

# WyoLotto FY2021 Q3 Board Report



# Financial Update

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# Financial Update

## Balance Sheet

As of March 31, 2021

## Wyoming Lottery Corp

### Balance Sheet

As of March 31, 2021

ASSETS	Mar 31, 21	Mar 31, 20	\$ Change
Current Assets			
Checking/Savings			
Checking Accounts	5,125,254.78	3,397,505.28	1,727,749.50
Prize Account Petty Cash (Till)	701.74	974.98	(273.24)
Restricted Cash			
Unclaimed Prizes	1,085,884.38	715,857.58	370,026.80
Responsible Gambling Funds	60,652.78	62,840.78	(2,188.00)
Fidelity Fund	60,542.16	59,319.52	1,222.64
Total Checking/Savings	6,333,035.84	4,236,498.14	2,096,537.70
Other Current Assets			
Prepaid Expenses	16,069.23	21,422.00	(5,352.77)
Retail Accounts Receivable	251,062.08	418,983.56	(167,921.48)
Other Receivables	166.71	0.00	166.71
Total Other Current Assets	267,298.02	440,405.56	(173,107.54)
Total Current Assets	6,600,333.86	4,676,903.70	1,923,430.16
Noncurrent Assets			
Capital Assets, Net	231,085.69	213,980.41	17,105.28
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	273,285.69	281,780.41	(8,494.72)
Deferred Outflows of Resources			
Pension Related Outflows	137,225.72	354,913.30	(217,687.58)
TOTAL ASSETS	7,010,845.27	5,313,597.41	1,697,247.86
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	533,694.66	236,784.24	296,910.42
Jonah Bank Credit Card	13,737.50	2,244.76	11,492.74
State of Wyoming Transfer Payable	1,150,000.00	805,650.00	344,350.00
Unearned Revenue (net)	479,216.00	350,349.00	128,867.00
Prizes Payable	1,732,103.96	1,301,312.19	430,791.77
Payroll Liabilities	54,698.82	42,112.24	12,586.58
Total Current Liabilities	3,963,450.94	2,738,452.43	1,224,998.51
Noncurrent Liabilities			
Xerox-Capital Lease	47,302.20	65,350.38	(18,048.18)
Net Pension Liability	986,060.09	1,245,323.46	(259,263.37)
Total Noncurrent Liabilities	1,033,362.29	1,310,673.84	(277,311.55)
Deferred Inflows of Resources			
Pension Related Inflows	168,192.59	38,459.39	129,733.20
Total Liabilities	5,165,005.82	4,087,585.66	1,077,420.16
Equity			
Retained Earnings	1,294,684.62	990,940.49	303,744.13
Net Income	551,154.83	235,071.26	316,083.57
TOTAL LIABILITIES & EQUITY	7,010,845.27	5,313,597.41	1,697,247.86

# Financial Update

## Profit & Loss

January 2021 through March 2021

### Wyoming Lottery Corp Profit & Loss January 2021 through March 2021

	Jan - Mar 21	Jan - Mar 20	\$ Change
Operating Income/Expense			
Income			
Income / Revenues			
Mega Millions Sales (net)	3,022,277.00	1,019,397.00	2,002,880.00
Power Ball Sales (net)	3,015,538.00	1,772,873.30	1,242,664.70
Cowboy Draw Sales (net)	2,490,063.60	1,982,582.70	507,480.90
Lucky For Life (net)	739,745.92	595,382.00	144,363.92
Zby2 Sales (net)	172,190.00	0.00	172,190.00
Total Income / Revenues	9,439,814.52	5,370,235.00	4,069,579.52
Other Revenues			
Application Fees (Fidelity-Res)	400.00	500.00	-100.00
Other Revenues	0.00	174,000.00	-174,000.00
Total - Other Revenues	400.00	174,500.00	-174,100.00
Total Income	9,440,214.52	5,544,735.00	3,895,479.52
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense - Low Tier/ Hi			
MegaMillions Low Tier	313,920.67	106,430.00	207,490.67
Powerball Low Tier	326,523.33	317,324.25	9,199.08
Cowboy Draw Low Tier	608,826.67	495,188.33	113,638.34
Lucky For Life L-T	266,112.67	206,054.33	60,058.34
Zby2 Low Tier	60,777.00	0.00	60,777.00
Total Prize Expense - Low Tier/ Hi	1,576,160.34	1,124,996.91	451,163.43
Prize Expense - MUSL	2,635,040.42	1,030,877.39	1,604,163.03
Prize Expense CD Jackpot	1,123,376.00	631,058.00	292,318.00
Total Direct Gaming Costs	5,334,576.76	2,986,932.30	2,347,644.46
Gaming Expenses			
Gaming Retail Commissions	568,300.56	321,710.58	246,589.98
Gaming Retail Validation Bonus	12,601.12	8,612.69	3,988.43
Vendor Expense - (Intralot)	1,098,784.31	625,216.96	473,567.35
Total Gaming Expenses	1,679,685.99	955,540.23	724,145.76
Total COGS	7,014,262.75	3,942,472.53	3,071,790.22
Gross Profit	2,425,951.77	1,602,262.47	823,689.30
Expense			
Operating Expenses			
Bank Fees	200.00	250.00	-50.00
Board Expenses	2,930.60	4,701.52	-1,770.92
Employee Recruitment & Relocation	5,054.00	0.00	5,054.00
Insurance	4,434.00	4,494.17	-60.17
Membership Dues	600.00	600.00	0.00
Responsible Gambling Program	2,188.00	2,188.00	0.00
Accounting / Audit Fees	12,500.00	0.00	12,500.00
Legal Fees	16,637.50	34,499.50	-17,862.00
Marketing	174,380.28	163,213.54	11,166.74

# Financial Update

## Profit & Loss, Continued

January 2021 through March 2021

### Wyoming Lottery Corp Profit & Loss January 2021 through March 2021

	Jan - Mar 21	Jan - Mar 20	\$ Change
Operating Income/Expense			
New Game Development	472,680.70	0.00	472,680.70
Outside Contract Services (IT)	43,342.34	25,166.17	18,176.17
Vendor Background Services	329.00	208.00	121.00
Payroll Services	1,464.75	1,201.25	263.50
Retail Investigation	1,350.00	2,312.99	-962.99
Facilities & Equipment	33,644.67	28,162.66	5,482.01
Communications	2,061.75	2,384.31	-322.56
Office Costs	4,546.41	9,655.82	-5,109.41
Outside Services	18,000.00	18,000.00	0.00
Petty Cash Over/Short	0.00	15.00	-15.00
Other Types of Expenses	14.00	353.62	-339.62
Retailer Special Incentive	2,500.00	1,000.00	1,500.00
Rent & Janitorial	26,736.88	27,096.78	-359.90
Salaries, Wages & Benefits	303,790.38	299,608.29	4,182.09
Travel	2,555.92	14,253.18	-11,697.26
Total Operating Expenses	1,131,941.18	639,364.80	492,576.38
Net Operating Income	1,294,010.59	962,897.67	331,112.92
Other Income			
Interest Income	1,569.33	3,085.43	-1,516.10
Other Expenses			
Gain/Loss on Sale of Assets	0.00	0.00	0.00
Interest Expense	937.57	939.38	-1.81
Total Other Expense	937.57	939.38	-1.81
Net Income before Transfer	1,294,642.35	965,043.72	329,598.63
State of Wyoming Transfers	1,150,000.00	805,650.00	344,350.00
Net Income	144,642.35	159,393.72	-14,751.37
Net Income	144,642.35	159,393.72	-14,751.37
Responsible Gambling Expenses Reimbursement	-2,188.00	-2,188.00	0.00
Retained Net Proceeds	146,830.35	127,915.72	18,914.63
Contingency Funds Allocation	0.00	33,666.00	-33,666.00
Total Reserves Allocation	144,642.35	159,393.72	-14,751.37
State Transfer % of Net Income	88.83%	83.48%	5.34%
Remaining % of Net Income Allocated to Reserves	11.17%	16.52%	-5.34%

# Financial Update

## Profit & Loss

July 2020 through March 2021

## Wyoming Lottery Corp Profit & Loss July 2020 through March 2021

Operating Income/Expense	July - Mar 21	July - Mar 20	\$ Change
<b>Income</b>			
Income / Revenues			
Mega Millions Sales (net)	5,538,191.99	3,547,363.20	1,990,828.79
Power Ball Sales (net)	7,072,027.19	5,212,488.74	1,859,538.45
Cowboy Draw Sales (net)	10,037,350.66	6,955,220.50	3,082,130.16
Lucky For Life (net)	2,074,957.92	1,798,224.24	276,733.68
Raffle Sales	0.00	992,060.00	-992,060.00
2by2 Sales (net)	172,190.00	0.00	172,190.00
<b>Total Income / Revenues</b>	<b>24,894,717.76</b>	<b>18,505,356.68</b>	<b>6,389,361.08</b>
Other Revenues			
Application Fees (Fidelity-Res)	900.00	1,700.00	-800.00
Other Revenues	200.00	196,529.00	-196,329.00
<b>Total - Other Revenues</b>	<b>1,100.00</b>	<b>198,229.00</b>	<b>-197,129.00</b>
<b>Total Income</b>	<b>24,895,817.76</b>	<b>18,703,585.68</b>	<b>6,192,232.08</b>
<b>Cost of Goods Sold</b>			
Direct Gaming Costs			
Prize Expense - Low Tier/ HI			
Megamillions Low Tier	586,284.00	337,480.00	248,804.00
Powerball Low Tier	853,041.75	737,346.50	115,695.25
Cowboy Draw Low Tier	2,695,205.00	1,937,502.92	757,702.08
Lucky For Life Low Tier	730,162.00	611,129.25	
2by2 Low Tier	60,777.00	0.00	60,777.00
<b>Total Prize Expense - Low Tier</b>	<b>4,925,469.75</b>	<b>3,623,458.67</b>	<b>1,302,011.08</b>
Prize Expense - MUSL	5,551,533.35	3,372,964.48	2,178,568.87
Prize Expense CD Jackpot	3,680,743.00	2,777,528.00	903,215.00
Prize Expense - Raffle	0.00	905,000.00	-905,000.00
<b>Total Direct Gaming Costs</b>	<b>14,157,746.10</b>	<b>10,678,951.15</b>	<b>3,478,794.95</b>
Gaming Expenses			
Gaming Retail Commissions	1,516,019.40	1,149,154.44	366,864.96
Gaming Retail Validation Bonus	38,152.16	28,777.48	9,374.68
Vendor Expense - (Intralot)	2,897,650.65	2,165,150.91	732,499.74
<b>Total Gaming Expenses</b>	<b>4,451,822.21</b>	<b>3,343,082.83</b>	<b>1,108,739.38</b>
<b>Total COGS</b>	<b>18,609,568.31</b>	<b>14,022,033.98</b>	<b>4,587,534.33</b>
<b>Gross Profit</b>	<b>6,286,249.45</b>	<b>4,681,551.70</b>	<b>1,604,697.75</b>
<b>Expense</b>			
Operating Expenses			
Bank Fees	175.84	250.00	-74.16
Board Expenses	8,201.15	17,275.49	-9,074.34
Employee Recruitment & Relocation	5,054.00	3,136.60	1,917.40
Insurance	13,271.17	13,066.74	204.43
Membership Dues	24,430.75	24,137.00	293.75
Responsible Gambling Program	2,188.00	2,188.00	0.00
Accounting / Audit Fees	42,000.00	45,650.00	-3,650.00

# Financial Update

## Profit & Loss, Continued

July 2020 through March 2021

### Wyoming Lottery Corp Profit & Loss July 2020 through March 2021

Legal Fees	52,124.40	64,264.02	-12,139.62
Marketing	435,277.17	581,933.77	-146,656.60
Operating Income/Expense	July - Mar 21	July - Mar 20	\$ Change
New Game Development	548,180.70	0.00	548,180.70
Outside Contract Services (IT)	104,840.12	77,125.44	27,714.68
Vendor Background Services	329.00	880.00	-551.00
Payroll Services	4,220.75	4,925.00	-704.25
Retail Investigation	3,076.00	5,395.99	-2,319.99
Facilities & Equipment	93,469.72	88,356.84	5,112.88
Communications	8,258.72	8,308.72	-50.00
Office Costs	17,743.83	21,869.70	-4,125.87
Outside Services	36,000.00	25,300.00	10,700.00
Petty Cash Over/Short	1.00	152.00	-151.00
Other Types of Expenses	19.00	394.62	-375.62
Retailer Special Incentive	8,000.00	6,000.00	2,000.00
Rent & Janitorial	81,097.72	80,955.78	141.94
Salaries, Wages & Benefits	912,522.07	882,442.73	30,079.34
Travel	12,460.68	43,777.20	-31,316.52
Total Operating Expenses	2,412,941.79	1,997,785.64	415,156.15
Net Operating Income	3,873,307.66	2,683,766.06	1,189,541.60
Other Income			
Interest Income	6,012.62	15,137.13	-9,124.51
Other Expenses			
Interest Expense	2,265.45	2,993.93	-728.48
Total Other Expense	2,265.45	2,993.93	-728.48
Net Income before Transfer	3,877,054.83	2,695,909.26	1,181,145.57
State of Wyoming Transfers	3,325,900.00	2,460,838.00	865,062.00
Net Income	551,154.83	235,071.26	316,083.57
Net Income	551,154.83	235,071.26	316,083.57
Responsible Gambling Expenses Reimbursement	-2,188.00	-2,188.00	0.00
Retained Net Proceeds	553,342.83	222,343.56	330,999.27
Contingency Funds Allocation	0.00	14,915.70	-14,915.70
Total Reserves Allocation	551,154.83	235,071.26	316,083.57
State Transfer % of Net Income	85.78%	91.28%	-5.50%
Remaining % of Net Income Allocated to Reserves	14.22%	8.72%	5.50%

# Financial Update

## Profit & Loss Budget vs. Actual

January 2021 through March 2021

## Wyoming Lottery Corp Profit & Loss Budget vs. Actual January 2021 through March 2021

	FY 21 QTR 3			
	TOTAL			
	Jan - Mar 21	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	9,439,814.52	5,908,355.25	3,531,459.27	159.77%
Total 48000 - Other Revenues	400.00	0.00	400.00	100.0%
Total Income	9,440,214.52	5,908,355.25	3,531,859.27	159.78%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	5,334,576.76	3,370,633.51	1,963,943.25	158.27%
Total 51000 - B Gaming Expenses	1,679,685.99	1,049,761.76	629,924.23	160.01%
Total COGS	7,014,262.75	4,420,395.27	2,593,867.48	158.68%
Gross Profit	2,425,951.77	1,487,959.98	937,991.79	163.04%
	Jan - Mar 21	Budget	+ Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	15,406.60	16,578.00	-1,171.40	92.93%*
Total 61000 - Contract Services	722,684.57	787,610.03	-64,925.46	91.76%**
Total 62000 - Facilities and Equipment	33,644.67	88,700.00	-55,055.33	37.93%***
Total 63000 - Operations	53,859.04	58,540.50	-4,681.46	92.0%****
Total 64000 - Personnel Salaries, Benefits & Travel	306,346.30	316,217.22	-9,870.92	96.88%*****
Total Expense	1,131,941.18	1,267,645.75	-135,704.57	89.3%
Net Ordinary Income	1,294,010.59	220,314.23	1,073,696.36	587.35%
Other Income/Expense				
70000 - Interest Income	1,569.33	3,000.00	-1,430.67	52.31%
81000 - Interest Expense	937.57	714.00	223.57	131.31%
82000 - Gain/Loss on Discarded Assets	0.00			
Total Other Expense	937.57	714.00	223.57	131.31%
Net Other Income	631.76	2,286.00	-1,654.24	27.64%
	Jan - Mar 21	Budget	- Favorable	% of Budget
Net Income before Transfer to State of Wyoming	1,294,642.35	222,600.23	1,072,042.12	581.6%
Transfer to State of Wyoming	1,150,000.00			
Net Income	144,642.35			

\* Under \$9,600 Board Exp; Over \$5,000 EE Recruitment; Over \$2,000 Ins; Under \$1,000 Dues; RG \$2,188

\*\* Under \$28,500 Marketing; Under \$44,300 New Game; Over \$12,500 Accounting; Under \$19,300 Legal; Over \$16,000 Outside Services

\*\*\* Under \$55,000 Equipment

\*\*\*\* Under \$3,400 Office Costs; Under \$500 Retailer Special Incentives

\*\*\*\*\* Over \$2,000 Benefits; Under \$11,000 Travel

Net Income Allocation:

Responsible Gambling Reimbursement	-2,188.00
Retained Net Proceeds Allocation (11.17%)	146,830.35
Net Income:	144,642.35



# Financial Update

## Profit & Loss Budget vs. Actual

July 2020 through March 2021

## Wyoming Lottery Corp Profit & Loss Budget vs. Actual July 2020 through March 2021

	FY 21 QTR 3			
	TOTAL			
	Jul - Mar 21	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	24,894,717.76	17,530,355.25	7,364,362.51	142.01%
Total 48000 - Other Revenues	1,100.00	0.00	1,100.00	100.0%
Total Income	24,895,817.76	17,530,355.25	7,365,462.51	142.02%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	14,157,746.10	10,043,529.51	4,114,216.59	140.96%
Total 51000 - B Gaming Expenses	4,451,822.21	3,118,477.76	1,333,344.45	142.76%
Total COGS	18,609,568.31	13,162,007.27	5,447,561.04	141.39%
Gross Profit	6,286,249.45	4,368,347.98	1,917,901.47	143.91%
	Jul - Mar 21	Budget	+ Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	53,320.91	71,993.00	-18,672.09	74.06%
Total 61000 - Contract Services	1,190,048.14	1,296,200.01	-106,151.87	91.81%
Total 62000 - Facilities and Equipment	93,469.72	159,950.00	-66,480.28	58.44%
Total 63000 - Operations	151,120.27	156,470.50	-5,350.23	96.58%
Total 64000 - Personnel Salaries, Benefits & Travel	924,982.75	958,389.66	-33,406.91	96.51%
Total Expense	2,412,941.79	2,643,003.17	-230,061.38	91.3%
Net Ordinary Income	3,873,307.66	1,725,344.81	2,147,962.85	224.5%
Other Income/Expense				
70000 - Interest Income	6,012.62	10,500.00	-4,487.38	57.26%
81000 - Interest Expense	2,265.45	2,337.00	-71.55	96.94%
82000 - Gain/Loss on Discarded Assets	0.00			
Total Other Expense	2,265.45	2,337.00	-71.55	96.94%
Net Other Income	3,747.17	8,163.00	-4,415.83	45.9%
	Jul - Mar 21	Budget	- Favorable	% of Budget
Net Income before Transfer to State of Wyoming	3,877,054.83	1,733,507.81	2,143,547.02	223.65%
Transfer to State of Wyoming	3,325,900.00			
Net Income	551,154.83			

\* Under \$20,000 Board Expenses; RG \$2,188

\*\* Under \$48,000 Marketing; Under \$44,300 New Game; Under \$5,700 Accounting; Under \$22,800 Legal  
Over \$14,000 Outside Services

\*\*\* Under \$62,000 Equipment; Under \$4,000 Maint

\*\*\*\* Under \$4,000 Office; Under \$800 Janitorial

\*\*\*\*\* Under \$10,000 Wages & Taxes; Over \$8,200 Benefits; Under \$30,000 Travel

Net Income Allocation:

Responsible Gambling Reimbursement	-2,188.00
Retained Net Proceeds Allocation (14.22%)	553,342.83
Net Income:	551,154.83

# Financial Update

## *Profit & Loss Responsible Gambling Budget vs. Actual*

*July 2020 through March 2021*

### Wyoming Lottery Corp Profit & Loss Responsible Gambling Budget vs. Actual July 2020 through March 2021

	FY 21 QTR 3 YTD		
	TOTAL		
	July 20 - Mar 21	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	2,188.00	2,812.00	-624.00
Total Responsible Gambling Expenses	2,188.00	62,840.78	-60,652.78

#### Responsible Gambling Balance

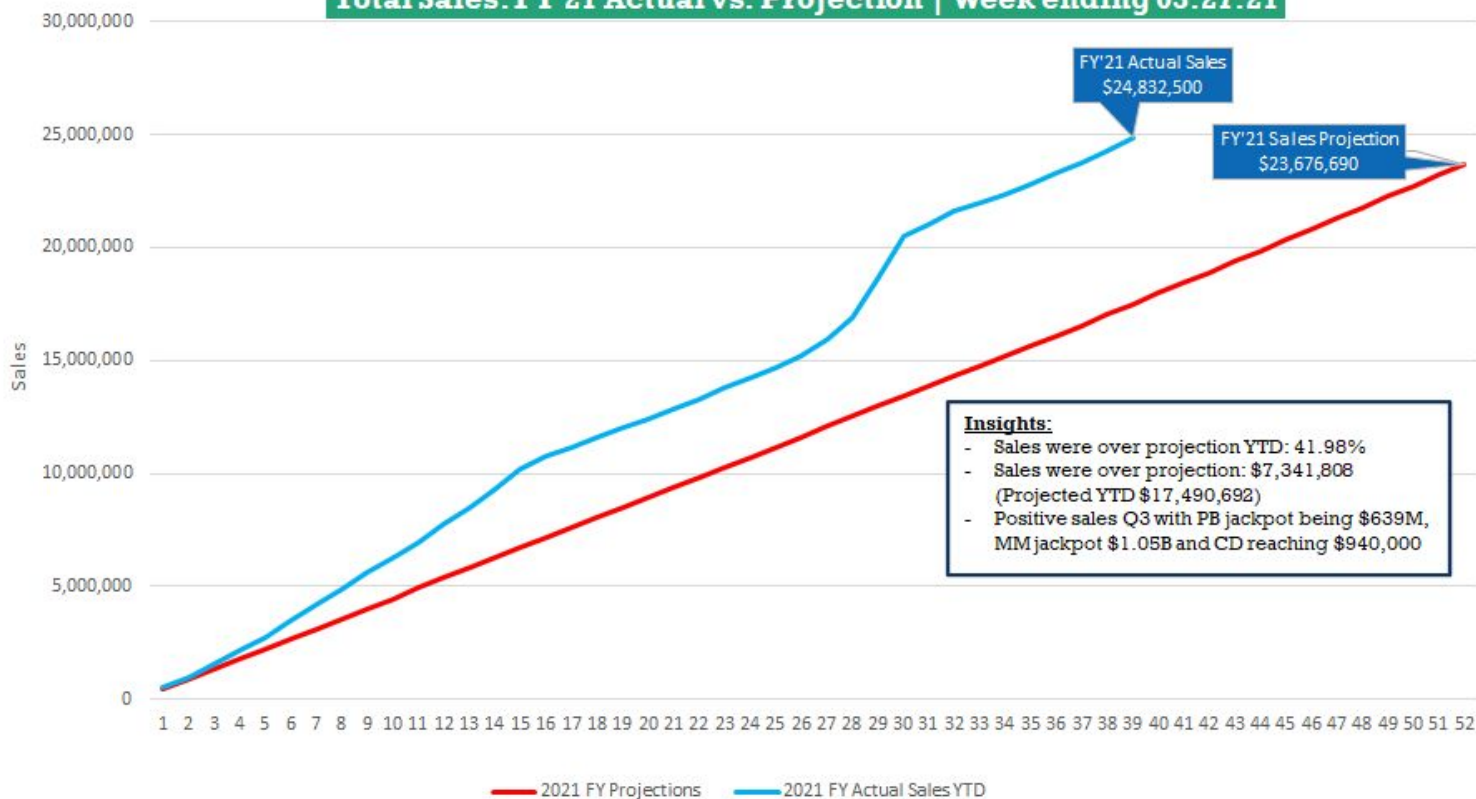
4/30/18 Responsible Gambling Balance	64.06
5/1/18 Unclaimed Prize Funding	200,000.00
FY18 Expenses	-25,869.63
FY 19 Expenses	-109,165.65
FY 20 Expenses	-2,188.00
FY 21 Expenses	-2,188.00
3/31/21 Responsible Gambling Balance	60,652.78

# **Sales Update**

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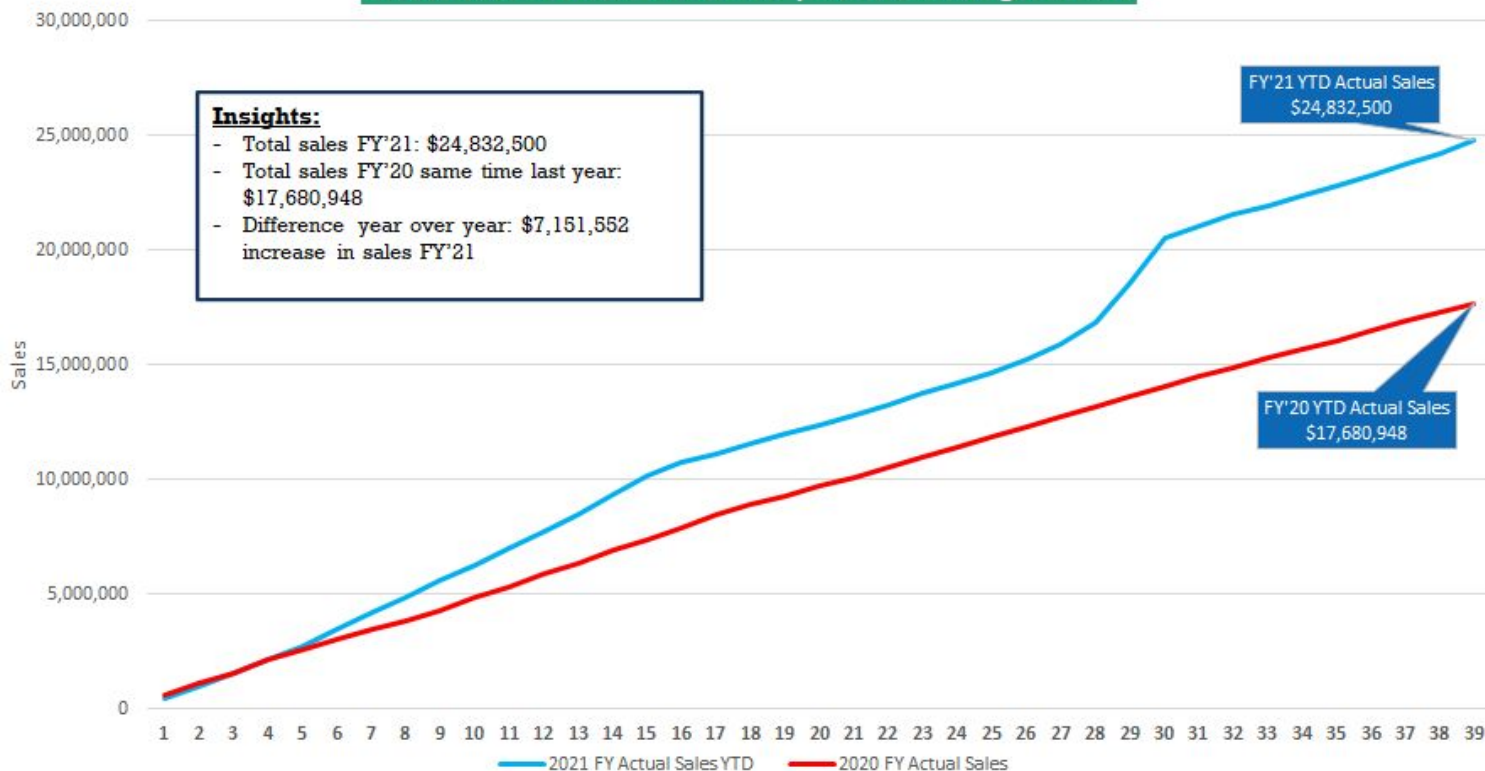
# Sales Update

Total Sales: FY'21 Actual vs. Projection | Week ending 03.27.21



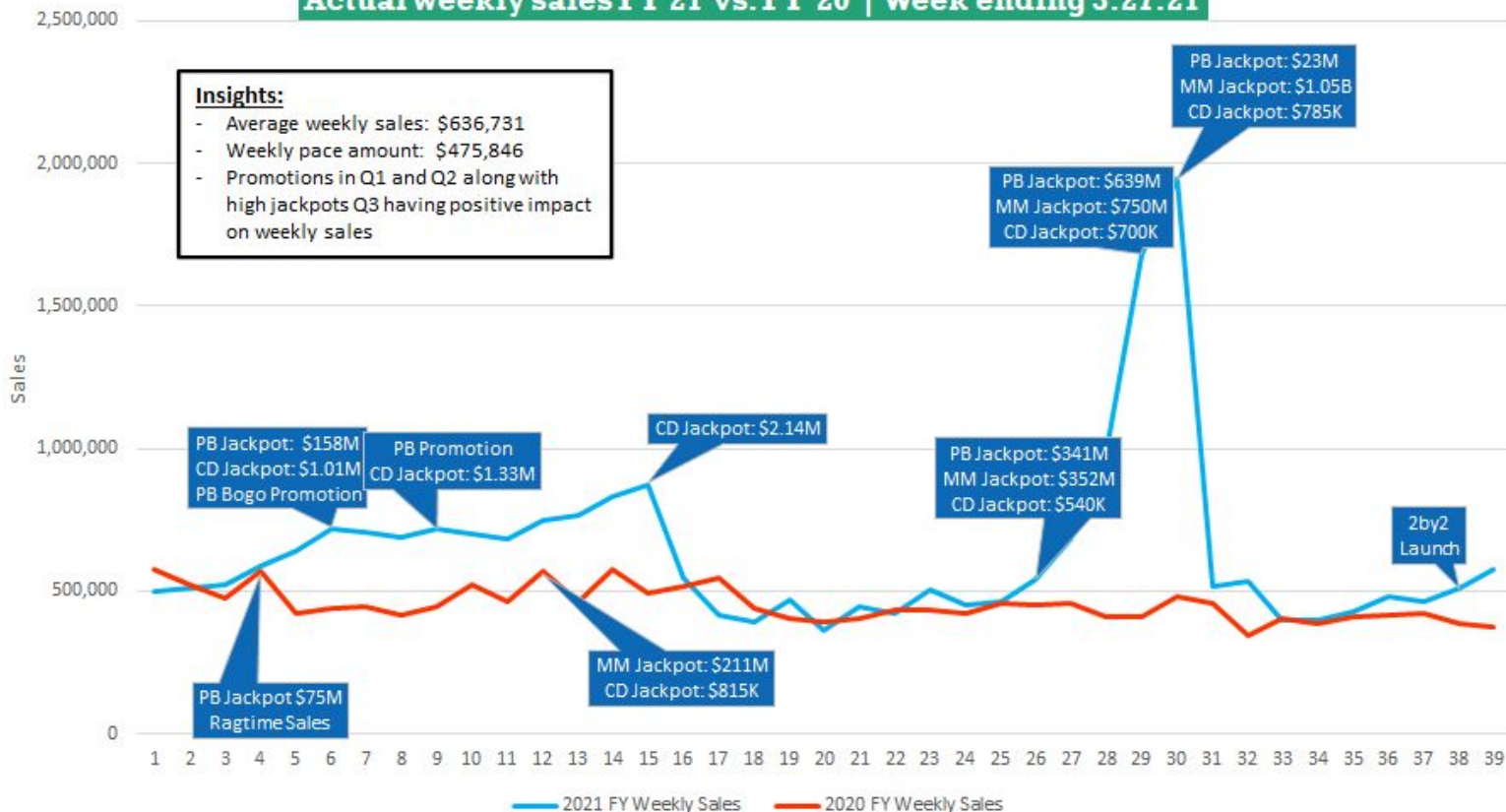
# Sales Update

## Total Sales: FY'21 vs. FY'20 | Week ending 3.27.21



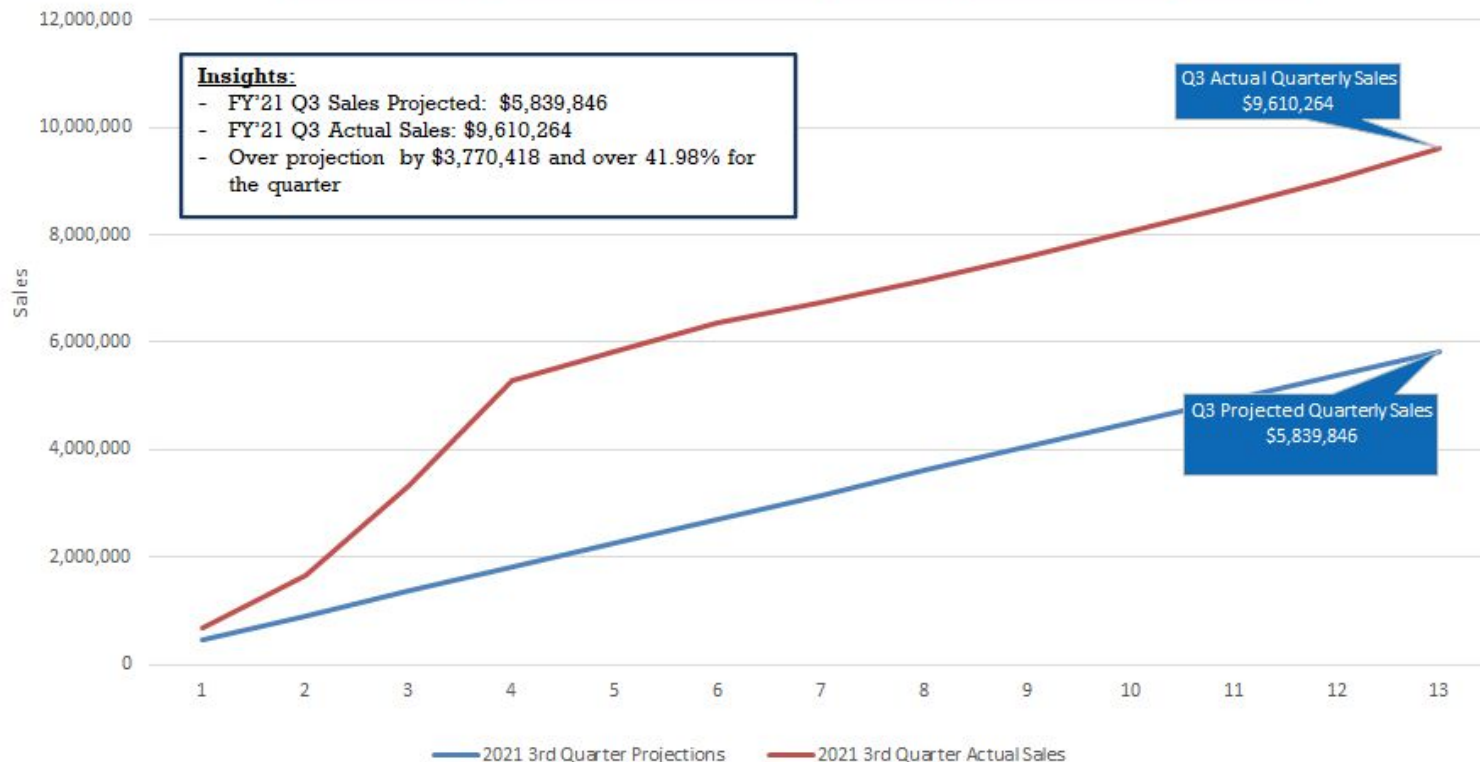
# Sales Update

Actual weekly sales FY'21 vs. FY'20 | Week ending 3.27.21



# Sales Update

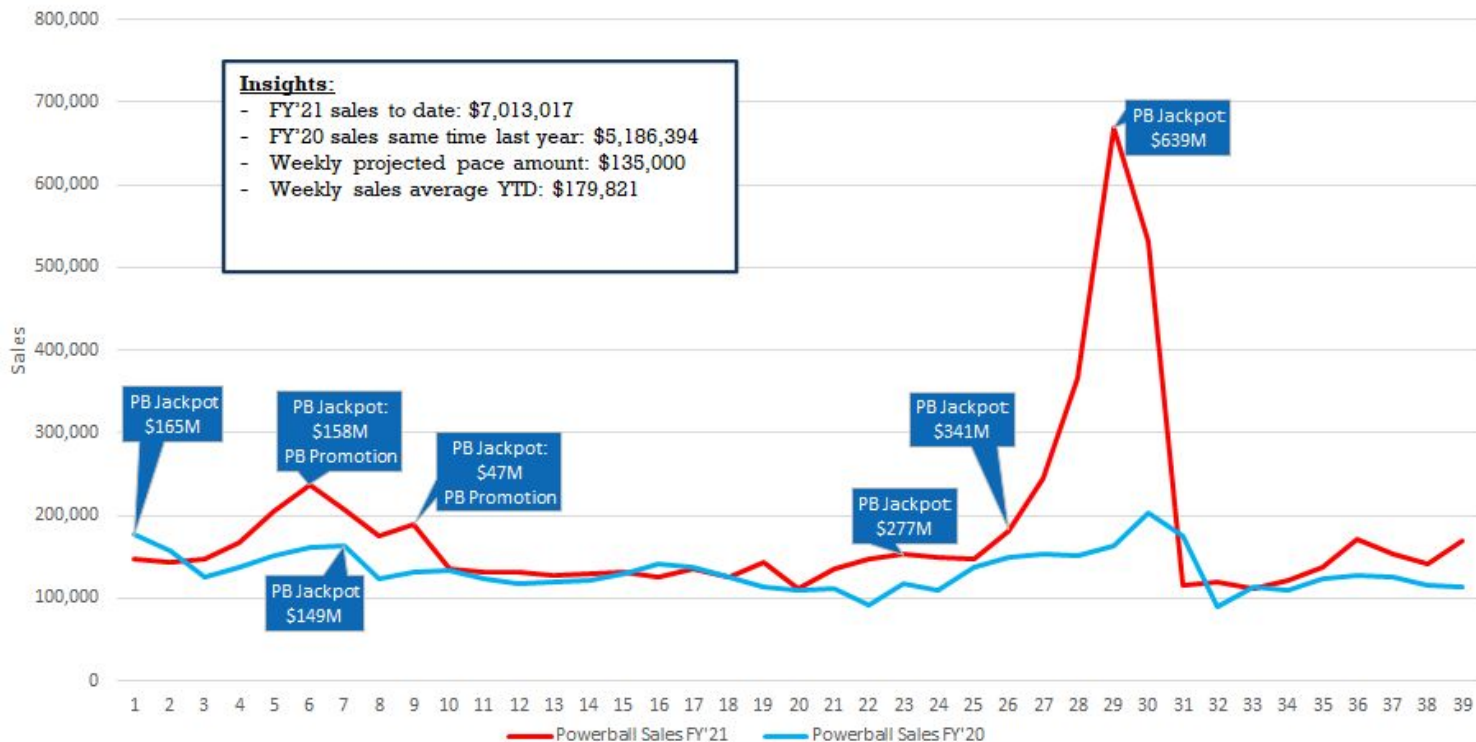
## FY21 Third Quarter Actual vs. Projections | Week ending 3.27.21





# Sales Update

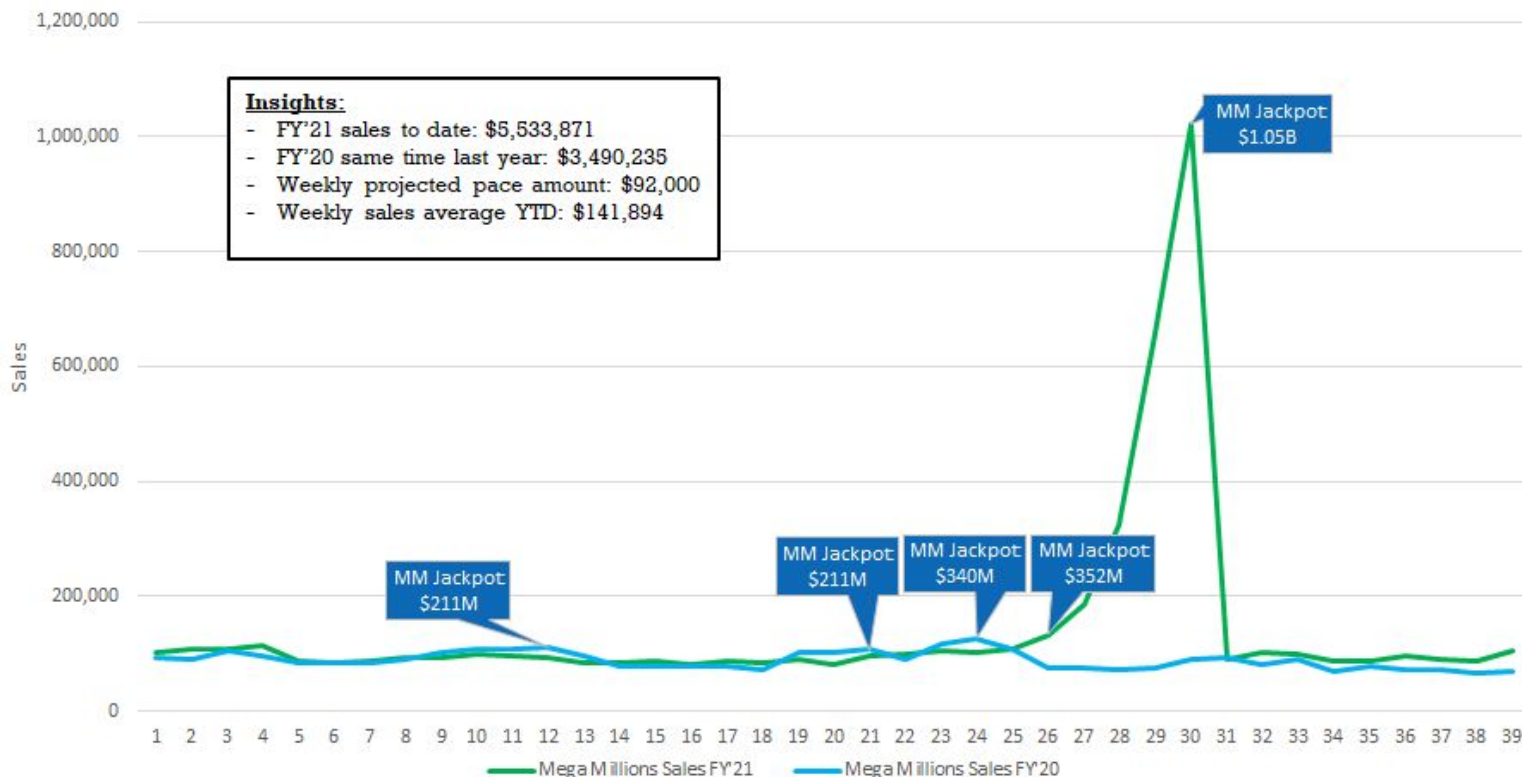
## Powerball FY'21 vs. FY'20 | Week Ending 3.27.21





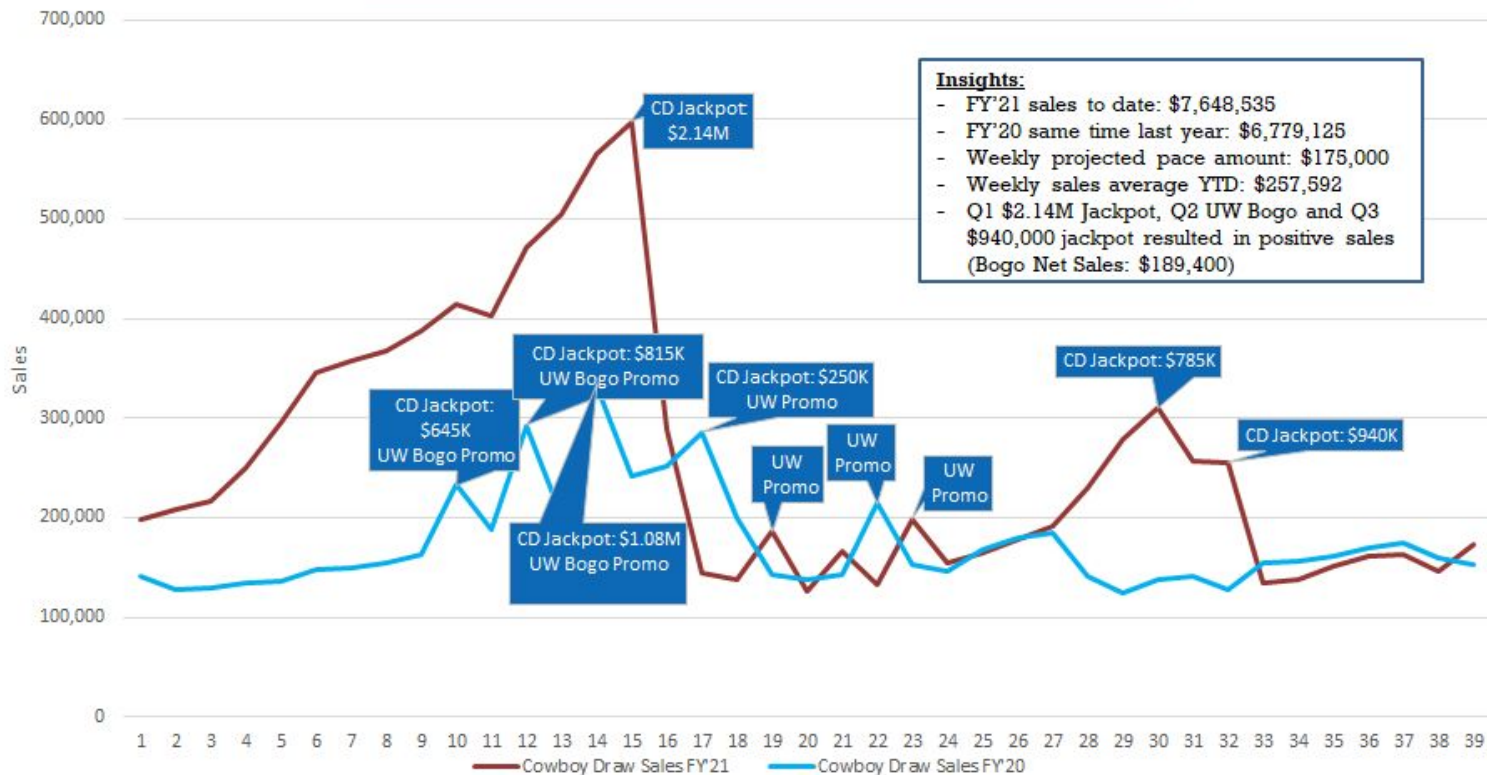
# Sales Update

## Mega Millions FY'21 vs. FY'20 | Week ending 3.27.21



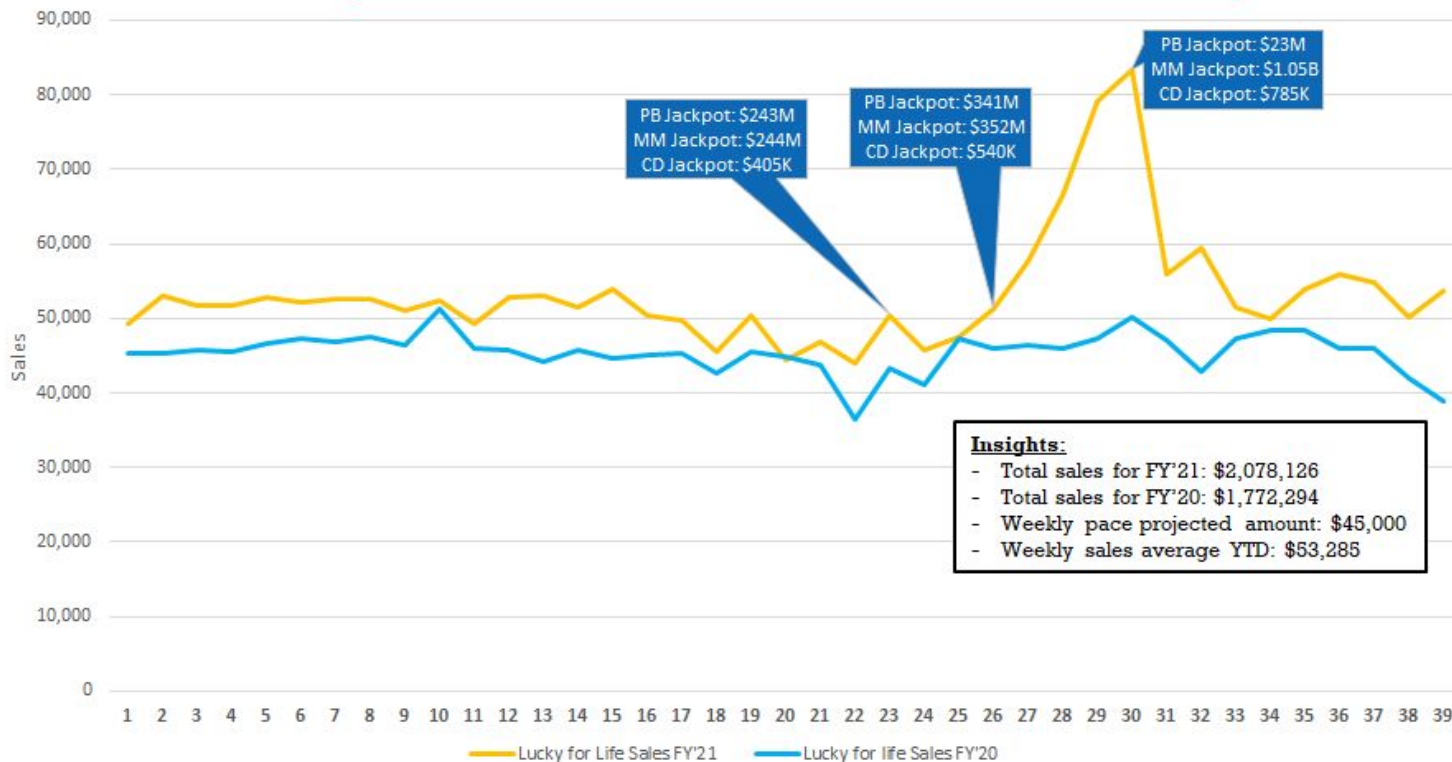
# Sales Update

## Cowboy Draw FY'21 vs. FY'20 | Week ending 3.27.21



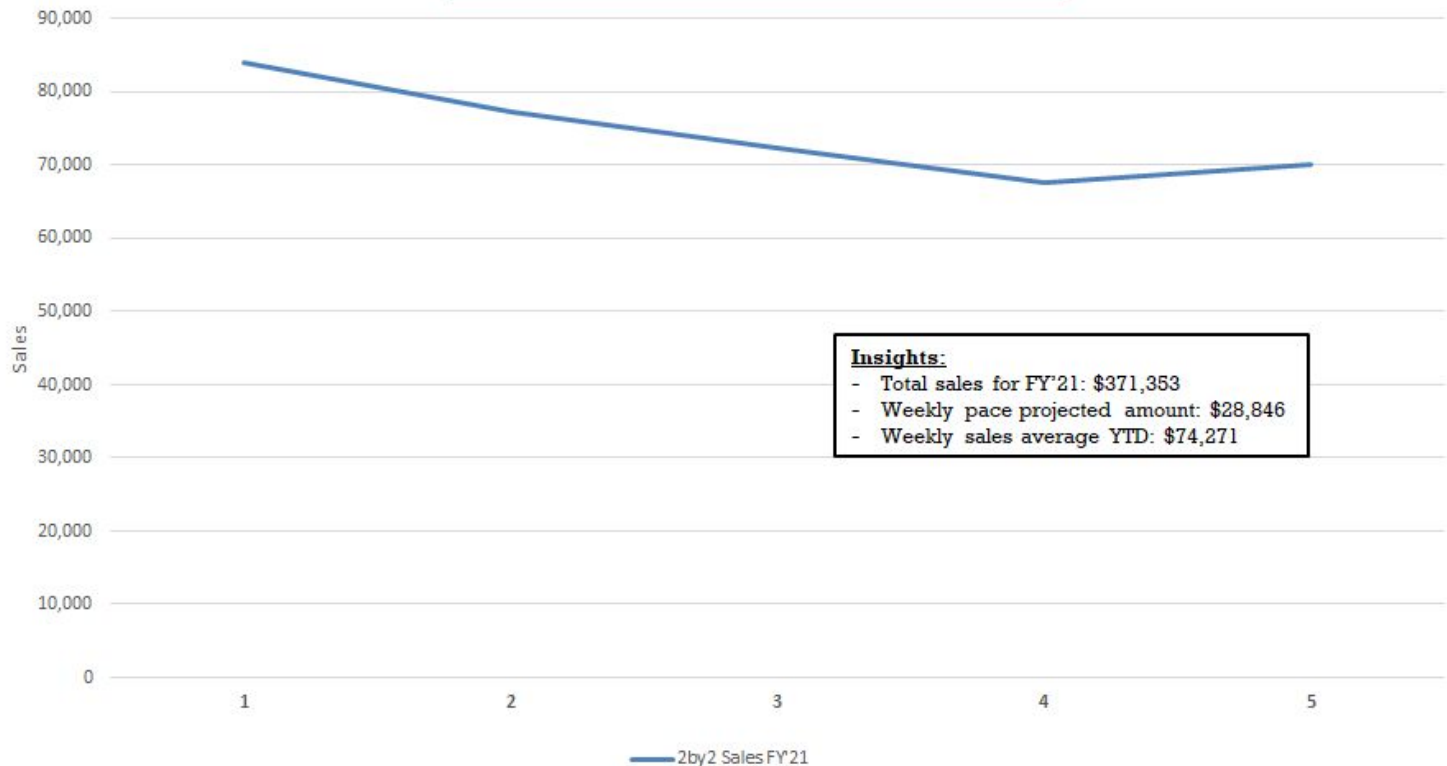
# Sales Update

Lucky for Life Sales FY'21 vs. FY'20 | Week ending 3.27.21



# Sales Update

2by2 Sales FY'21 | Week ending 4.17.21



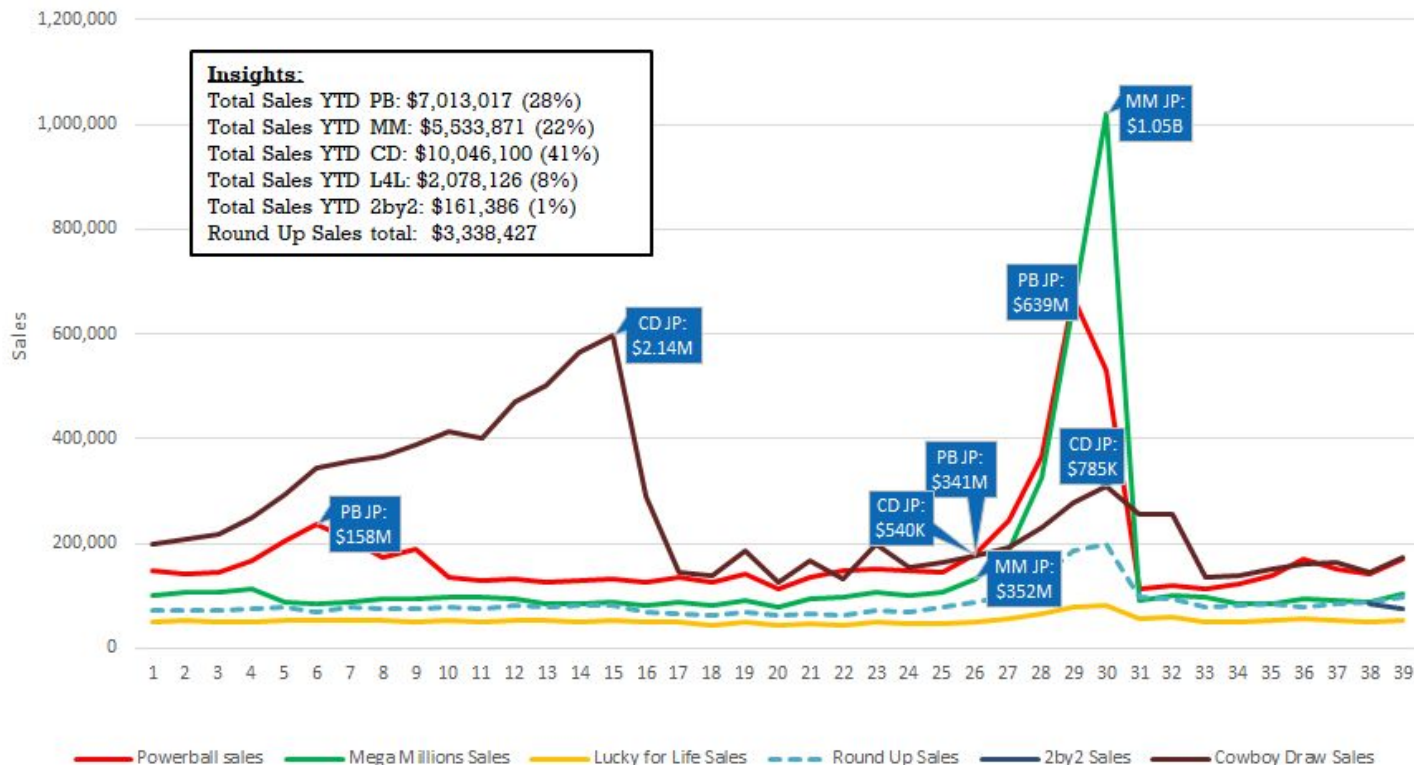
# Sales Update

## Round Up Sales FY'21 vs. FY'20 | Week ending 3.27.21



# Sales Update

## WyoLotto Product Sales YTD | Week ending 3.27.21





# Marketing Update

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# 2by2 Pre-Launch

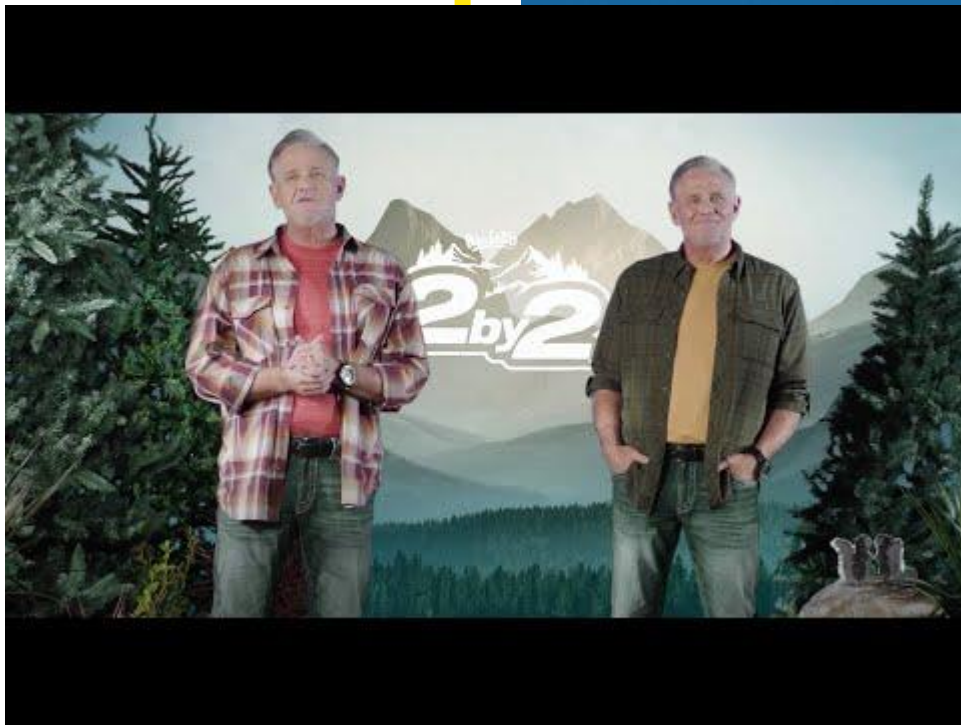
- February 14 - March 14, 2021
- Player pre-launch marketing on email, social, app, pads, ticket messaging, & in-store POP
- Retailer pre-launch included:
  - Retailer e-forums
  - Shirts, flyers, & breakroom posters
  - Emails & terminal messaging
  - LSR outreach & talking points
  - Quick Reference Guides





# 2by2 Launch

- **2by2 launched on March 14, 2021!**
- Launch campaign included virtual press event and media buy (TV, radio, billboards, and digital/social advertising channels)
- **Goal:** Weekly pace of \$28,846
- **Week 1 results:** \$84,134; Even during a crazy snowstorm, we still saw sales **192% over goal**
- **Weekly average results** (as of 4/3/21): \$77,900 (170% over goal)
- We're excited to see how this game performs in the coming months!





# Second Chance Promo

- January 18-30, 2021 app and mail-in promotion for all games
- Promoted through corporate communications channels only, no paid media
- **Goal:** 50,000 entries
- **Results:** 240,977 (382% above goal)
  - 103,921 app entries (these entries were doubled to equal 207,842; 6,556 unique users ~15 plays per user)
  - 13,135 mail-in entries (1,185 unique ~11 plays per player)



# Jackson Hill Climb Event Sponsorship

- Sponsored the World Championship Snowmobile Hill Climb in Jackson on March 25-28
- WyoLotto sponsorship included:
  - Event banners
  - :30 TV commercial on event big screen - 2by2 TV spot
  - PA announcements
  - Logo on posters, website, live stream and big screen during event





# UW Winter Sports

- We continue to see exposure via our UW Athletics sponsorship, this quarter during men's and women's basketball, men's wrestling, and women's volleyball, including:
  - "Ask the Cowboys" Q&A with basketball players during games
  - "Player of the Game presented by WyoLotto" live reads & logo at basketball games
  - :15 live reads and a :30 radio spot ran during February and March basketball games
  - Courtside LEDs at all winter sports games



# Mobile App

- We're thrilled with the continued growth of our new mobile app!
- App launch goals:
  - 2,500 - 4,000 downloads in the first 12 months of launch
- As of March 15, 2021 and since launching the app in September 2020:
  - 20,327 downloads
  - 16,671 registered users
  - 124,675 registered tickets
  - 6,336 users opted in to receive notifications from WyoLotto

## THE NEW WYOLOTTO APP

Scan your tickets from anywhere.



**DOWNLOAD  
TODAY**

## Up Next...

- FY2022 Marketing Plan execution (starting July 1)
- June 18-19 - Celebrities Against Cancer golf tournament, softball games, and concert in Cody
- July 19 - Lucky for Life game change (to daily draws)
- August 23 - Powerball game change (to 3 draws per week)



**WyoLotto**

GET IN THE GAME  
4 WAYS TO PLAY

**WyoLotto COWBOY DRAW** **WyoLotto LUCKY FOR LIFE** **WyoLotto MEGA MILLIONS** **WyoLotto POWERBALL** **WYO**

Not only will the proceeds from our ticket sales during the event go to St. Jude's Children's Hospital and the Big Horn Basin Cancer Center—we'll also match the amount.



**STOP BY THE BUS**

Get your tickets today and help us spread the love.

**WYOLOTTO.COM**

FOLLOW US:



**Thank you  
for your time**

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