1,445,900.00	854,032.00	591,868.00
Net Income	303,685.48	45,015.86	258,669.62

Net Income	303,685.48
Retained Net Proceeds	303,685.48
State Transfer % of Net Income	82.64%
Remaining % of Net Income Allocated to Reserves	17.36%

Financial Update

Profit & Loss Budget vs Actual

July 2020 through September 2020

	FY 21 QTR 1			
	TOTAL			
	Jul - Sept 20	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 · Income / Revenues	8,645,090.10	5,811,000.00	2,834,090.10	148.77%
Total 48000 · Other Revenues	200.00	0.00	200.00	100.00%
Total Income	8,645,290.10	5,811,000.00	2,834,290.10	148.78%
Cost of Goods Sold				
Total 50000 · A Direct Gaming Costs	4,763,362.23	3,336,447.00	1,426,915.23	142.77%
Total 51000 · B Gaming Expenses	1,551,284.34	1,034,358.00	516,926.34	149.98%
Total COGS	6,314,646.57	4,370,805.00	1,943,841.57	144.47%
Gross Profit	2,330,643.53	1,440,195.00	890,448.53	161.83%
	Jul - Sept 20	Budget	+ Favorable	% of Budget
Expense				
Total 60000 · Business Expenses	8,708.36	10,770.00	-2,061.64	80.86%*
Total 61000 · Contract Services	205,500.29	213,419.95	-7,919.66	96.29%**
Total 62000 · Facilities and Equipment	29,433.13	31,000.00	-1,566.87	94.95%
Total 63000 · Operations	36,581.82	39,902.50	-3,320.68	91.68%***
Total 64000 · Personnel Salaries, Benefits & Travel	302,514.02	318,983.22	-16,469.20	94.84%****
Total Expense	582,737.62	614,075.67	-31,338.05	94.9%
Net Ordinary Income	1,747,905.91	826,119.33	921,786.58	211.58%
Other Income/Expense				
70000 · Interest Income	2,496.90	4,500.00	-2,003.10	55.49%
81000 · Interest Expense	817.33	845.00	-27.67	96.73%
82000 · Gain/Loss on Discarded Assets	0.00			
Total Other Expense	817.33	845.00	-27.67	96.73%
Net Other Income	1,679.57	3,655.00	-1,975.43	45.95%
	Jul - Sept 20	Budget	- Favorable	% of Budget
Net Income before Transfer to State of Wyoming	1,749,585.48	829,774.33	919,811.15	210.85%
Transfer to State of Wyoming	1,445,900.00			
Net Income	303,685.48			

* Under \$1,400 Board Expenses

** Under \$7,000 Marketing

*** Under \$2,900 Office Costs

**** Under \$7,000 Vacation Wages (Accrual); Under \$4,000 Travel
Under \$1,500 Uniforms;

Net Income Allocation:

Retained Net Proceeds Allocation (17.36%)

303,685.48

Net Income:

303,685.48

Financial Update

Profit & Loss Responsible Gambling Budget vs. Actual

July 2020 through September 2020

	FY 21 QTR 1 YTD		
	TOTAL		
	July 20 - Sept 20	FY21 Budget	- Favorable
Responsible Gambling Expenses			
Tracker Study Follow Up Research	0.00	15,000.00	-15,000.00
Certifications - University 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	12,006.43	-12,006.43
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	62,840.78	-62,840.78

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	-2,188.00
FY 21 Expenses	0.00
9/30/20 Responsible Gambling Balance	62,840.78

Financial Update

Proposed Profit & Loss budget Amendment Overview/Comparison

July 2020 - June 2021 compared with July 2019 - June 2020

Ordinary Income/Expense	Original FY21 Budget	Amended FY21 Budget	DIFFERENCE
	Jul '20 - Jun 21	Jul '20 - Jun 21	
Income			
40000 - Income / Revenues			
41000 - Mega Millions Sales (net)	4,784,000.00	4,784,000.00	0.00
42000 - Power Ball Sales (net)	7,020,000.00	7,020,000.00	0.00
43000 - Cowboy Draw Sales (net)	9,100,000.00	9,100,000.00	0.00
44000 - Lucky For Life (net)	2,340,000.00	2,340,000.00	0.00
45000 - Raffle Sales	0.00	0.00	0.00
46000 - 2by2 Sales	0.00	481,538.00	481,538.00
Total 40000 - Income / Revenues	23,244,000.00	23,705,538.00	461,538.00
48000 - Other Revenues			
48500 - Application Fees (Fidelity-Res)	0.00	0.00	0.00
Total 48000 - Other Revenues	0.00	0.00	0.00
Total Income	23,244,000.00	23,705,538.00	461,538.00
Cost of Goods Sold			
50000 - A Direct Gaming Costs			
50100 - Prize Expense - Low Tier HI			
50105 - Megamillions Low Tier	645,840.00	645,840.00	0.00
50110 - Powerball Low Tier	877,500.00	877,500.00	0.00
50115 - Cowboy Draw Low Tier	2,502,500.00	2,502,500.00	0.00
50120 - Lucky For Life L-T	819,000.00	819,000.00	0.00
50150 - 2by2 Free Plays	0.00	57,692.25	57,692.25
Total 50100 - Prize Expense - Low Tier HI	4,844,840.00	4,902,532.25	57,692.25
50200 - Prize Expense - MUSL			
50205 - MM MUSL Expense	1,865,760.00	1,865,760.00	0.00
50210 - PB MUSL Expense	2,527,200.00	2,527,200.00	0.00
50220 - L4L MUSL Expense	468,000.00	468,000.00	0.00
50300 - 2by2 MUSL Expense	0.00	182,307.51	182,307.51
Total 50200 - Prize Expense - MUSL	4,860,960.00	5,043,267.51	182,307.51
50300 - Prize Expense CD Jackpot	3,640,000.00	3,640,000.00	0.00
50400 - Prize Expense - Raffle	0.00	0.00	0.00
Total 50000 - A Direct Gaming Costs	13,345,800.00	13,585,799.76	239,999.76
51000 - B Gaming Expenses			
51100 - Gaming Retail Commissions	1,394,640.00	1,422,332.28	27,692.28
51200 - Gaming Retail Validation Bonus	37,190.40	37,928.86	738.46
51300 - Vendor Expense - (Intralot)	2,705,601.60	2,759,324.62	53,723.02
Total 51000 - B Gaming Expenses	4,137,432.00	4,219,585.76	82,153.76
Total COGS	17,483,232.00	17,805,386.52	322,153.52
Gross Profit	5,760,768.00	5,900,152.48	139,384.48
Expense			
60000 - Business Expenses			
60100 - Bank Fee	250.00	250.00	0.00
60200 - Board Expenses			
60205 - Board Compensation	15,975.00	15,975.00	0.00
60210 - Board Meetings	7,385.00	7,385.00	0.00
60220 - Board Travel	14,650.00	14,650.00	0.00
60225 - Board Bckgrd Check	1,050.00	1,050.00	0.00
60226 - Board Strategic Planning	0.00	0.00	0.00
Total 60200 - Board Expenses	39,060.00	39,060.00	0.00
60230 - Employee Recruitment & Relocate	0.00	0.00	0.00
60240 - Insurance	18,843.00	18,843.00	0.00
60260 - Membership Dues	52,970.00	52,970.00	0.00
60270 - Responsible Gambling Program	0.00	0.00	0.00
Total 60000 - Business Expenses	111,123.00	111,123.00	0.00
61000 - Contract Services			
61100 - Accounting / Audit Fees	50,500.00	50,500.00	0.00
61200 - Legal Fees	99,000.00	99,000.00	0.00
61300 - Marketing			
61302 - WHSE 21 Contract	475,000.00	475,000.00	0.00

Financial Update

Proposed Profit & Loss budget Amendment Overview/Comparison, Continued

July 2020 - June 2021 compared with July 2019 - June 2020

	Original FY21 Budget	Amended FY21 Budget	DIFFERENCE
	Jul '20 - Jun 21	Jul '20 - Jun 21	
61320 - Events & Sponsorships			
61321 - Event Support	0.00	0.00	0.00
61320 - Events & Sponsorships - Other	107,900.00	107,900.00	0.00
Total 61320 - Events & Sponsorships	107,900.00	107,900.00	0.00
61330 - Internal Marketing/Promotions	4,000.00	4,000.00	0.00
61340 - Retailer Marketing	16,000.00	16,000.00	0.00
61345 - Retailer Forums	7,700.00	7,700.00	0.00
61350 - Swag	35,000.00	35,000.00	0.00
61360 - Winner Marketing	5,000.00	5,000.00	0.00
61370 - Social Management	7,290.00	7,290.00	0.00
61380 - Digital/Mobile Marketing	72,500.00	72,500.00	0.00
63600 - Public Relations	11,500.00	11,500.00	0.00
61300 - Marketing - Other	0.00	0.00	0.00
Total 61300 - Marketing	741,890.00	741,890.00	0.00
61400 - New Game Development			
61435 - New Game Testing	0.00	140,000.00	140,000.00
61440 - New Product Branding	0.00	11,500.00	11,500.00
61441 - Campaign Conception & Development	0.00	151,000.00	151,000.00
61444 - Corporate Communications	0.00	10,000.00	10,000.00
61445 - Media Planning Buying	0.00	185,000.00	185,000.00
61447 - New Product Public Relations	0.00	5,000.00	5,000.00
61455 - Agency Management & Reporting	0.00	40,000.00	40,000.00
61450 - APP New Product	0.00	50,000.00	50,000.00
Total 61400 - New Game Development	0.00	592,500.00	592,500.00
61600 - Outside Contract Services (IT)			
61610 - IT Hardware	2,400.00	2,400.00	0.00
61620 - IT Software	16,150.00	16,150.00	0.00
61600 - Outside Contract Services (IT) - Other	92,760.00	92,760.00	0.00
Total 61600 - Outside Contract Services (IT)	111,310.00	111,310.00	0.00
61650 - Vendor Background Services	1,500.00	1,500.00	0.00
61600 - Payroll Services	6,720.00	6,720.00	0.00
61700 - Retail Investigation	8,000.00	8,000.00	0.00
61800 - Bad Debt - Retailers	0.00	0.00	0.00
61900 - Research	0.00	0.00	0.00
Total 61000 - Contract Services	1,018,920.00	1,611,420.00	592,500.00
62000 - Facilities and Equipment			
62100 - Fleet Expenses	3,950.00	3,950.00	0.00
62200 - Depr and Amort - Allowable	110,400.00	110,400.00	0.00
62300 - Equip Rental and Maintenance	9,050.00	9,050.00	0.00
62600 - IT Equipment	66,000.00	66,000.00	0.00
62000 - Facilities and Equipment - Other	2,500.00	2,500.00	0.00
Total 62000 - Facilities and Equipment	191,900.00	191,900.00	0.00
63000 - Operations			
63100 - Communications	11,339.00	11,339.00	0.00
63200 - Office Costs	26,950.00	26,950.00	0.00
63300 - Other Costs	0.00	0.00	0.00
63350 - Outside Services	36,000.00	36,000.00	0.00
63400 - Other Types of Expenses			
63410 - Petty Cash Over/Short	120.00	120.00	0.00
63400 - Other Types of Expenses - Other	2,000.00	2,000.00	0.00
Total 63400 - Other Types of Expenses	2,120.00	2,120.00	0.00
63450 - Retailer Special Incentive	9,000.00	9,000.00	0.00
63600 - Rent & Janitorial	109,571.00	109,571.00	0.00
Total 63000 - Operations	194,980.00	194,980.00	0.00
64000 - Personnel Salaries & Benefits			
64100 - Employee Benefits			
64150 - 401(k) Benefit	0.00	0.00	0.00
64160 - 457(b) Benefit	33,358.00	33,358.00	0.00
64100 - Employee Benefits - Other	238,333.50	238,333.50	0.00
Total 64100 - Employee Benefits	271,691.50	271,691.50	0.00
64200 - Employee Compensation	843,421.00	848,421.00	-5,000.00

Financial Update

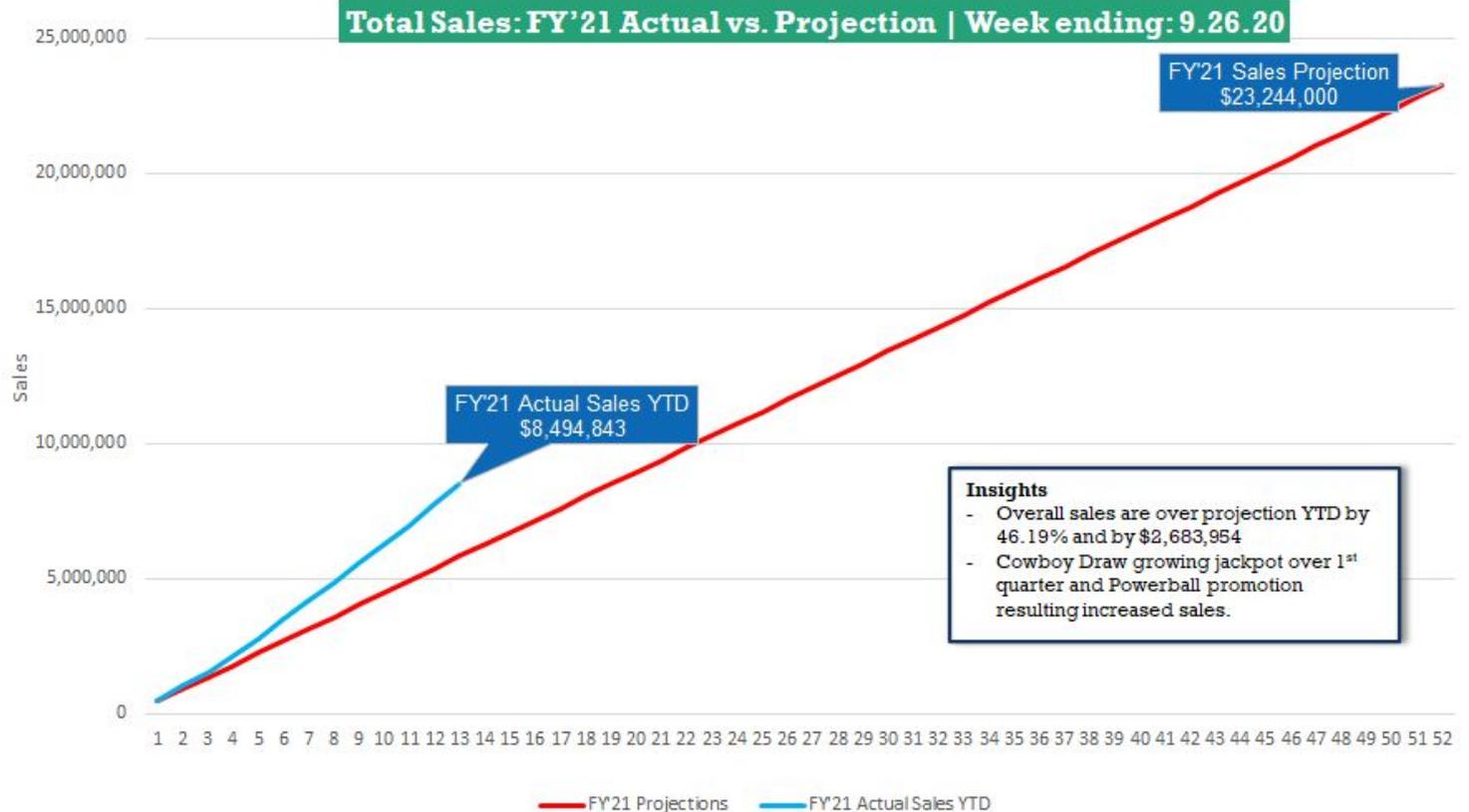
Proposed Profit & Loss budget Amendment Overview/Comparison, Continued

July 2020 - June 2021 compared with July 2019 - June 2020

	Original FY21 Budget	Amended FY21 Budget	DIFFERENCE
	Jul '20 - Jun 21	Jul '20 - Jun 21	
64300 · Employee Parking	4,860.00	4,860.00	0.00
64400 · Employee Vacation Expense	29,400.00	29,400.00	0.00
64500 · Employer Payroll Taxes	77,148.00	77,648.00	-500.00
64510 · BOD Employer Payroll Taxes	1,355.00	1,355.00	0.00
66000 · Travel			
66100 · Employee Conference & Training	30,000.00	30,000.00	0.00
66200 · Employee Travel	22,900.00	22,900.00	0.00
Total 66000 · Travel	52,900.00	52,900.00	0.00
67000 · EE Uniforms	2,500.00	2,500.00	0.00
Total 64000 · Personnel Salaries & Benefits	1,283,275.50	1,288,775.50	-5,500.00
Total Expense	2,800,198.50	3,398,198.50	598,000.00
Net Ordinary Income	2,960,569.50	2,501,953.98	-458,615.52
Other Income/Expense			
Other Income			
70000 · Interest Income	13,500.00	13,500.00	0.00
Total Other Income	13,500.00	13,500.00	0.00
Other Expense			
81000 · Interest Expense	2,988.00	2,988.00	0.00
Total Other Expense	2,988.00	2,988.00	0.00
Net Other Income	10,512.00	10,512.00	0.00
Net Income	2,971,081.50	2,512,465.98	-458,615.52
State Transfers @ 75%	\$2,228,311.13	\$1,884,349.49	-343,961.64
25% Retained Proceeds	\$742,770.38	\$628,116.50	-114,653.88

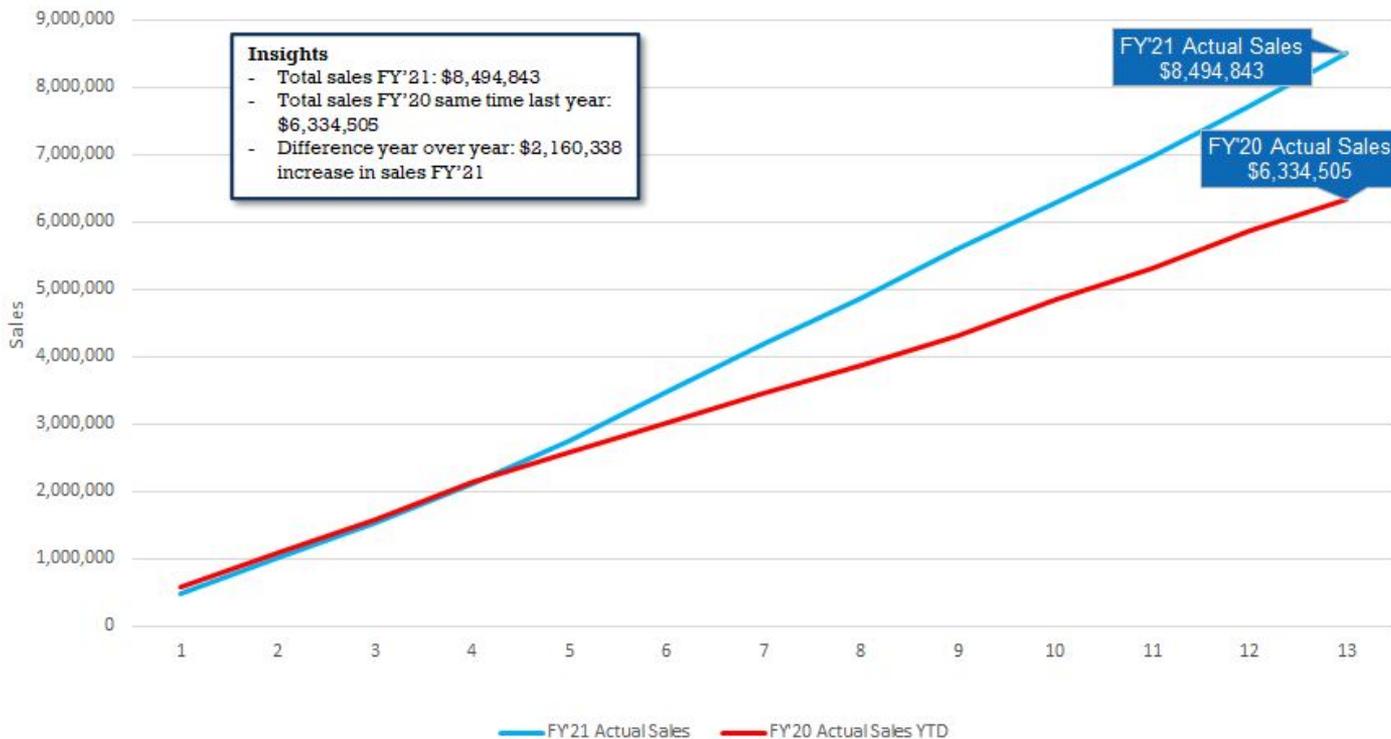
Sales Update

Sales Update



Sales Update

Total Sales: FY'21 vs. FY'20 - Week ending: 9/26/20



Sales Update

Actual weekly sales FY'21 vs. FY'20 | Week ending 9.26.20

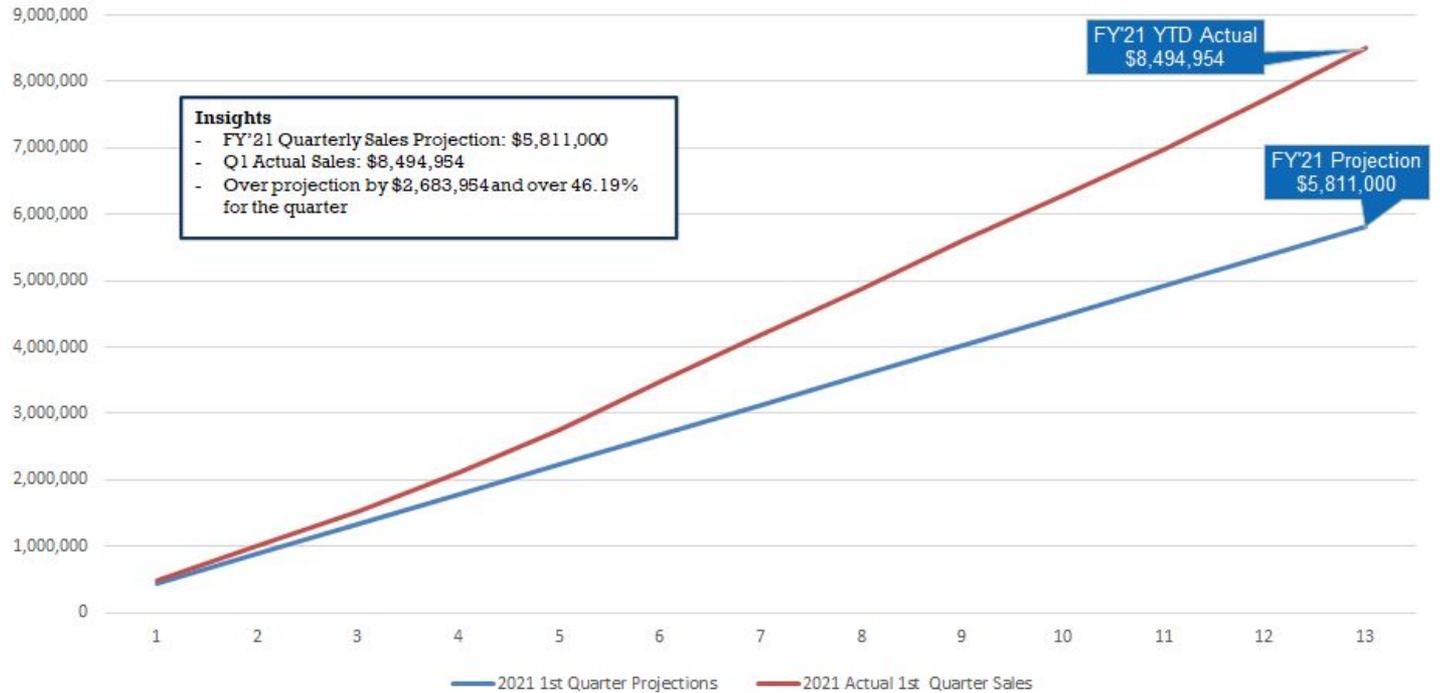


Insights

- Average weekly sales: \$643,861
- Weekly pace amount: \$447,000
- A PB jackpot of \$158M and a growing jackpot for CD that began in April '20 resulted in increased weekly sales
- For the month of August, Saturday sales saw increase due to PB Bogo Promotion

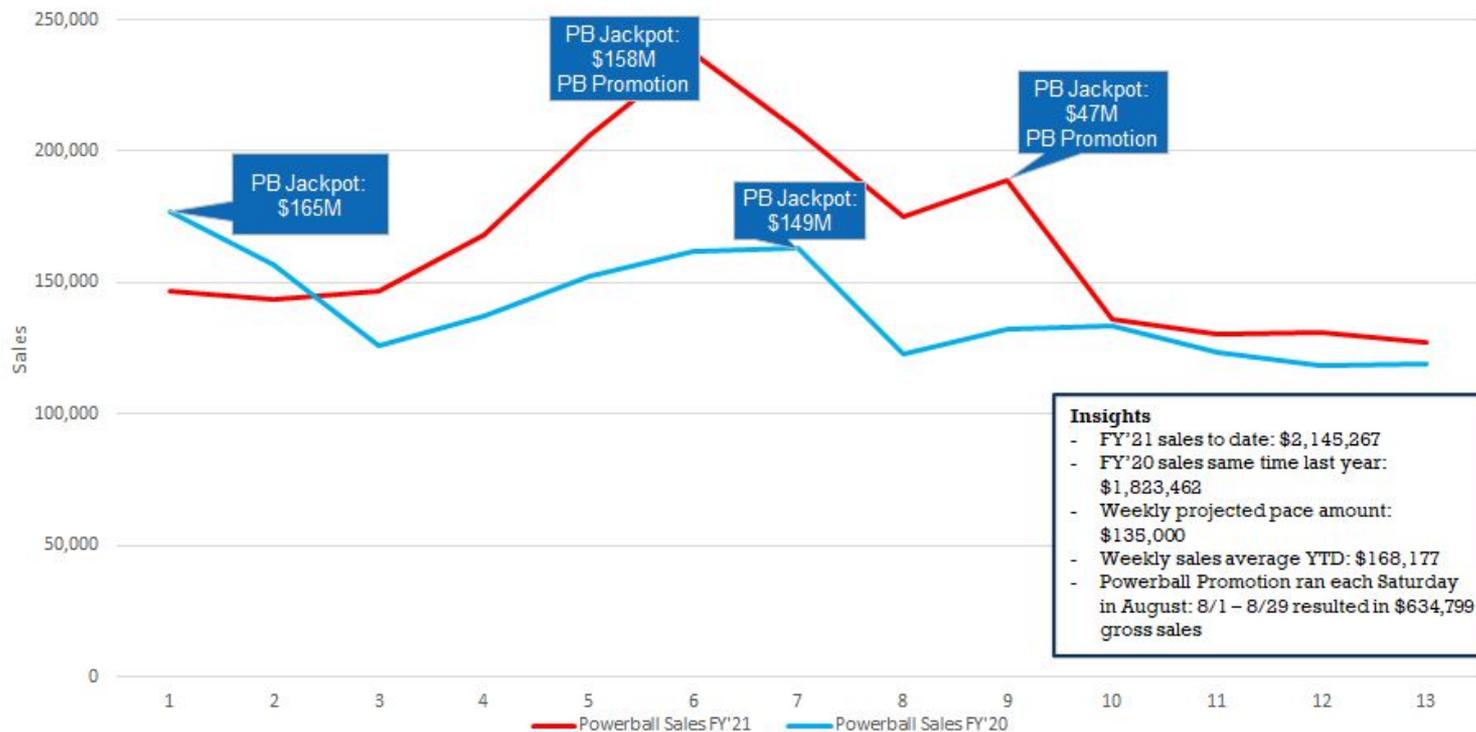
Sales Update

Total 1st Quarter Sales: FY'21 Actual vs. Projections | Quarter Ending 9.26.20



Sales Update

Powerball Sales FY'21 vs. FY'20 | Week ending: 9.26.20

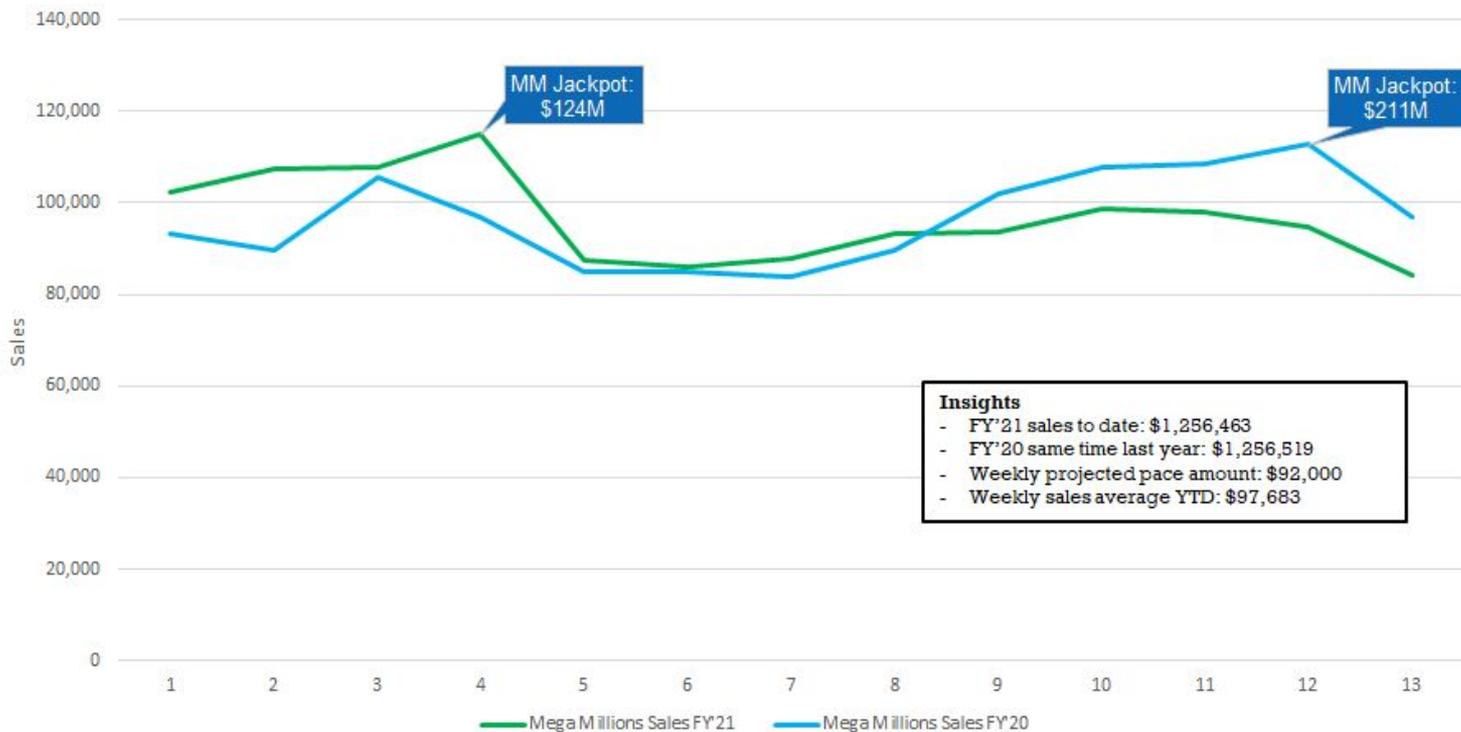


Insights

- FY'21 sales to date: \$2,145,267
- FY'20 sales same time last year: \$1,823,462
- Weekly projected pace amount: \$135,000
- Weekly sales average YTD: \$168,177
- Powerball Promotion ran each Saturday in August: 8/1 – 8/29 resulted in \$634,799 gross sales

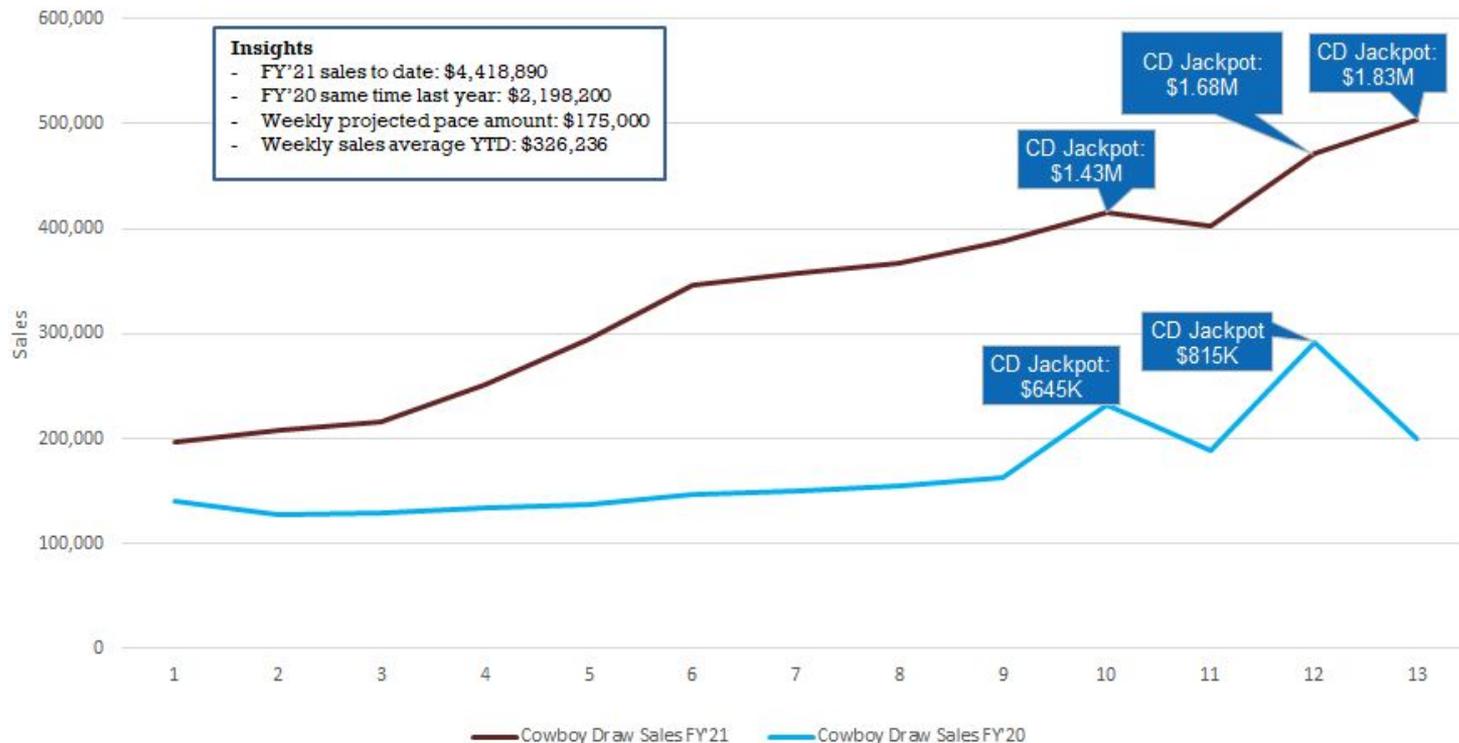
Sales Update

Mega Millions Sales FY'21 vs. FY'20 | Week Ending: 9.26.20



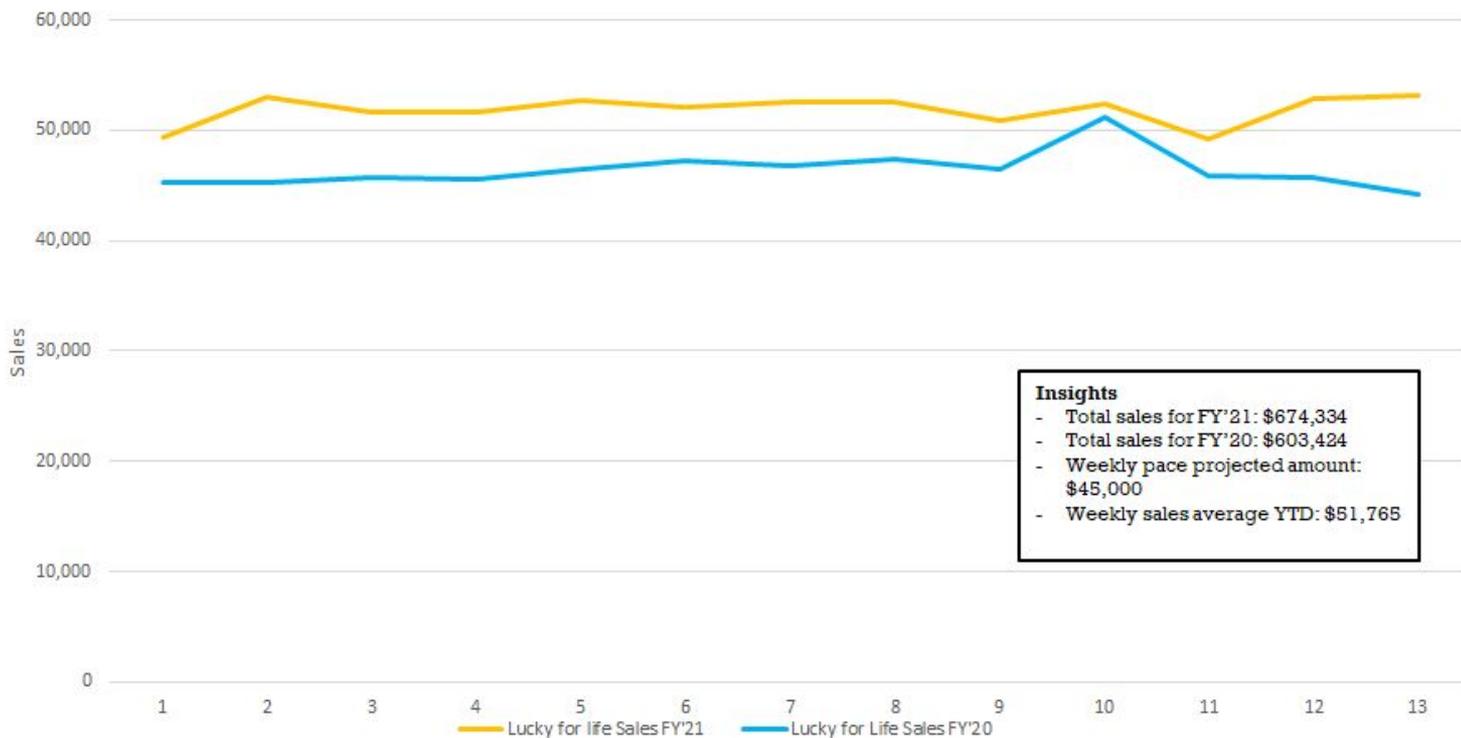
Sales Update

Cowboy Draw FY'21 vs. FY'20 | Week ending: 9.26.20



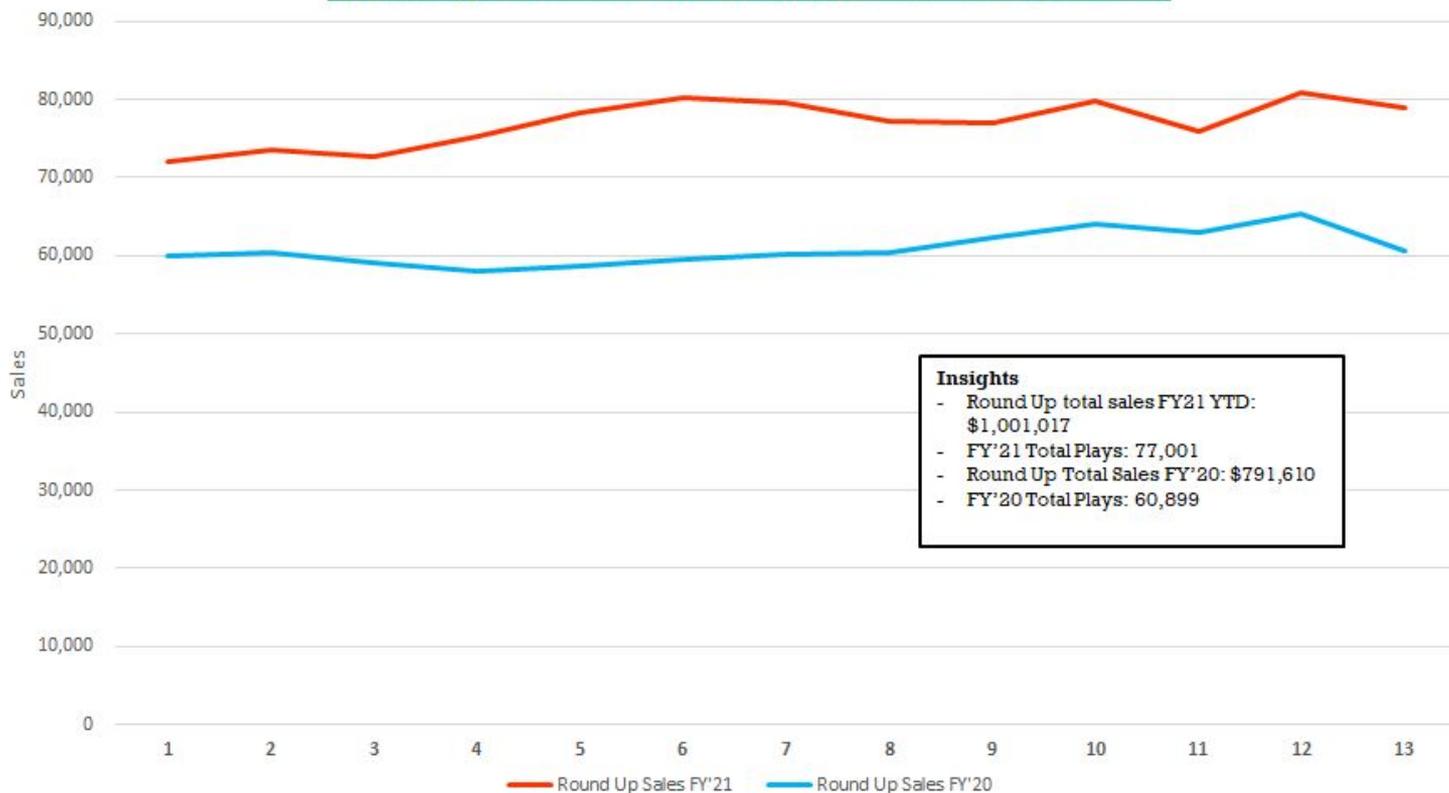
Sales Update

Lucky for Life Sales: FY'21 vs. FY'20 | Week ending: 9.26.20



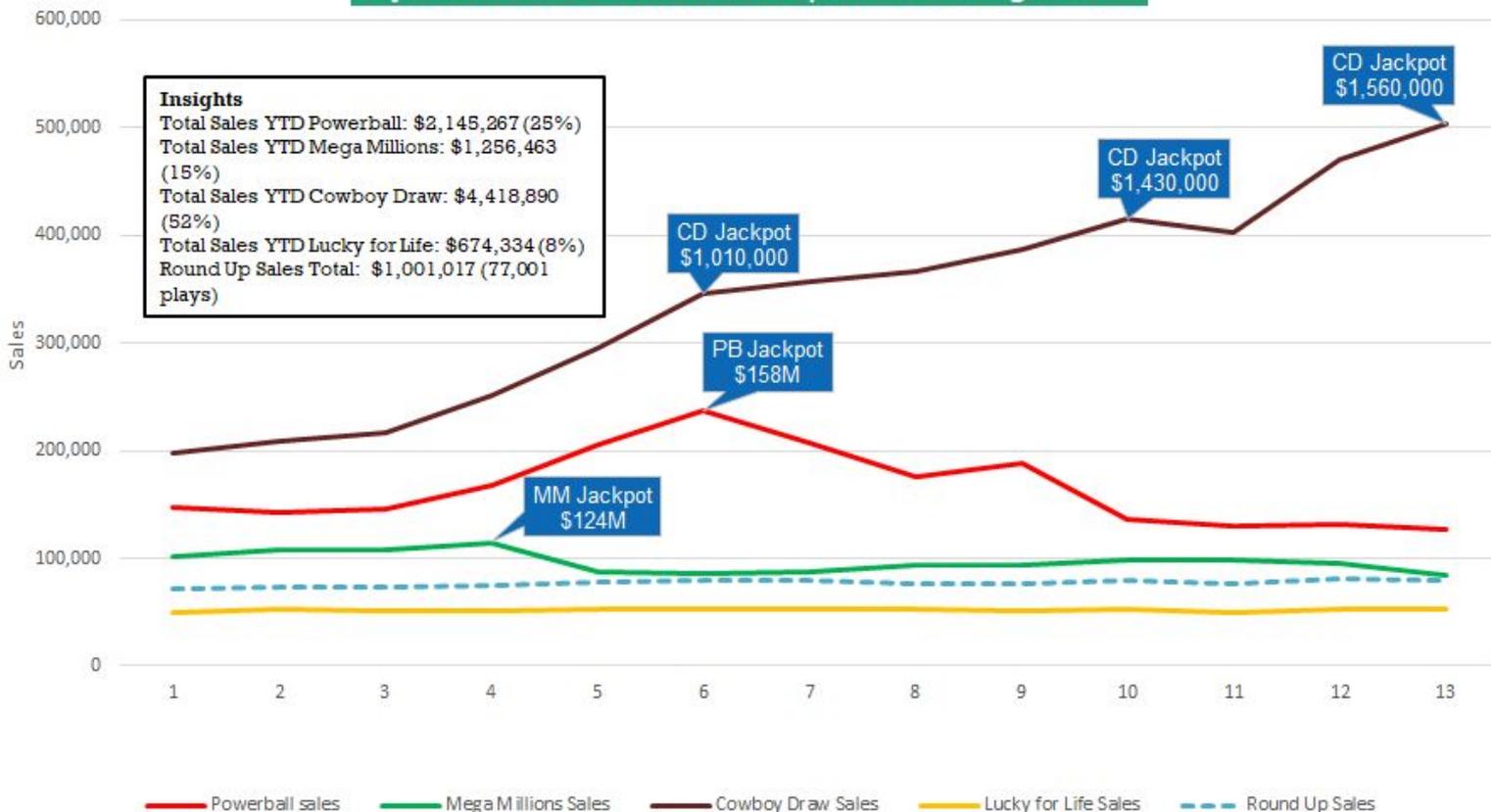
Sales Update

Round Up Sales: FY'21 vs. FY'20 | Week ending 9.26.20



Sales Update

WyoLotto Product Sales YTD | Week ending 9.26.20



Marketing Update

Powerball BOGO Promotion

Every Saturday in August from Noon - 3pm

- Goal: **\$53,000** avg. sales each Saturday (**\$265,000 total**)
- Result: **\$126,960** avg. sales each Saturday (**\$635,000 total**) **140% over goal**
- Corporate Communications highlights:
 - PR: Local radio stations used our talking points, giving us free radio air time in Cheyenne and Laramie



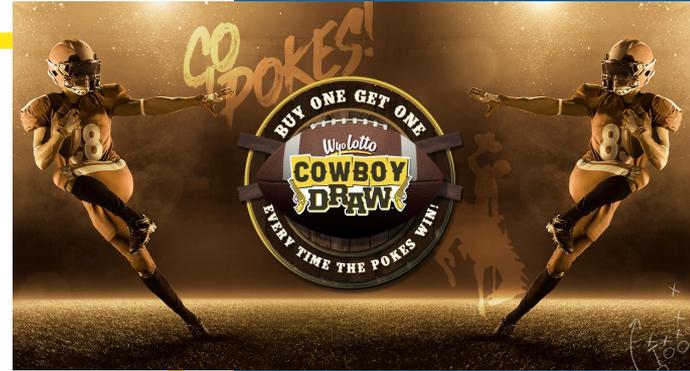
UW Athletics Sponsorship & Cowboy Draw BOGO

- Because of COVID, football season has been in flux
- Live games initially canceled, resulting in Cowboy Classics (radio only, classic UW games)
- WyoLotto promoted “proud sponsor” for these games (radio, social media)



UW Athletics Sponsorship & Cowboy Draw BOGO

- Live football games are coming back October 24; (8) live games this year (4 home, 4 away) & 8 CD BOGO's
 - Daily Sunday BOGO gross revenue sales goal:
 - Revenue neutral goal: \$58,036 per day
 - Stretch goal: \$141,050 per day
- Does not include in-person game activations at this time
- We will also be a sponsor of winter sports (basketball, volleyball, wrestling)



Lucky for Life Winner

- Wyoming's first LFL grand prize winner (\$1K per day for life)!
- Sold at Maverick in Afton, Wyoming; August 31 draw
- Corporate Communications highlights:
 - Facebook: Used original "Luck" video asset reached 4,800+ people & resulted in 890 engagements
 - PR: Star Valley Independent & local radio station ran story
 - Web: LFL page saw over 11K pageviews in this 1 week period (8.2% of overall site traffic)
 - Email: 17.8% open rate (compared to average campaign rate of 15.8%) - players love to celebrate winners!

Wyolotto
Lucky FOR LIFE
THE GAME OF A LIFETIME

WYOMING JOINS THE
Lucky For Life
Grand Prize club with
OUR FIRST EVER PLAYER TO WIN
\$1,000 A DAY
FOR LIFE

CONGRATS TO OUR WINNER!
Winning ticket sold by the
Maverik in Afton, WY
—
KEEP WINNING, WYOMING!

wyolotto.com

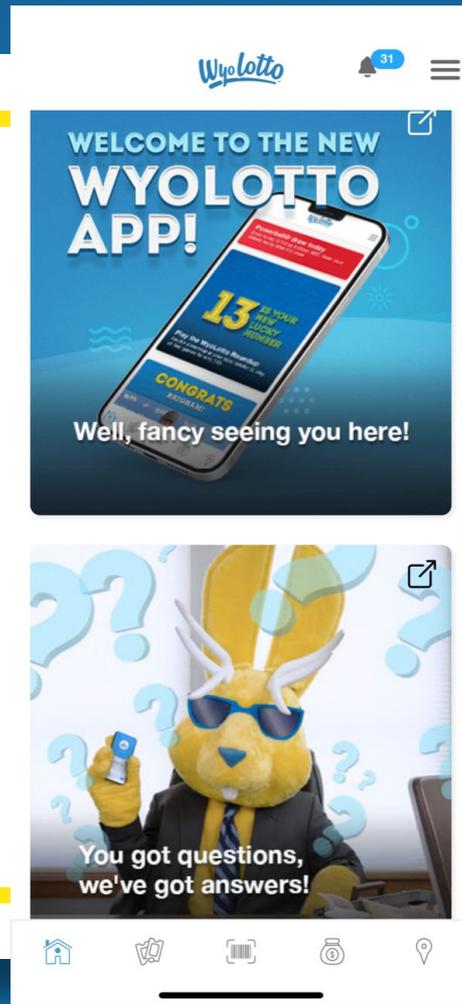
Mobile App Campaign

- App publicly launched September 23, 2020
- App launch campaign running
 - Including digital ads, social media ads, and a variety of ongoing executions in-store on pads, and on email, social, web, and in-app
- Paid media running until December 13, 2020



Mobile App Launch

- Goal: **2,500 - 4,000** registered users by Sept. 2021
- Since 9/23 and as of 10/4 (in only 12 days):
 - **4,391** registered users
 - **7,180** tickets registered
 - **5,848** visits to app page on WyoLotto.com
- Lots of positive feedback on social channels and support email!



Wonders of Wyoming

- Segment sponsor of daily radio segment with Dave Walsh, voice of the Wyoming Cowboys
- People, places, and things that make Wyoming great; Segments run 53 times per day on 33 stations in 22 cities
- Featured sponsor for Oct., Nov., Jan., Feb. and April
- :30 commercial and a :10 intro, featuring WyoLotto's giving back stories



2by2 New Game

- New game launching March 14, 2021
- \$1 price point
- Our FIRST daily game
- Best odds (1 in 3.59)
- Pick 2 red balls & 2 white balls; Quick pick or self select
- New game for current players & attracts new player audience
- New brand identity (logo) and launch campaign currently in progress!



Our 2by2 Logo

- Using MUSL 2by2 logo and create a Wyoming-specific identity
- The white and red color selection to tie into how to play the game (ball colors)
- Mountains and trees to show the Wyoming outdoors; Gritty texture feels outdoorsy and rustic





**Thank you
for your time**
