

WyoLotto FY2021 Q4 Board Report



Financial Update

Financial Update

Balance Sheet

As of June 30, 2021

Wyoming Lottery Corp

Balance Sheet

As of June 30, 2021

ASSETS	June 30, 21	June 30, 20	\$ Change
Current Assets			
Checking/Savings			
Checking Accounts	4,804,541.72	3,353,167.56	1,451,374.16
Prize Account Petty Cash (Till)	897.74	929.98	(32.24)
Restricted Cash			
Unclaimed Prizes	1,230,339.31	861,244.79	369,094.52
Responsible Gambling Funds	55,652.78	62,840.78	(7,188.00)
Fidelity Fund	61,773.03	59,549.98	2,223.05
Total Checking/Savings	6,153,204.58	4,337,733.09	1,815,471.49
Other Current Assets			
Prepaid Expenses	12,149.73	11,890.40	259.33
Retail Accounts Receivable	242,735.84	533,328.76	(290,592.92)
Other Receivables	29,859.10	0.00	29,859.10
Total Other Current Assets	284,744.67	545,219.16	(260,474.49)
Total Current Assets	6,437,949.25	4,882,952.25	1,554,997.00
Noncurrent Assets			
Capital Assets, Net	310,860.63	188,403.25	122,457.38
Capital Assets, Trademarks	34,700.00	34,700.00	0.00
Work In Progress	0.00	94,267.00	(94,267.00)
Deposits - Building	7,500.00	7,500.00	0.00
Total Noncurrent Assets	353,060.63	324,870.25	28,190.38
Deferred Outflows of Resources			
Pension Related Outflows	131,349.72	137,225.72	(5,876.00)
TOTAL ASSETS	6,922,359.60	5,345,048.22	1,577,311.38
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	356,059.82	202,071.83	153,987.99
Jonah Bank Credit Card	24,596.08	12,124.25	12,471.83
State of Wyoming Transfer Payable	1,005,023.52	867,000.00	138,023.52
Unearned Revenue (net)	439,654.00	442,021.00	(2,367.00)
Prizes Payable	1,665,199.13	1,262,376.67	402,822.46
Payroll Liabilities	57,445.43	49,586.42	7,859.01
Total Current Liabilities	3,547,977.98	2,835,180.17	712,797.81
Noncurrent Liabilities			
Xerox-Capital Lease	42,633.27	60,930.75	(18,297.48)
Net Pension Liability	963,720.09	986,060.09	(22,340.00)
Total Noncurrent Liabilities	1,006,353.36	1,046,990.84	(40,637.48)
Deferred Inflows of Resources			
Pension Related Inflows	219,665.59	168,192.59	51,473.00
Total Liabilities	4,773,996.93	4,050,363.60	723,633.33
Equity			
Retained Earnings	1,294,684.62	990,940.49	303,744.13
Net Income	853,678.05	303,744.13	549,933.92
TOTAL LIABILITIES & EQUITY	6,922,359.60	5,345,048.22	1,577,311.38

Financial Update

Profit & Loss

April 2021 through June 2021

Wyoming Lottery Corp Profit & Loss April 2021 through June 2021

Operating Income/Expense	Apr - Jun 21	Apr - Jun 20	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	1,574,759.00	1,456,987.00	117,772.00
Power Ball Sales (net)	1,778,345.00	1,521,235.68	257,109.32
Cowboy Draw Sales (net)	2,021,435.00	1,974,533.90	46,901.10
Lucky For Life (net)	629,026.40	607,772.84	21,253.56
Zby2 Sales (net)	787,916.60	0.00	787,916.60
Total Income / Revenues	6,791,462.00	5,560,529.42	1,230,932.58
Other Revenues			
Application Fees (Fidelity-Res)	1,200.00	200.00	1,000.00
Other Revenues	0.00	-174,000.00	174,000.00
Total - Other Revenues	1,200.00	-173,800.00	175,000.00
Total Income	6,792,662.00	5,386,729.42	1,405,932.58
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense - Low Tier/ Hi			
Megamillions Low Tier	173,093.33	151,732.00	21,361.33
Powerball Low Tier	329,318.00	172,604.75	156,713.25
Cowboy Draw Low Tier	495,795.00	562,865.00	-67,070.00
Lucky For Life L-T	217,240.33	200,667.67	16,572.66
Zby2 Low Tier	342,111.00	0.00	342,111.00
Total Prize Expense - Low Tier/ Hi	1,557,557.66	1,087,869.42	469,688.24
Prize Expense - MUSL	1,245,996.11	1,261,997.56	-16,001.45
Prize Expense CD Jackpot	540,000.00	750,470.00	-210,470.00
Total Direct Gaming Costs	3,343,553.77	3,100,336.98	243,216.79
Gaming Expenses			
Gaming Retail Commissions	422,413.56	333,597.60	88,815.96
Gaming Retail Validation Bonus	10,996.18	8,580.84	2,415.34
Vendor Expense - (Intralot)	790,626.40	299,015.71	491,610.69
Total Gaming Expenses	1,224,036.14	641,194.15	582,841.99
Total COGS	4,567,589.91	3,741,531.13	826,058.78
Gross Profit	2,225,072.09	1,645,198.29	579,873.80
Expense			
Operating Expenses			
Bank Fees	0.00	26.16	-26.16
Board Expenses	3,778.96	3,675.00	103.96
Employee Recruitment & Relocation	1,042.14	0.00	1,042.14
Insurance	4,434.00	4,570.50	-136.50
Membership Dues	1,000.00	5,900.00	-4,900.00
Responsible Gambling Program	5,000.00	0.00	5,000.00
Legal Fees	17,994.97	19,530.50	-1,535.53
Marketing	239,576.99	167,088.65	72,488.34

Financial Update

Profit & Loss, Continued

April 2021 through June 2021

Wyoming Lottery Corp Profit & Loss April 2021 through June 2021

	Apr - Jun 21	Apr - Jun 20	\$ Change
Operating Income/Expense			
New Game Development	118,582.35	0.00	118,582.35
Outside Contract Services (IT)	38,931.62	30,599.77	8,331.85
Vendor Background Services	0.00	0.00	0.00
Payroll Services	1,550.27	1,578.00	-27.73
Retail Investigation	4,489.00	450.00	4,039.00
Facilities & Equipment	44,324.70	28,707.09	15,617.61
Communications	2,389.92	2,399.33	-9.41
Office Costs	11,791.69	4,557.58	7,234.11
Outside Services	0.00	12,000.00	-12,000.00
Other Types of Expenses	14.00	0.00	14.00
Retailer Special Incentive	0.00	1,000.00	-1,000.00
Rent & Janitorial	27,433.86	27,180.42	253.44
Salaries, Wages & Benefits	269,707.85	239,362.09	30,345.76
Travel	49,019.38	7,423.81	41,595.57
EE Uniforms	1,927.00	0.00	1,927.00
Pension Expense	111,151.00	154,198.24	-43,047.24
Total Operating Expenses	954,139.70	710,247.14	243,892.56
Net Operating Income	1,270,952.39	934,951.15	336,001.24
Other Income			
Interest Income	1,574.64	1,600.09	-25.45
Other Expenses			
Interest Expense	629.07	878.37	-249.30
Total Other Expense	629.07	878.37	-249.30
Net Income before Transfer	1,271,897.96	935,872.87	336,225.09
State of Wyoming Transfers	1,005,023.52	867,000.00	138,023.52
Net Income	266,874.44	68,872.87	198,201.57
Net Income	266,874.44		
Responsible Gambling Expenses Reimbursement	-5,000.00		
Retained Net Proceeds	300,086.30		
Remaining Net Loss (Not Allocated)	-28,211.66		
Total Net Income Allocation	266,874.44		
State Transfer % of Net Income	79.02%		
Remaining % of Net Income	20.98%		

Financial Update

Profit & Loss

July 2020 through June 2021

Wyoming Lottery Corp Profit & Loss July 2020 through June 2021

Operating Income/Expense	July - June 21	July - June 20	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	7,112,950.99	5,004,350.20	2,108,600.79
Power Ball Sales (net)	8,850,372.19	6,733,724.42	2,116,647.77
Cowboy Draw Sales (net)	12,058,785.66	8,929,754.40	3,129,031.26
Lucky For Life (net)	2,703,984.32	2,405,997.08	297,987.24
Raffle Sales	0.00	992,060.00	-992,060.00
2by2 Sales (net)	960,106.60	0.00	960,106.60
Total Income / Revenues	31,686,199.76	24,085,886.10	7,620,313.66
Other Revenues			
Application Fees (Fidelity-Res)	2,100.00	1,900.00	200.00
Other Revenues	200.00	22,529.00	-22,329.00
Total - Other Revenues	2,300.00	24,429.00	-22,129.00
Total Income	31,688,499.76	24,090,315.10	7,598,184.66
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense - Low Tier/ HI			
Megamillions Low Tier	759,377.33	489,212.00	270,165.33
Powerball Low Tier	1,182,359.75	909,951.25	272,408.50
Cowboy Draw Low Tier	3,191,000.00	2,500,367.92	690,632.08
Lucky For Life Low Tier	947,402.33	811,796.92	135,605.41
2by2 Low Tier	402,888.00	0.00	402,888.00
Total Prize Expense - Low Tier	6,483,027.41	4,711,328.09	1,771,699.32
Prize Expense - MUSL	6,761,713.97	4,634,962.04	2,126,751.93
Prize Expense CD Jackpot	4,220,743.00	3,527,998.00	692,745.00
Prize Expense - Raffle	0.00	905,000.00	-905,000.00
Total Direct Gaming Costs	17,465,484.38	13,779,288.13	3,686,196.25
Gaming Expenses			
Gaming Retail Commissions	1,938,432.96	1,482,752.04	455,680.92
Gaming Retail Validation Bonus	49,148.34	37,358.32	11,790.02
Vendor Expense - (Intralot)	3,688,277.05	2,464,166.62	1,224,110.43
Total Gaming Expenses	5,675,858.35	3,984,276.98	1,691,581.37
Total COGS	23,141,342.73	17,763,565.11	5,377,777.62
Gross Profit	8,547,157.03	6,326,749.99	2,220,407.04
Expense			
Operating Expenses			
Bank Fees	175.84	276.16	-100.32
Board Expenses	11,980.11	20,950.49	-8,970.38
Employee Recruitment & Relocation	6,096.14	3,136.60	2,959.54
Insurance	17,705.17	17,637.24	67.93
Membership Dues	25,430.75	30,037.00	-4,606.25
Responsible Gambling Program	7,188.00	2,188.00	5,000.00
Accounting / Audit Fees	42,000.00	45,650.00	-3,650.00
Legal Fees	70,119.37	83,794.52	-13,675.15
Marketing	674,854.16	749,022.42	-74,168.26

Financial Update

Profit & Loss, Continued

July 2020 through June 2021

Wyoming Lottery Corp Profit & Loss July 2020 through June 2021

	July - June 21	July - June 20	\$ Change
Operating Income/Expense			
New Game Development	666,763.05	0.00	666,763.05
Outside Contract Services (IT)	143,771.74	107,725.21	36,046.53
Vendor Background Services	329.00	880.00	-551.00
Payroll Services	5,771.02	6,503.00	-731.98
Retail Investigation	7,565.00	5,845.99	1,719.01
Facilities & Equipment	137,794.42	117,063.93	20,730.49
Communications	10,648.64	10,708.05	-59.41
Office Costs	29,535.52	26,427.28	3,108.24
Outside Services	36,000.00	37,300.00	-1,300.00
Petty Cash Over/Short	1.00	152.00	-151.00
Other Types of Expenses	33.00	394.62	-361.62
Retailer Special Incentive	8,000.00	7,000.00	1,000.00
Rent & Janitorial	108,531.58	108,136.20	395.38
Salaries, Wages & Benefits	1,182,396.63	1,121,804.82	60,591.81
Travel	61,480.06	51,201.01	10,279.05
EE Uniforms	1,927.00	0.00	1,927.00
Pension Expense	111,151.00	154,198.24	-43,047.24
Total Operating Expenses	3,367,248.20	2,708,032.78	659,215.42
Net Operating Income	5,179,908.83	3,618,717.21	1,561,191.62
Other Income			
Interest Income	7,587.26	16,737.22	-9,149.96
Other Expenses			
Interest Expense	2,894.52	3,872.30	-977.78
Total Other Expense	2,894.52	3,872.30	-977.78
Net Income before Transfer	5,184,601.57	3,631,582.13	1,553,019.44
State of Wyoming Transfers	4,330,923.52	3,327,838.00	1,003,085.52
Net Income	853,678.05	303,744.13	549,933.92
Net Income	853,678.05		
Responsible Gambling Expenses Reimbursement	-7,188.00		
Retained Net Proceeds	853,429.13		
Remaining Net Income (Not Allocated)	7,436.92		
Total Reserves Allocation	853,678.05		
State Transfer % of Net Income	83.53%		
Remaining % of Net Income	16.47%		

Financial Update

Profit & Loss Budget vs. Actual

April 2021 through June 2021

Wyoming Lottery Corp Profit & Loss Budget vs. Actual April 2021 through June 2021

	FY 21 QTR 4			
	TOTAL			
	Apr - Jun 21	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	6,791,482.00	6,139,125.00	652,357.00	110.63%
Total 48000 - Other Revenues	1,200.00	0.00	1,200.00	100.0%
Total Income	6,792,682.00	6,139,125.00	653,557.00	110.65%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	3,343,553.77	3,484,578.00	-141,024.23	95.95%
Total 51000 - B Gaming Expenses	1,224,036.14	1,101,108.00	122,928.14	111.16%
Total COGS	4,567,589.91	4,585,686.00	-18,096.09	99.61%
Gross Profit	2,225,092.09	1,553,439.00	671,653.09	143.24%
	Apr - Jun 21	Budget	+ Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	15,255.10	39,130.00	-23,874.90	38.99%*
Total 61000 - Contract Services	421,125.20	443,621.99	-22,496.79	94.93%**
Total 62000 - Facilities and Equipment	44,324.70	31,950.00	12,374.70	138.73%***
Total 63000 - Operations	41,629.47	47,909.50	-6,280.03	86.89%****
Total 64000 - Personnel Salaries, Benefits & Travel	431,805.23	352,746.84	79,058.39	122.41%*****
Total Expense	954,139.70	915,358.33	38,781.37	104.24%
Net Ordinary Income	1,270,952.39	638,080.67	632,871.72	199.18%
Other Income/Expense				
70000 - Interest Income	1,574.64	3,000.00	-1,425.36	52.49%
81000 - Interest Expense	629.07	651.00	-21.93	96.63%
82000 - Gain/Loss on Discarded Assets	0.00			
Total Other Expense	629.07	651.00	-21.93	96.63%
Net Other Income	945.57	2,349.00	-1,403.43	40.25%
	Apr - Jun 21	Budget	- Favorable	% of Budget
Net Income before Transfer to State of Wyoming	1,271,897.96	640,429.67	631,468.29	198.6%
Transfer to State of Wyoming	1,005,023.52			
Net Income	266,874.44			

- * Under \$6,000 Board Expenses; Under \$3,000 Insurance; Under \$20,000 Dues; RG \$5,000
- ** Under \$19,000 Mktg; Under \$54,000 2by2; Over \$45,000 L4L; Over \$4,680 PB
- Under \$2,750 Acctg; Under \$6,000 Legal; Over \$8,000 Outside Services
- *** Over \$12,000 Depreciation
- **** Under \$3,600 Office Costs; Under \$2,000 Retailer Special Incentives
- ***** Under \$72,000 Benefits; Over \$39,000 Travel, Over \$111,151 Pension Exp-Not included in Budget

Net Income Allocation:

Responsible Gambling Reimbursement	-5,000.00
Retained Net Proceeds Allocation (22.74%)	300,086.30
Remianing Net Income (Not Allocated)	-28,211.86
Net Income:	266,874.44

Financial Update

Profit & Loss Budget vs. Actual

July 2020 through June 2021

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

	FY 21 QTR 4			
	TOTAL			
	Jul 20 - Jun 21	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	31,686,199.76	23,647,845.75	8,038,354.01	133.99%
Total 48000 - Other Revenues	2,300.00	0.00	2,300.00	100.0%
Total Income	31,688,499.76	23,647,845.75	8,040,654.01	134.0%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	17,465,484.38	13,528,107.51	3,937,376.87	129.11%
Total 51000 - B Gaming Expenses	5,675,858.35	4,219,585.76	1,456,272.59	134.51%
Total COGS	23,141,342.73	17,747,693.27	5,393,649.46	130.39%
Gross Profit	8,547,157.03	5,900,152.48	2,647,004.55	144.86%
	Jul 20 - Jun 21	Budget	+ Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	68,576.01	111,123.00	-42,546.99	61.71% *
Total 61000 - Contract Services	1,611,173.34	1,739,822.00	-128,648.66	92.61% **
Total 62000 - Facilities and Equipment	137,794.42	191,900.00	-54,105.58	71.81% ***
Total 63000 - Operations	192,749.74	204,380.00	-11,630.26	94.31% ****
Total 64000 - Personnel Salaries, Benefits & Travel	1,356,954.69	1,311,136.50	45,818.19	103.5% *****
Total Expense	3,367,248.20	3,558,361.50	-191,113.30	94.63%
Net Ordinary Income	5,179,908.83	2,341,790.98	2,838,117.85	221.19%
Other Income/Expense				
70000 - Interest Income	7,587.26	13,500.00	-5,912.74	56.2%
81000 - Interest Expense	2,894.52	2,988.00	-93.48	96.87%
82000 - Gain/Loss on Discarded Assets	0.00			
Total Other Expense	2,894.52	2,988.00	-93.48	96.87%
Net Other Income	4,692.74	10,512.00	-5,819.26	44.64%
	Jul 20 - Jun 21	Budget	- Favorable	% of Budget
Net Income before Transfer to State of Wyoming	5,184,601.57	2,352,302.98	2,832,298.59	220.41%
Transfer to State of Wyoming	4,330,923.52			
Net Income	853,678.05			

* Under \$27,000 Board Expenses; Under \$27,000 Dues; Over \$6,000 EE Recruitment; RG \$7,188

** Under \$67,000 Marketing; Under \$48,500 New Game; Under \$8,500 Accounting; Under \$28,800 Legal
Over \$26,000 IT & Outside Services

*** Under \$62,000 Equipment; Over \$18,000 Depr; Under \$9,000 Fleet & Maint

**** Under \$8,800 Office; Under \$1,000 Retailer Incentives; Under \$1,000 Janitorial

***** Under \$73,400 Benefits & PR Taxes; Over \$8,500 Travel; Over \$111,151 Pension Expense-Not Budgeted

Net Income Allocation:

Responsible Gambling Reimbursement	-7,188.00
Retained Net Proceeds Allocation (16.93%)	853,429.13
Remaining Net Income (Not Allocated)	7,436.92
Net Income:	853,678.05

Financial Update

Profit & Loss Responsible Gambling Budget vs. Actual

July 2020 through June 2021

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

	FY 21 QTR 4 YTD		
	TOTAL		
	July 20 - Jun 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	7,188.00	2,812.00	-4,376.00
Total Responsible Gambling Expenses	7,188.00	62,840.78	55,652.78

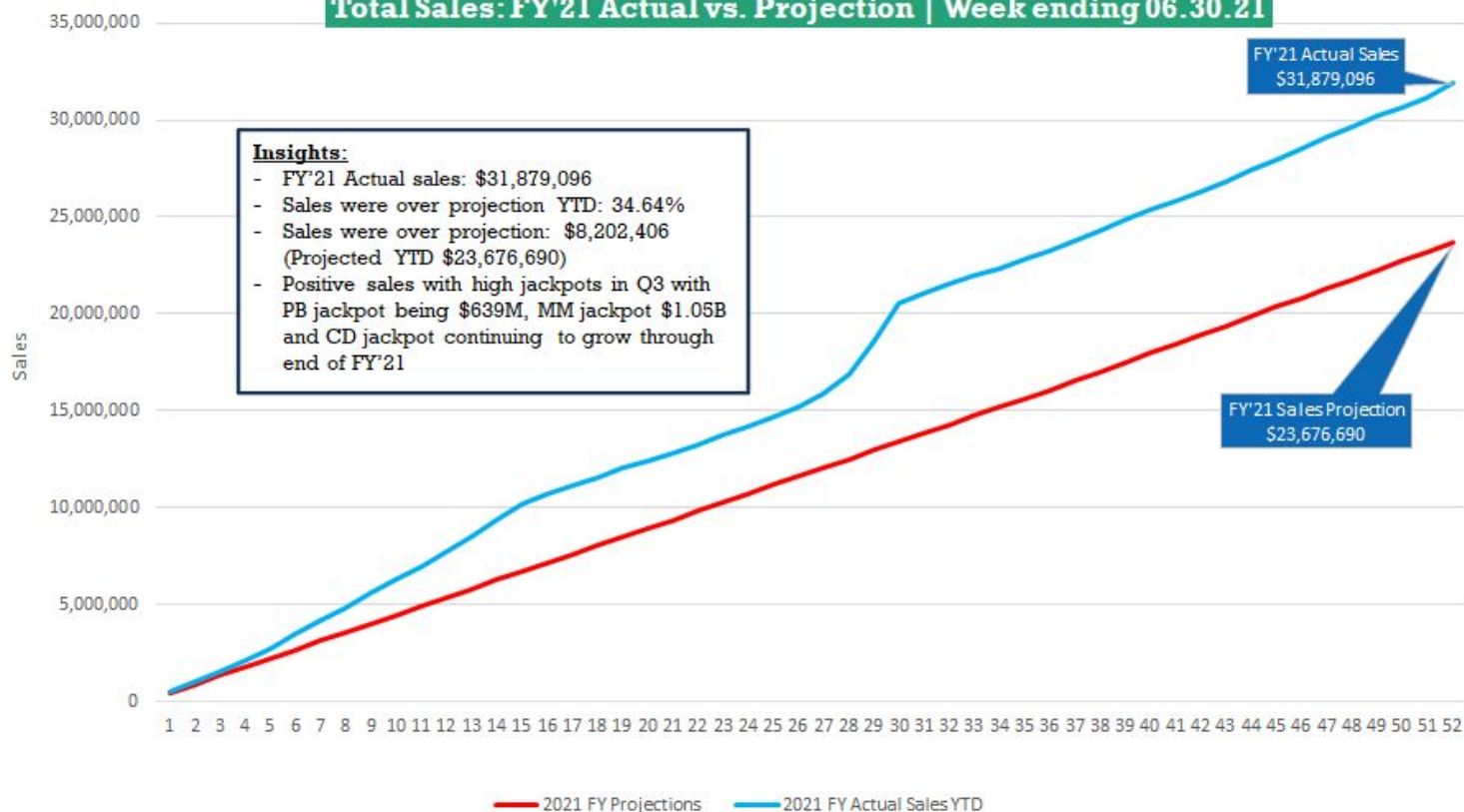
Responsible Gambling Balance

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	-7,188.00
6/30/21 Responsible Gambling Balance	55,652.78

Sales Update

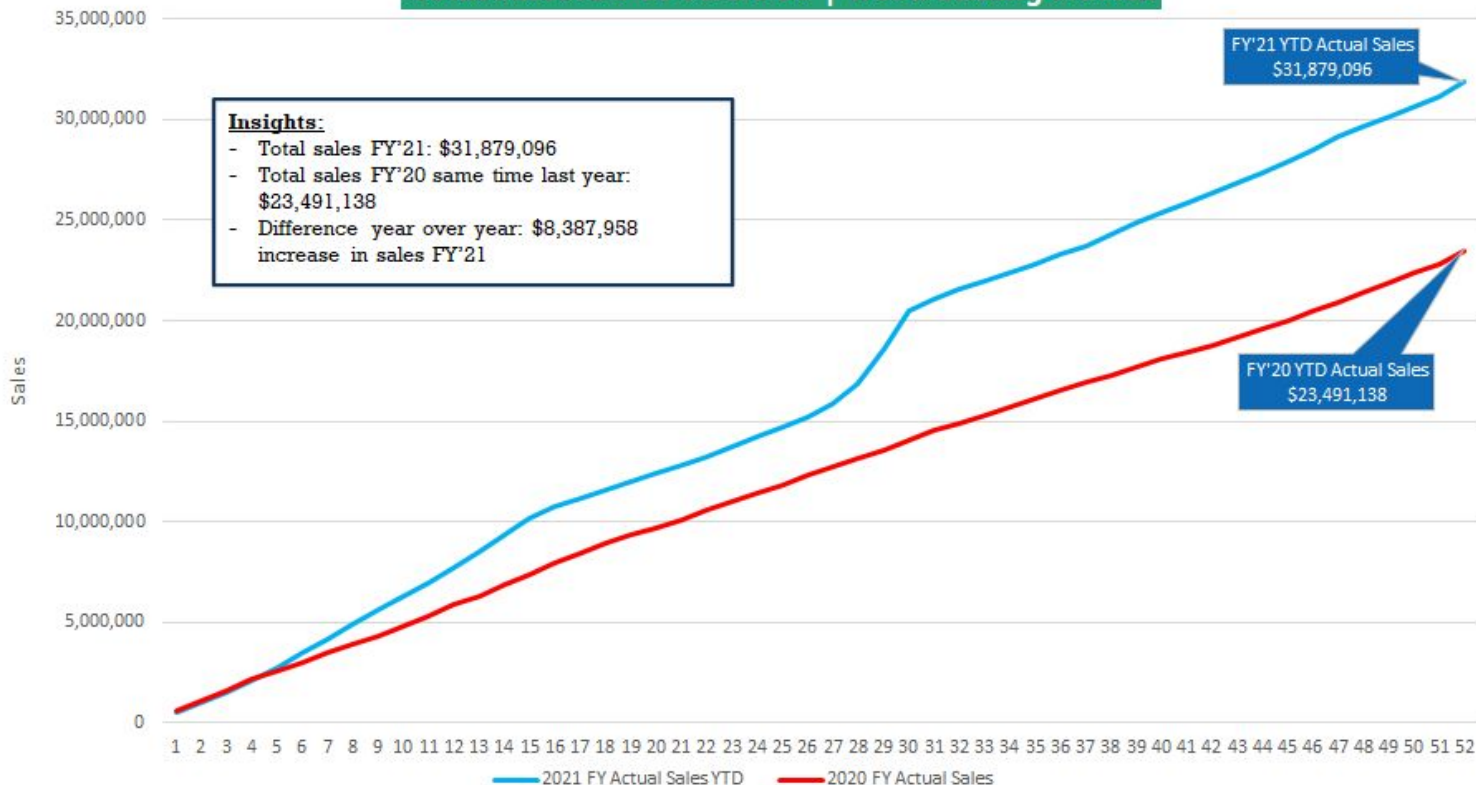
Sales Update

Total Sales: FY'21 Actual vs. Projection | Week ending 06.30.21



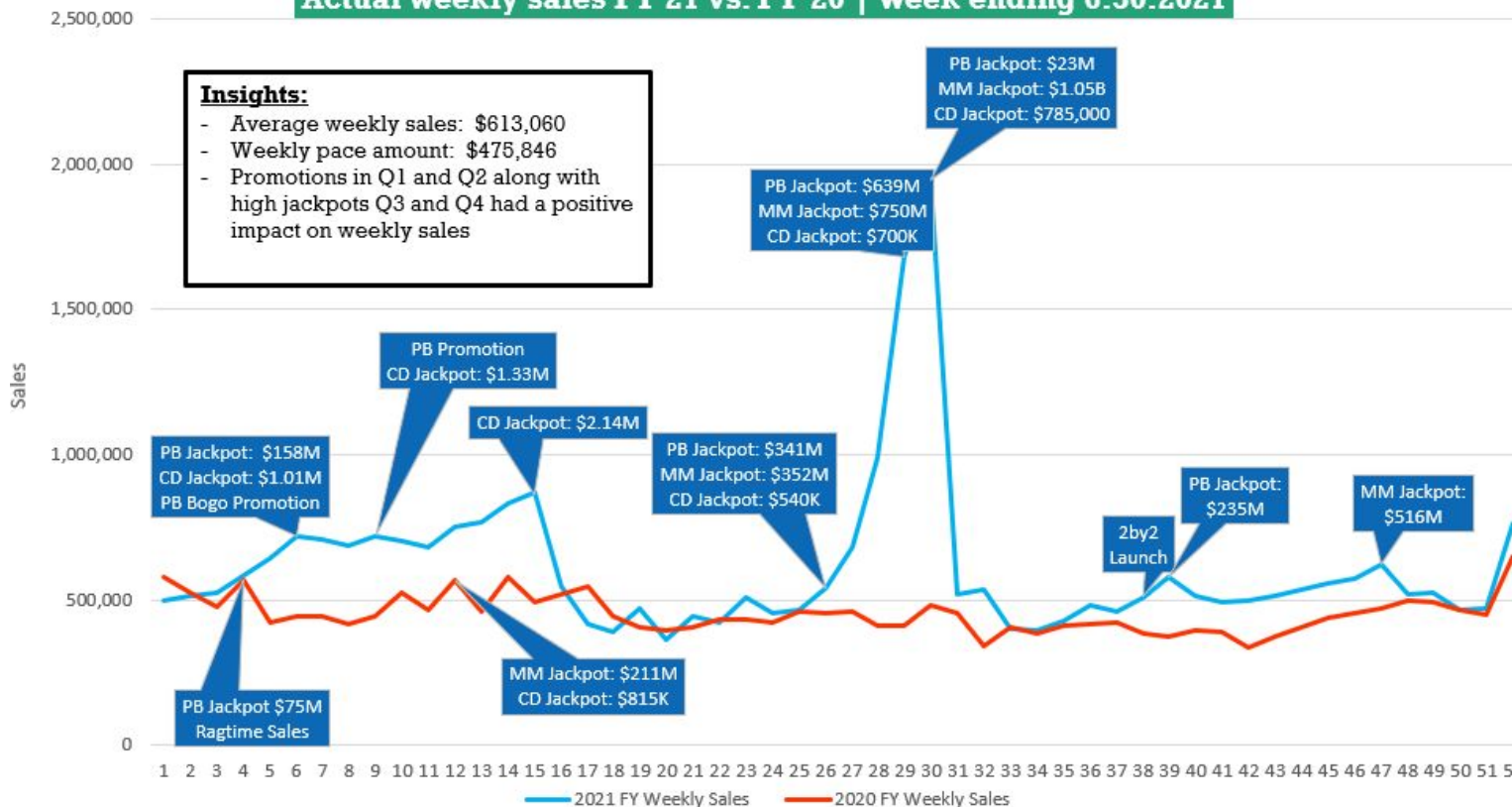
Sales Update

Total Sales: FY'21 vs. FY'20 | Week ending 6.30.21



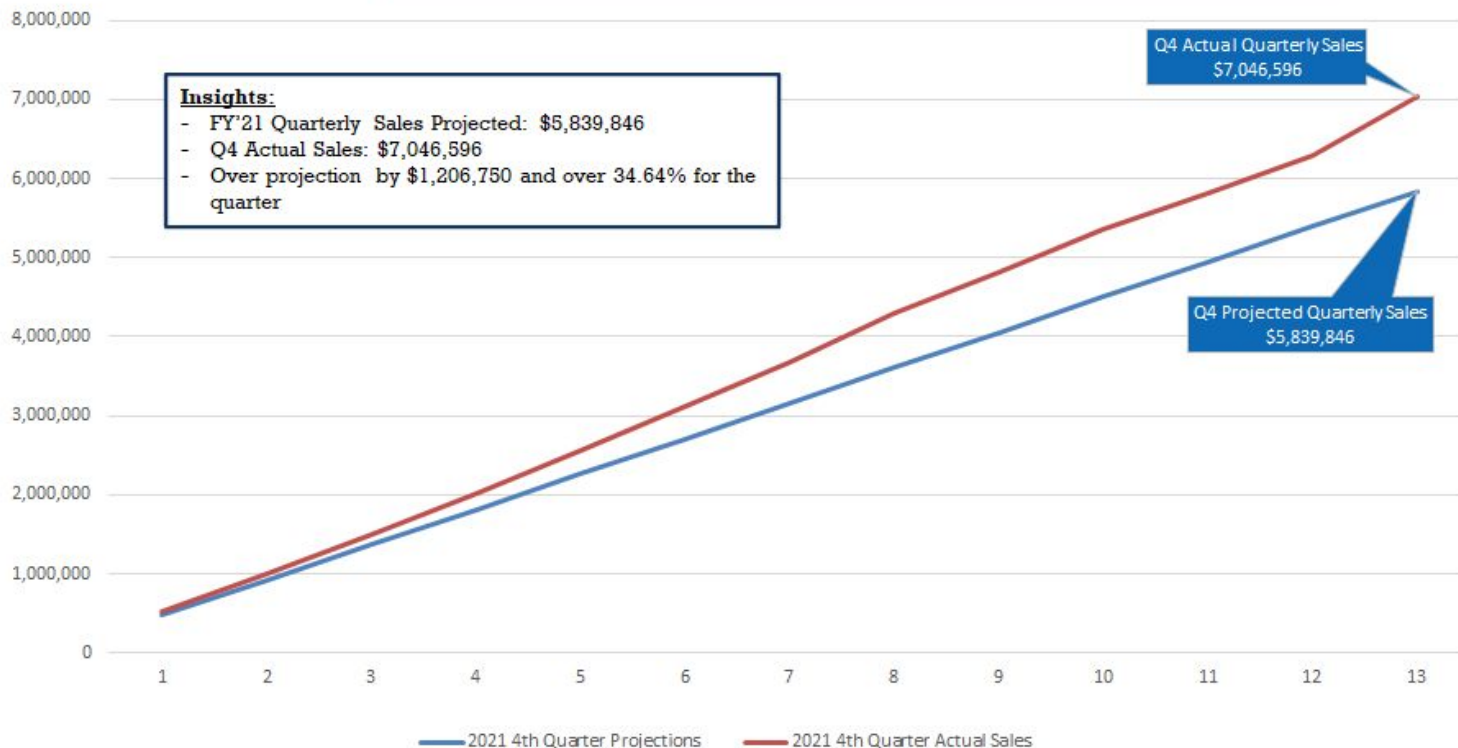
Sales Update

Actual weekly sales FY'21 vs. FY'20 | Week ending 6.30.2021



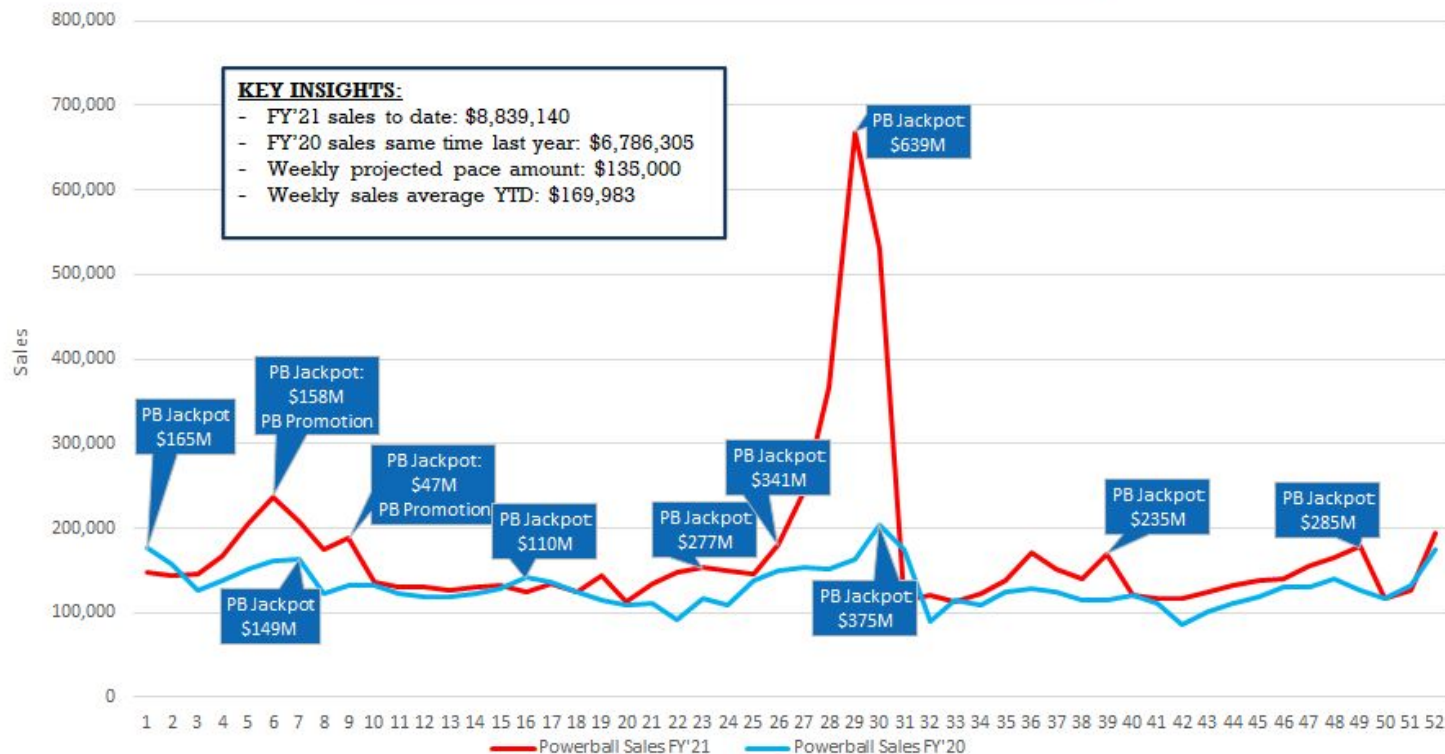
Sales Update

FY'21 4th Quarter Actual vs. Projections | Week ending 6.30.21



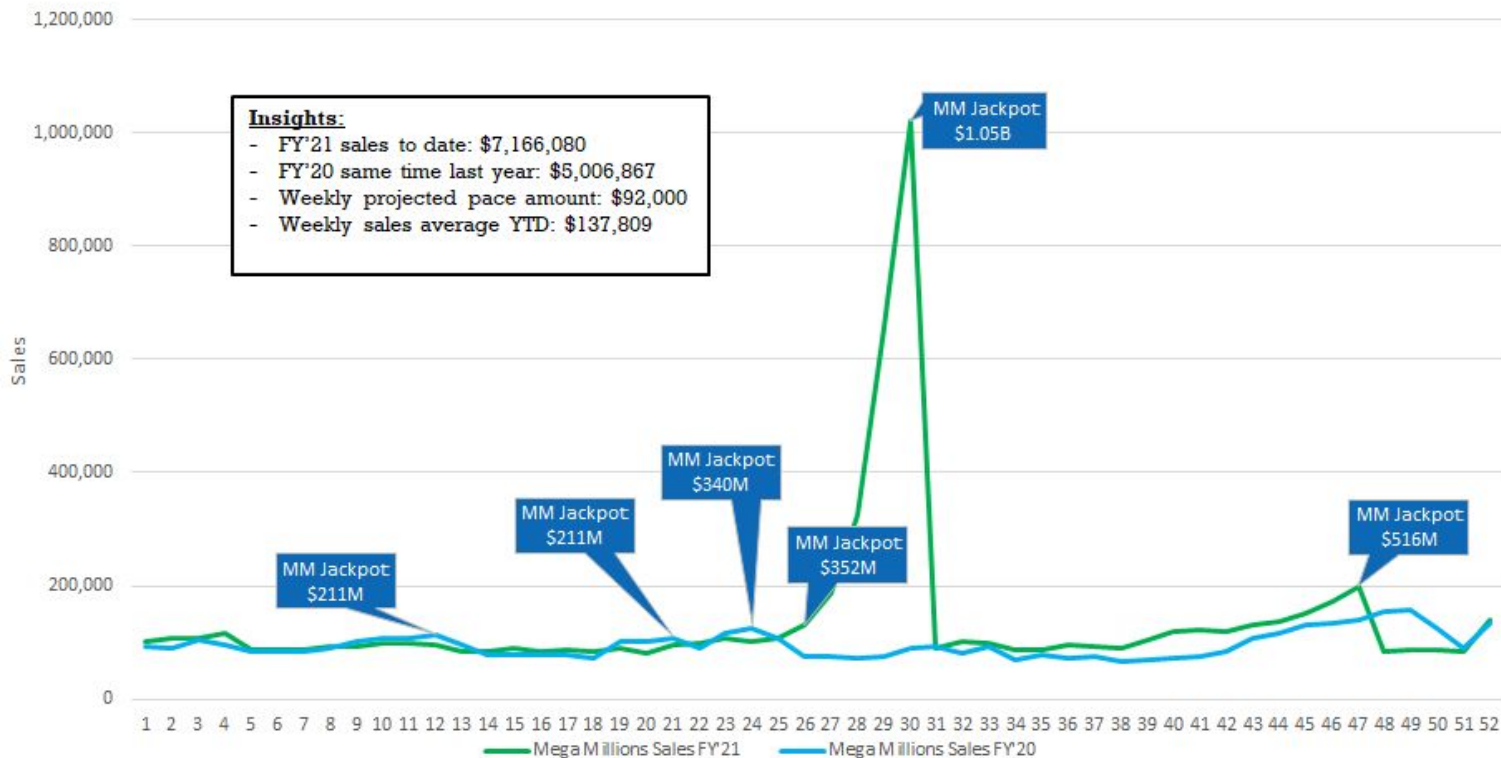
Sales Update

Powerball FY'21 vs. FY'20 | Week ending 6.30.21



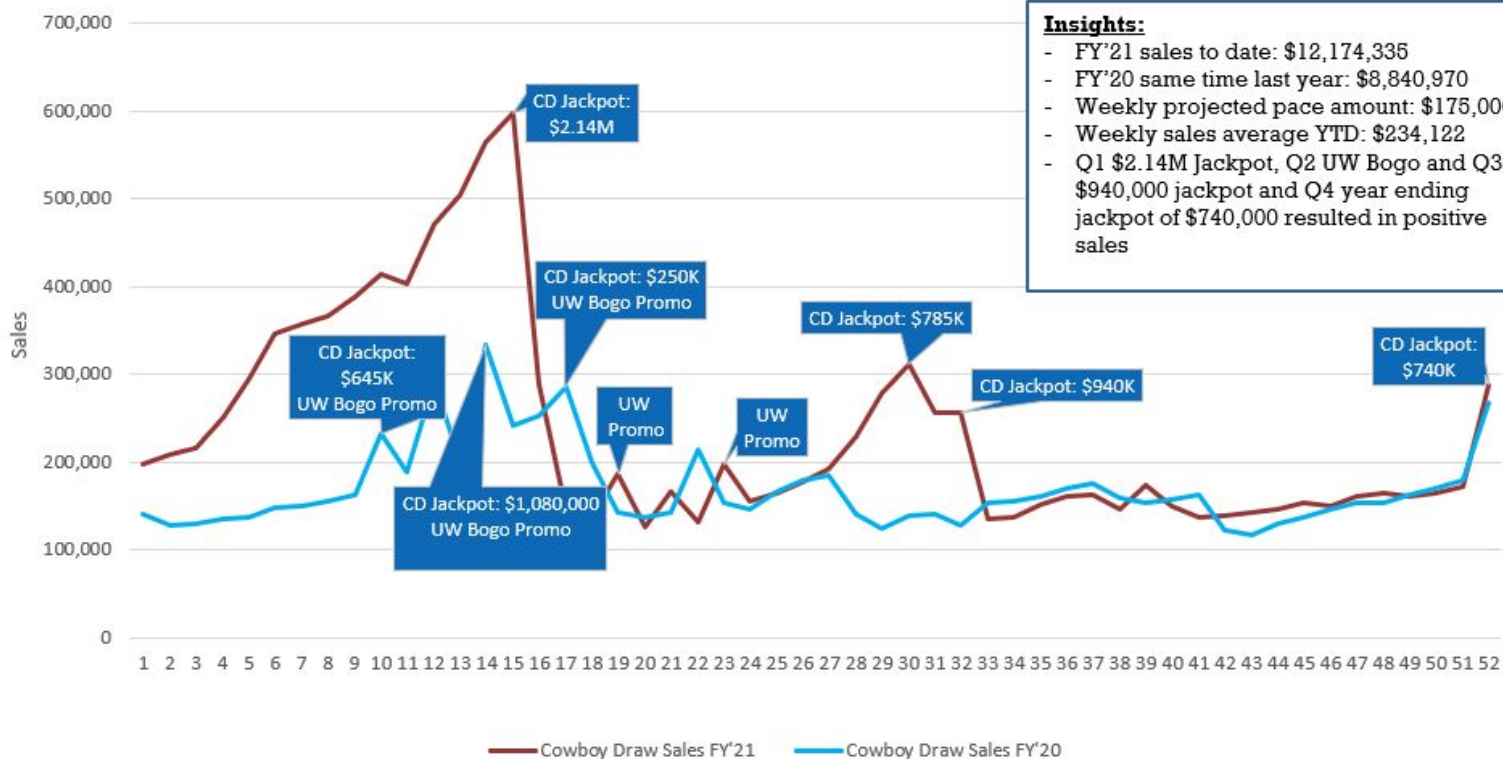
Sales Update

Mega Millions FY'21 vs. FY'20 | Week ending 6.30.21



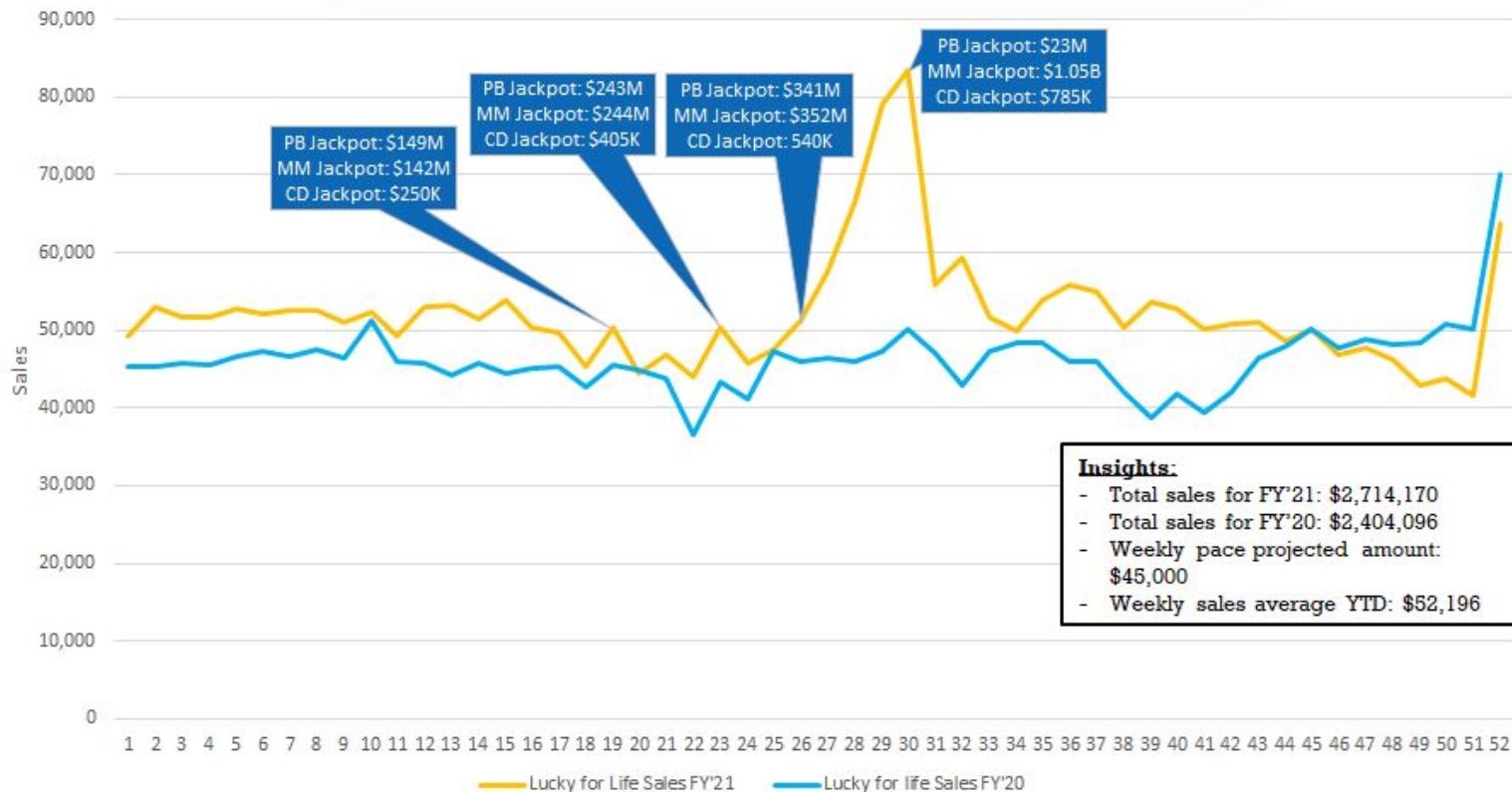
Sales Update

Cowboy Draw Sales FY'21 vs. FY'20 | Week ending 6.30.21



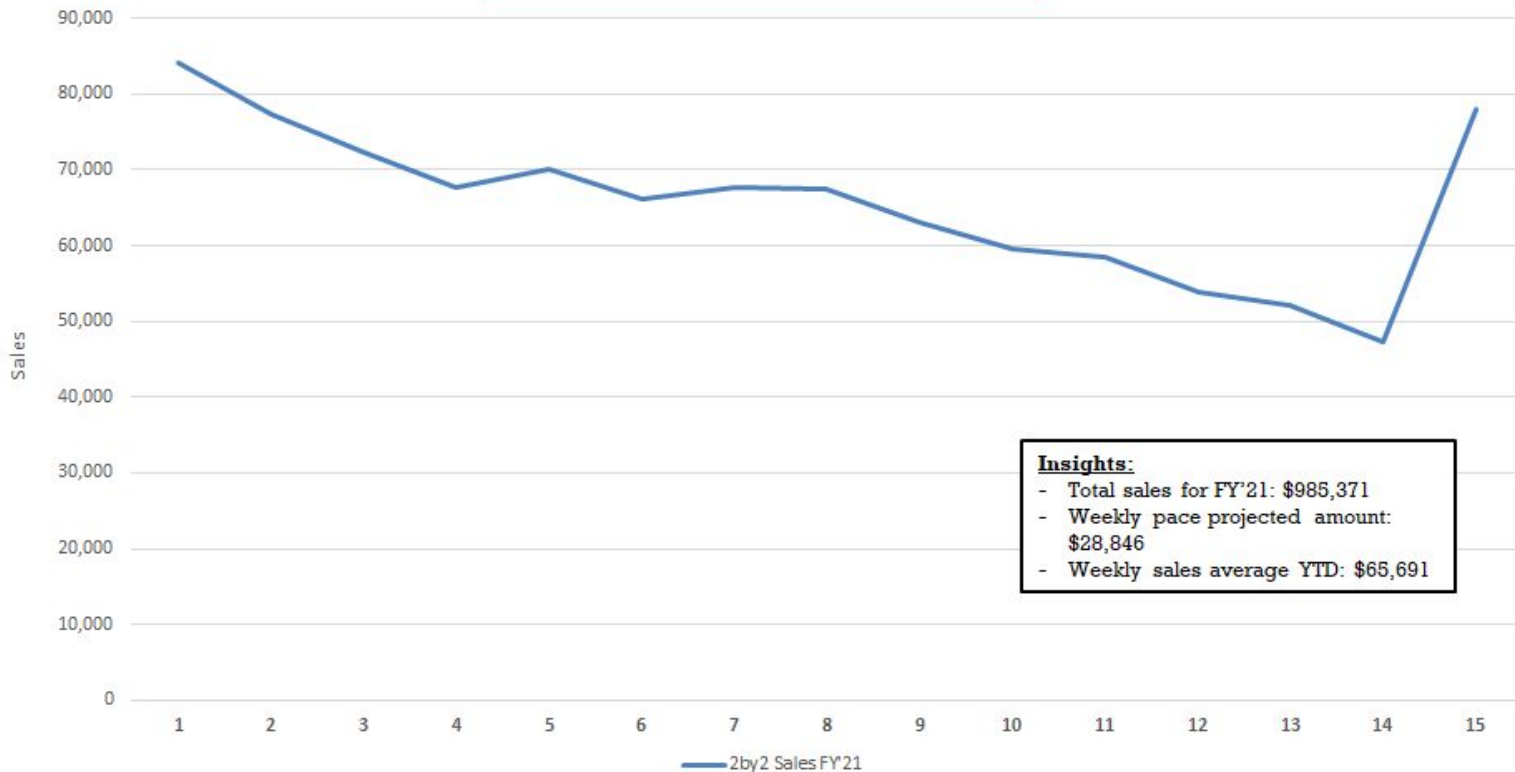
Sales Update

Lucky for Life Sales: FY'21 vs. FY'20 - Week ending: 6/30/21



Sales Update

2by2 FY'21 | Week ending | 06.30.21

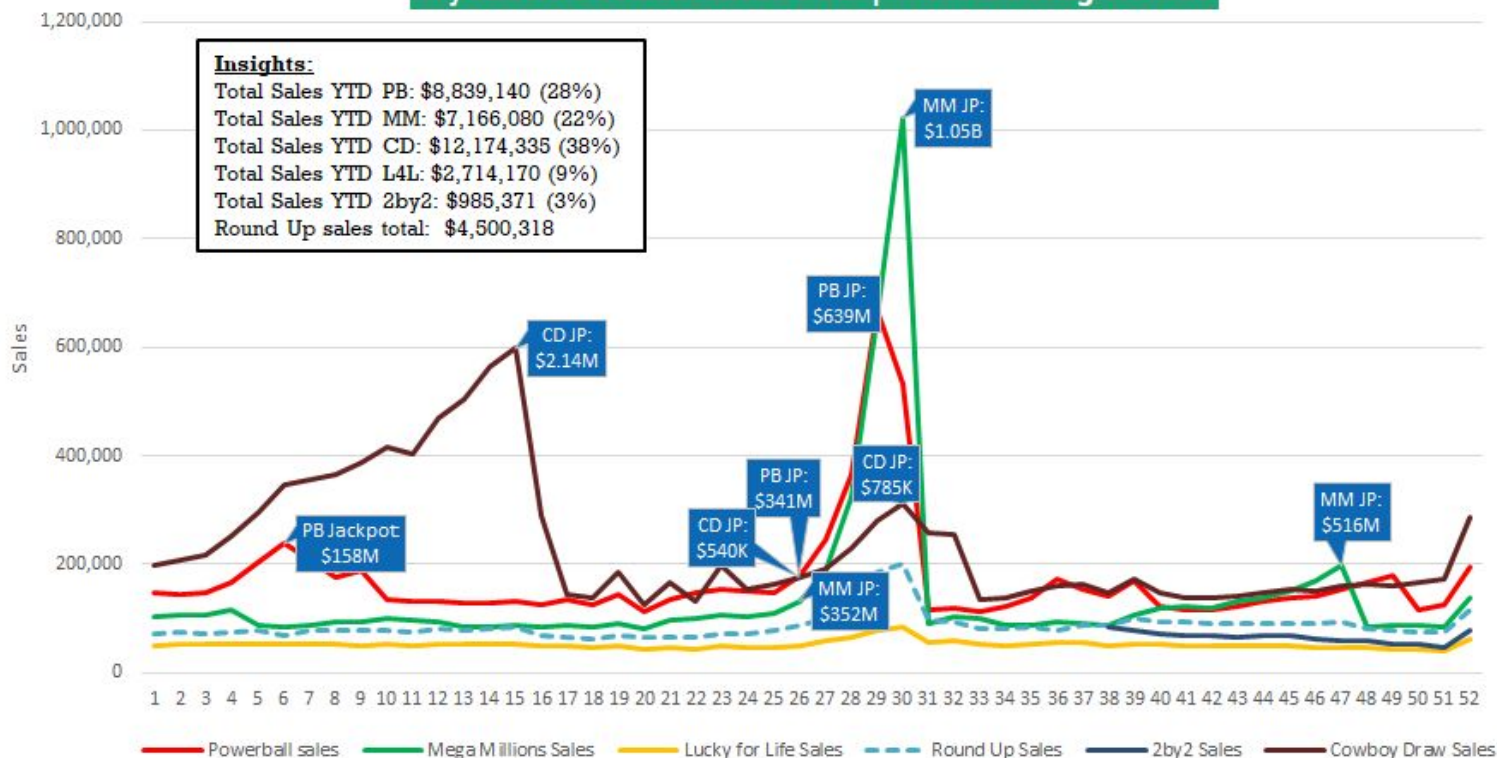


Insights:

- Total sales for FY'21: \$985,371
- Weekly pace projected amount: \$28,846
- Weekly sales average YTD: \$65,691

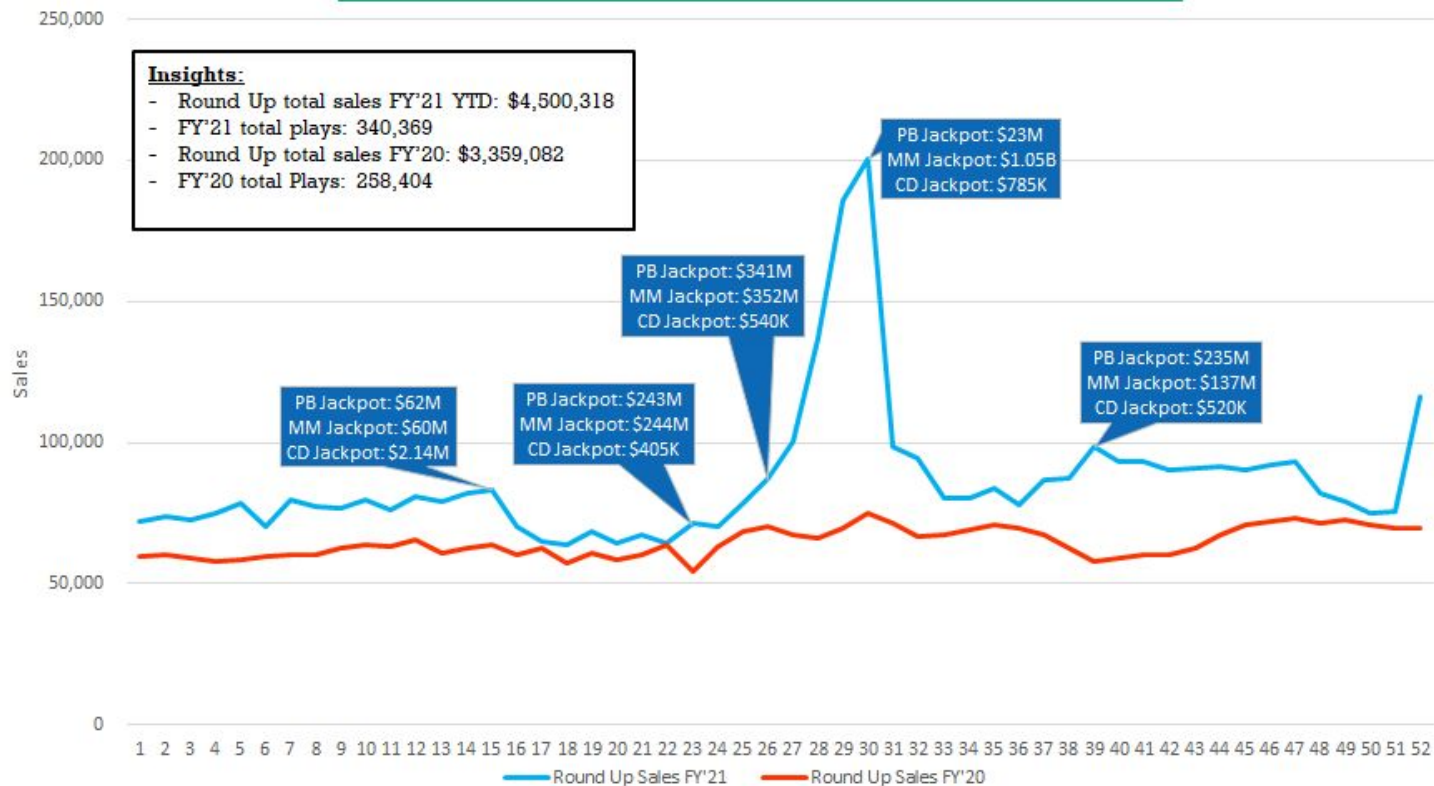
Sales Update

WyoLotto Product Sales YTD | Week ending 6.30.21



Sales Update

Round Up Sales FY'21 vs. FY'20 | Week ending 06.30.21



Marketing Update

2by2 Campaign

- Paid media campaign ran 3/14/21 - 6/20/21
- Campaign included virtual press event, TV, radio, billboards, digital/social advertising, email, app, website, pads, retailer communications
- **Goal:** \$28,846 weekly pace
- **Results** (3/20/21 - 6/30/21):
 - \$61,585 average weekly pace (exceeded goal by 113%)
 - 346,387 winners and \$402,785 winnings in first 4 months



Lucky for Life Game Change

- 7/19/21 - LFL is going daily (no other changes)
- 5/7/21 “drawdown communications” (pre-launch) started (social, web, retailer comms, app, etc.)
- 7/19/21 campaign launch, including corp comms, in-store, retailer, and media buy
- Paid media channels (radio, YouTube, digital, social ads) run 7/19/21 - 8/15/21
- **Goal:** 25% increase in weekly sales
- *This is an exciting time to celebrate Wyoming’s only cash FOR LIFE game.*





Powerball Game Change

- 8/23/21 - Powerball adds third draw on Monday nights (no other changes)
- 6/9/21 “drawdown” communications (pre-launch) started (social, web, retailer comms, app, etc)
- 8/23/21 corp comms only campaign launches targeting current players and retailer patrons (web, social, app, retailer comms, email, in-store POP pads)
- **Goal:** Educate retailers and Powerball players about the game change
- *Players now have more chances to find themselves a winner!*



Mobile App Updates

Since app launch in September 2020*:

- Current Registered Users: 18,950
- Total Count of Tickets Scanned: 181,462
- Users opted into push notifications: 7,264
- *We're thrilled with the continued growth of our new mobile app!*

**Data provided through 6/21/21*



App Exclusive Swag Giveaway

- 5/23/21 - 5/29/21 app-only giveaway promotion
- Ticket scans were automatically entered to win a summer swag bag (shirts, hat, cooler, sunglasses, game coupons)
- 1 winner a day for 7 days
- **Results:** 6,344 ticket scan entries (regular weekly average is 3,000 - 4,000 ticket scans)



Celebrities Against Cancer Event

- 6/18/21 - 6/19/21 WyoLotto sponsored Celebrities Against Cancer event in Cody
- Matched and donated all sales at the bus to St. Jude's Children's Research Hospital & Cody Regional Cancer Treatment Center
- **Donation total:** \$2K
- **Sponsorship benefits:** banners, live mentions, WyoLotto staff in event, prime on-site location for bus, logo on jerseys, printed program ad, logo on event website
- **Earned media:** WyoLotto staff photo featured in Cody Enterprise & Powell Tribune, 30 min. on KODI AM/FM radio, press release thanking sponsors, social posts and video



FY22 Marketing Plan

Key initiatives for next fiscal year:

- Completion/Launch of LFL Game Change
- Completion/Launch of PB Game Change
- UW Football Sponsorship
- UW Cowboy Draw BOGO running for ALL games this year
- Ongoing Corporate Communications (email, social, app, web, pads, PR)
- Annual Report
- Website Redesign
- Keno



Up Next...

- July 19, 2021 - Lucky for Life Game Changes
- August 23, 2021 - Powerball Game Changes
- September 2021 - UW football sponsorship & Cowboy Draw BOGO starts
- FY2022 Q1
 - Website Redesign Project Starts
 - Keno Project Starts



**Thank you
for your time!**
