



## Q2 CORPORATE REPORT

October 1 – December 31, 2018

January 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

**Total to Date: \$13,635,815**

## Winners

In the second quarter,  
we have seen:

- \$7,240,439 in total winnings paid across all games
- 509,985 total winners for all games

# FINANCIAL UPDATE

# FINANCIAL UPDATE

## Q2 Balance Sheet

### Wyoming Lottery Corp Balance Sheet As of December 31, 2018

ASSETS	Dec 31, 18	Dec 31, 17	\$ Change
<b>Current Assets</b>			
Checking/Savings			
Checking Accounts	4,858,843.01	2,764,699.21	2,094,143.80
Prize Account Petty Cash (TIII)	1,099.17	805.00	294.17
Restricted Cash			
Unclaimed Prizes	1,109,542.86	522,635.86	586,907.00
Responsible Gambling Funds	172,899.43	179,273.48	(6,374.05)
Fidelity Fund	56,431.35	53,181.02	3,250.33
Total Checking/Savings	6,198,815.82	3,520,594.57	2,678,221.25
Other Current Assets			
Prepaid Expenses	21,635.12	452,073.76	(430,438.64)
Retail Accounts Receivable	603,546.71	725,439.82	(121,893.11)
MUSL Accounts Receivable	0.00	24,016.50	(24,016.50)
Total Other Current Assets	625,181.83	1,201,530.08	(576,348.25)
<b>Total Current Assets</b>	<b>6,823,997.65</b>	<b>4,722,124.65</b>	<b>2,101,873.00</b>
<b>Noncurrent Assets</b>			
Capital Assets, Net	370,817.74	433,727.51	(62,909.77)
Capital Assets, Trademarks	42,575.00	42,575.00	0.00
Deposits - Building	7,500.00	7,500.00	0.00
<b>Total Noncurrent Assets</b>	<b>420,892.74</b>	<b>483,802.51</b>	<b>(62,909.77)</b>
Deferred Outflows of Resources			
Pension Related Outflows	333,664.00	327,657.00	6,007.00
<b>TOTAL ASSETS</b>	<b>7,578,554.39</b>	<b>5,533,584.16</b>	<b>2,044,970.23</b>
<b>LIABILITIES &amp; EQUITY</b>			
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Accounts Payable	403,122.87	558,632.19	(155,509.32)
Jonah Bank Credit Card	6,435.85	1,110.15	5,325.70
State of Wyoming Transfer Payable	2,808,707.03	1,001,963.54	1,806,743.49
Unearned Revenue (net)	576,319.00	712,059.00	(135,740.00)
Prizes Payable	1,440,192.45	1,282,685.05	157,507.40
Payroll Liabilities	31,959.29	30,988.34	970.95
<b>Total Current Liabilities</b>	<b>5,266,736.49</b>	<b>3,587,438.27</b>	<b>1,679,298.22</b>
<b>Noncurrent Liabilities</b>			
Xerox-Capital Lease	86,561.53	46,431.17	40,130.36
Net Pension Liability	917,239.00	843,684.00	73,555.00
<b>Total Noncurrent Liabilities</b>	<b>1,003,800.53</b>	<b>890,115.17</b>	<b>113,685.36</b>
Deferred Inflows of Resources			
Pension Related Inflows	197,279.00	49,630.00	147,649.00
<b>Total Liabilities</b>	<b>6,467,816.02</b>	<b>4,527,183.44</b>	<b>1,940,632.58</b>
<b>Equity</b>			
Retained Earnings	448,175.31	296,888.64	151,286.67
Net Income	662,563.06	709,512.08	(46,949.02)
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>7,578,554.39</b>	<b>5,533,584.16</b>	<b>2,044,970.23</b>





# FINANCIAL UPDATE

## Q2 Budget vs. Actual

### Wyoming Lottery Corp Profit & Loss Budget vs. Actual Oct through Dec 2018

	FY 19 QTR 2			
	TOTAL			
	Oct - Dec 18	Budget	+ Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	14,774,168.74	8,564,999.00	8,209,169.74	225.04%
Total 48000 - Other Revenues	100.00	0.00	100.00	100.0%
Total Income	14,774,268.74	8,564,999.00	8,209,269.74	225.00%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	8,236,857.15	3,920,271.00	4,316,586.15	210.11%
Total 51000 - B Gaming Expenses	2,694,266.73	1,184,982.00	1,499,284.73	226.52%
Total COGS	10,921,123.88	5,105,253.00	5,815,870.88	213.92%
Gross Profit	3,853,144.86	1,459,746.00	2,393,398.86	263.98%
Expense				
Total 60000 - Business Expenses	37,497.75	32,010.00	5,487.75	117.14%
Total 61000 - Contract Services	294,760.68	242,273.00	52,487.68	121.67%
Total 62000 - Facilities and Equipment	32,679.89	38,242.00	-5,562.11	85.48%
Total 63000 - Operations	46,980.45	48,067.00	-1,086.55	97.74%
Total 64000 - Personnel Salaries, Benefits & Travel	262,543.65	308,546.00	-46,002.35	85.09%
Total Expense	674,462.42	669,138.00	5,324.42	100.8%
Net Ordinary Income	3,178,682.44	790,608.00	2,388,074.44	402.06%
Other Income/Expense				
70000 - Interest Income	3,632.74	0.00	3,632.74	100.0%
81000 - Interest Expense	1,650.76	0.00	1,650.76	100.0%
82000 - Gain/Loss on Discarded Assets	0.00			
Total Other Expense	1,650.76	0.00	1,650.76	100.0%
Net Other Income	1,981.98	0.00	1,981.98	100.0%
	Oct - Dec 18	Budget	+ Favorable	% of Budget
Net Income before Transfer to State of Wyoming	3,180,664.42	790,608.00	2,390,056.42	402.31%
Transfer to State of Wyoming	2,808,707.03			
Net Income	371,957.39			

\* \$5,000 LOC Bank Fee

\*\* \$26,000 Accting/Audit Budgeted Q1 Paid Q2; \$32,000 Swag Budgeted Q1 Paid Q2

\*\*\* EA Position Filled 12/18

\*\*\*\* Net Income Allocation:

Reserve Account	50,000.00
Infrastructure Development	266,484.27
Q2 Final Week Reserved for Q3	55,473.12

Net Income:

371,957.39

# FINANCIAL UPDATE

## YTD Budget vs. Actual

### Wyoming Lottery Corp Profit & Loss Budget vs. Actual July through Dec 2018

	FY 19 QTR 2			
	TOTAL			
	July - Dec 18	Budget	+ Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	22,979,617.06	13,129,998.00	9,849,619.06	175.02%
Total 48000 - Other Revenues	800.00	0.00	800.00	100.0%
Total Income	22,980,417.06	13,129,998.00	9,850,419.06	175.02%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	12,535,642.42	7,840,542.00	4,695,100.42	159.88%
Total 51000 - B Gaming Expenses	4,168,752.65	2,369,964.00	1,798,788.65	175.9%
Total COGS	16,704,395.07	10,210,506.00	6,493,889.07	163.6%
Gross Profit	6,276,021.99	2,919,492.00	3,356,529.99	214.97%
Expense				
Total 60000 - Business Expenses	87,721.23	117,830.00	-30,108.77	74.45%*
Total 61000 - Contract Services	624,283.92	772,406.00	-148,122.08	80.82%**
Total 62000 - Facilities and Equipment	70,662.61	85,157.00	-14,494.39	82.98%
Total 63000 - Operations	91,461.28	104,464.00	-13,002.72	87.55%
Total 64000 - Personnel Salaries, Benefits & Travel	531,228.73	630,673.00	-99,444.27	84.23%***
Total Expense	1,405,357.77	1,710,530.00	-305,172.23	82.16%
Net Ordinary Income	4,870,664.22	1,208,962.00	3,661,702.22	402.88%
Other Income/Expense				
70000 - Interest Income	3,835.82	0.00	3,835.82	100.0%****
81000 - Interest Expense	2,512.65	0.00	2,512.65	100.0%
82000 - Gain/Loss on Discarded Assets	-7,250.00			
Total Other Expense	-4,737.35	0.00	-4,737.35	100.0%
Net Other Income	8,573.17	0.00	8,573.17	100.0%
	July - Dec 18	Budget	+ Favorable	% of Budget
Net Income before Transfer to State of Wyoming	4,879,237.39	1,208,962.00	3,670,275.39	403.59%
Transfer to State of Wyoming	4,216,674.33			
Net Income	662,563.06			*****

\* \$11,600 Board Expenses Under; \$13,700 Membership Dues not Invoiced

\*\* Accounting \$5,000 Under; Legal; \$44,900 Under; Marketing \$86,500 Under

\*\*\* EA Position Open; Benefits Under; No Staff Pay Increases

\*\*\*\* Savings Account Interest from 11.28.18 - 12.31.18

\*\*\*\*\* Net Income Allocation:

Reserve Account	105,000.00
Infrastructure Development	503,467.06
Q2 Net Income Allocated to Q3	55,473.12
Q1 Adjustemnt	-82.12
Responsible Gambling Expenses	-1,295.00

Net Income: 662,563.06

# FINANCIAL UPDATE

## WRGC YTD Budget vs. Actual

### Wyoming Lottery Corp Profit & Loss Responsible Gambling Budget vs. Actual July through Dec 2018

	FY 19 QTR 2 YTD		
	TOTAL		
	July - Dec 18	FY19 Budget	- Favorable
Responsible Gambling Expenses			
Tracker Study Follow Up Research	0.00	15,000.00	-15,000.00
Certifications - Univeristy of Minnesota	1,295.00	15,000.00	-13,705.00
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	100,000.00	-100,000.00
Responsible Gambling Travel/Conferences as Needed	0.00	35,000.00	-35,000.00
Fremont County Service Research	0.00	3,000.00	-3,000.00
Total Responsible Gambling Expenses	1,295.00	185,000.00	-183,705.00

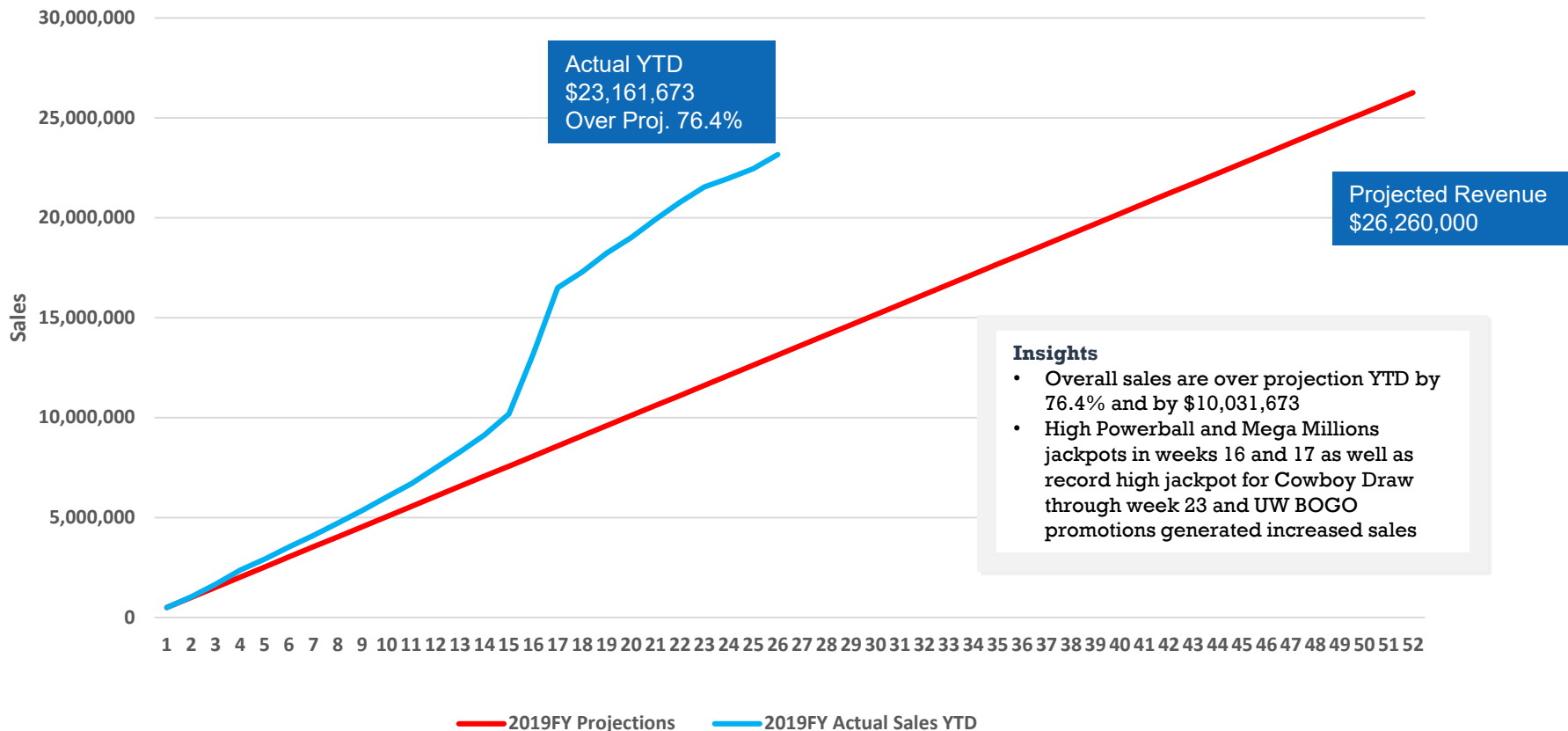
#### Responsible Gambling Balance

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	-1,295.00
12/31/18 Responsible Gambling Balance	172,899.43

SALES UPDATE

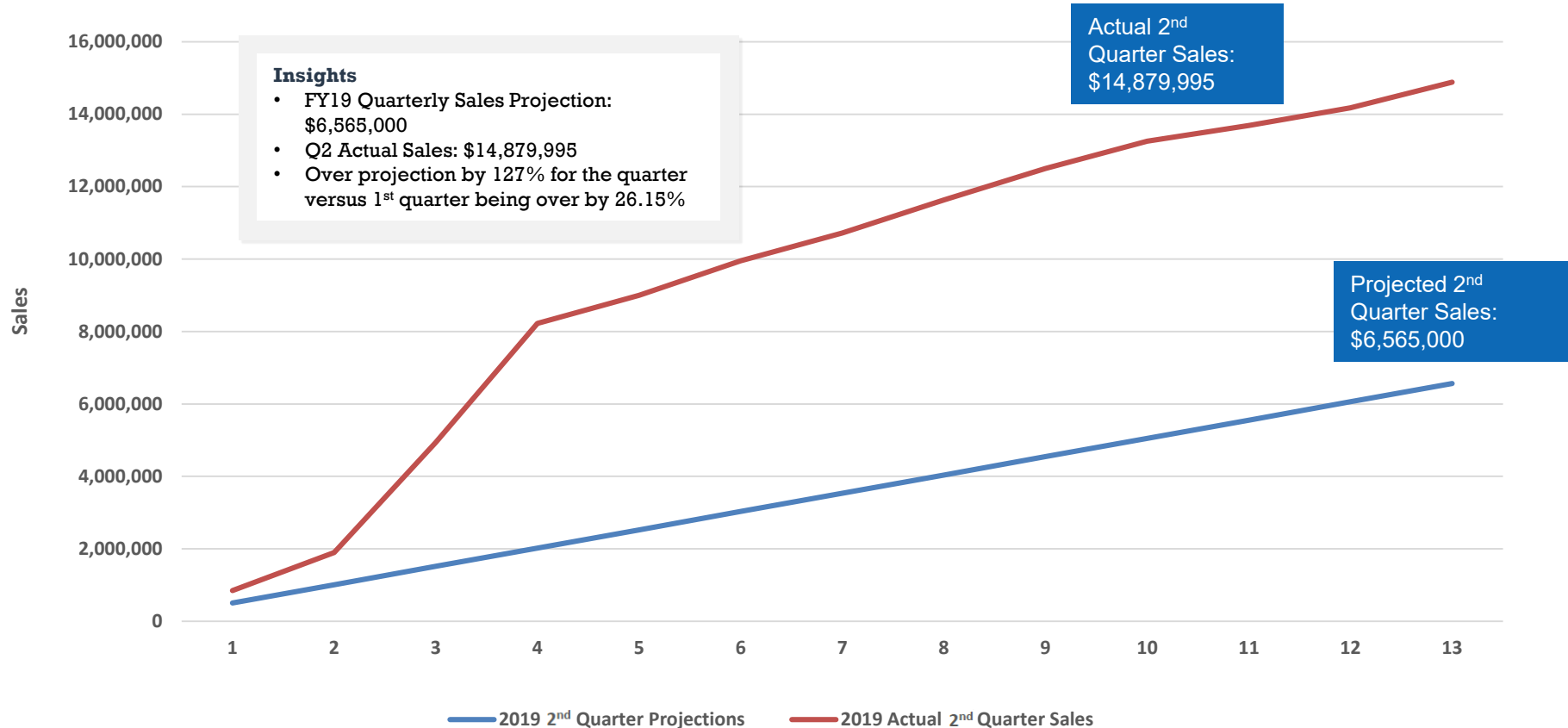
# SALES UPDATE

## Total Sales: FY 19 Actual vs Projection | Week ending 12.31.18



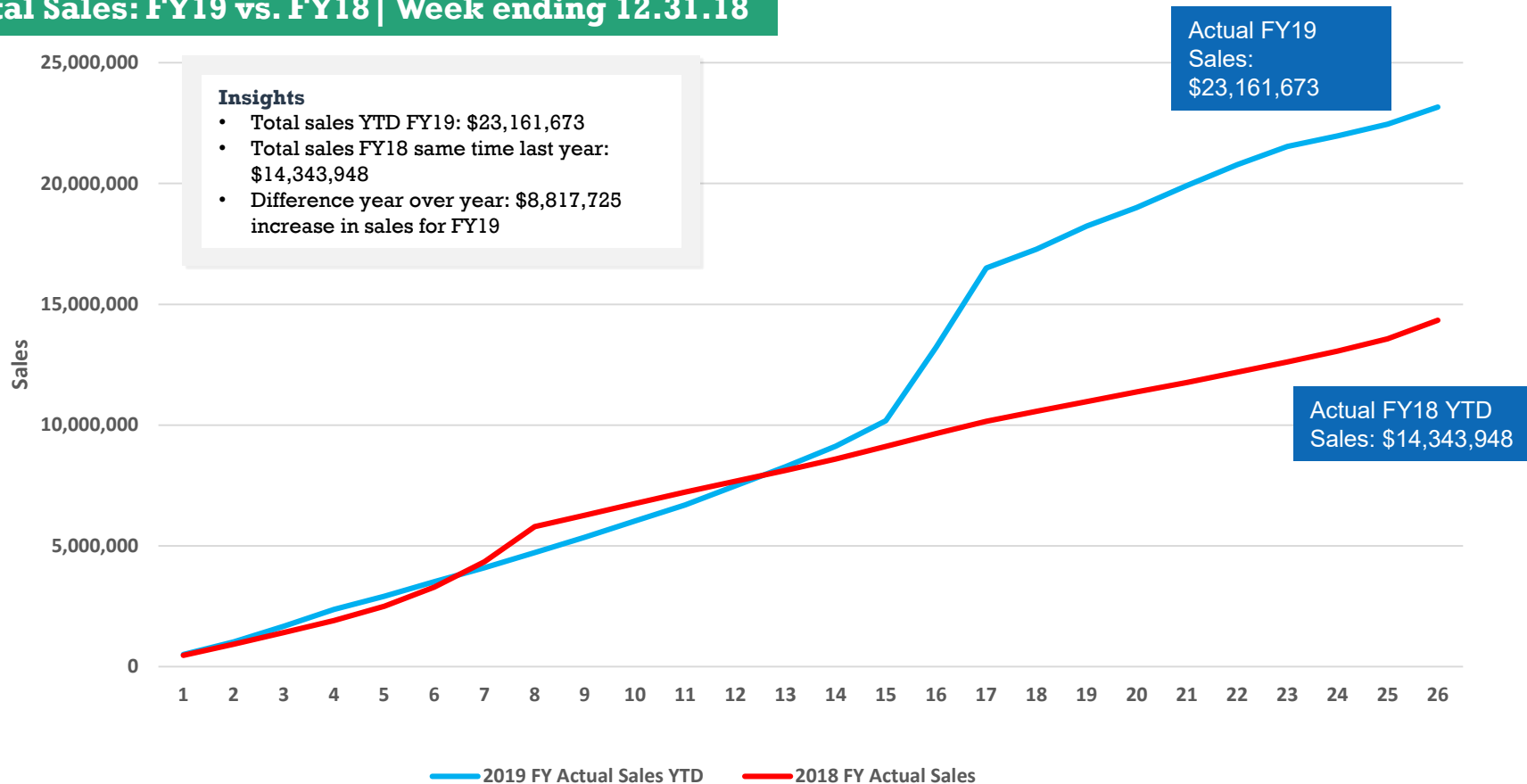
# SALES UPDATE

## Total 2<sup>nd</sup> Quarter Sales: FY 19 Actual vs Projection | Quarter ending 12.31.18



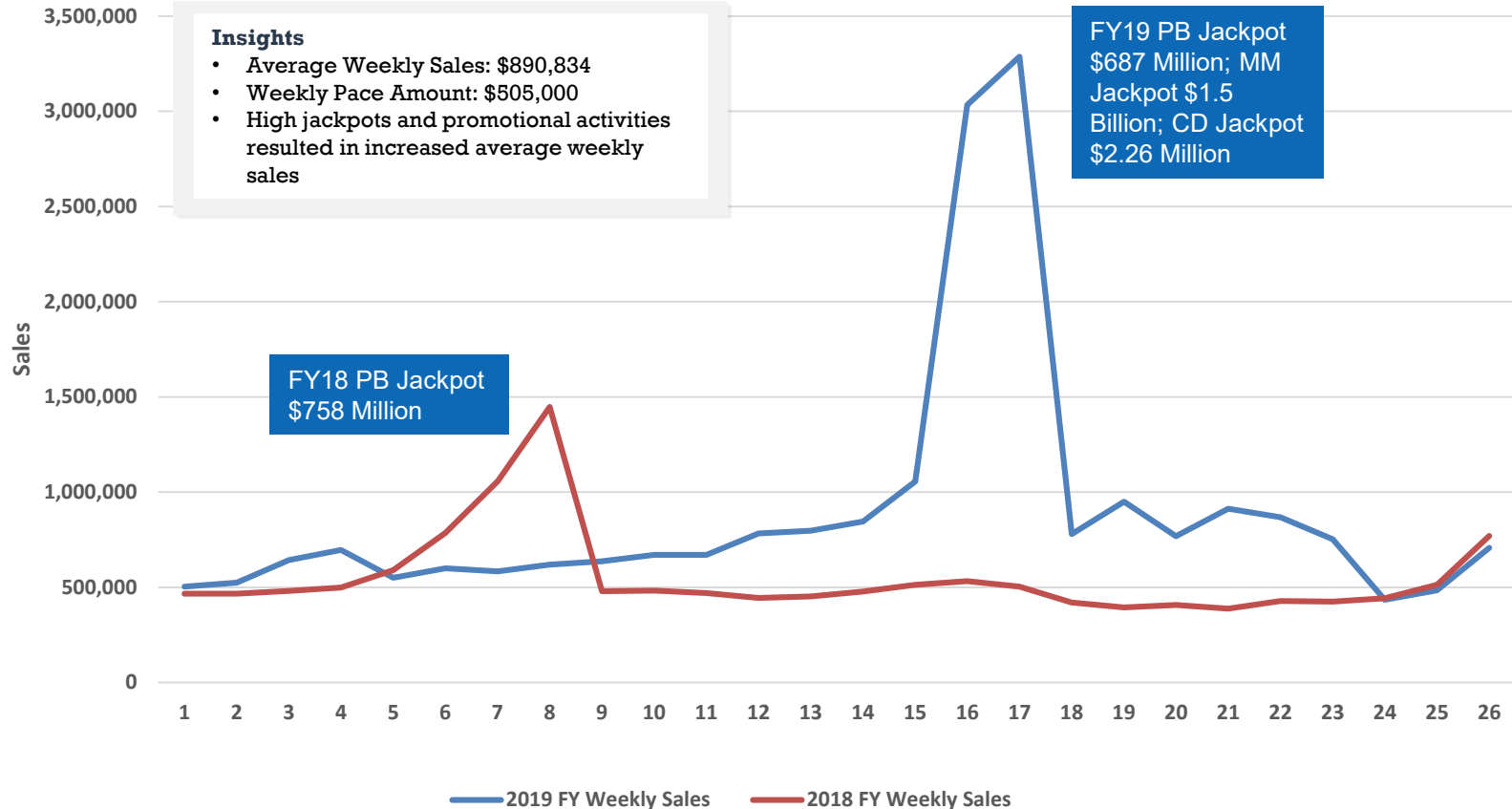
# SALES UPDATE

## Total Sales: FY19 vs. FY18 | Week ending 12.31.18



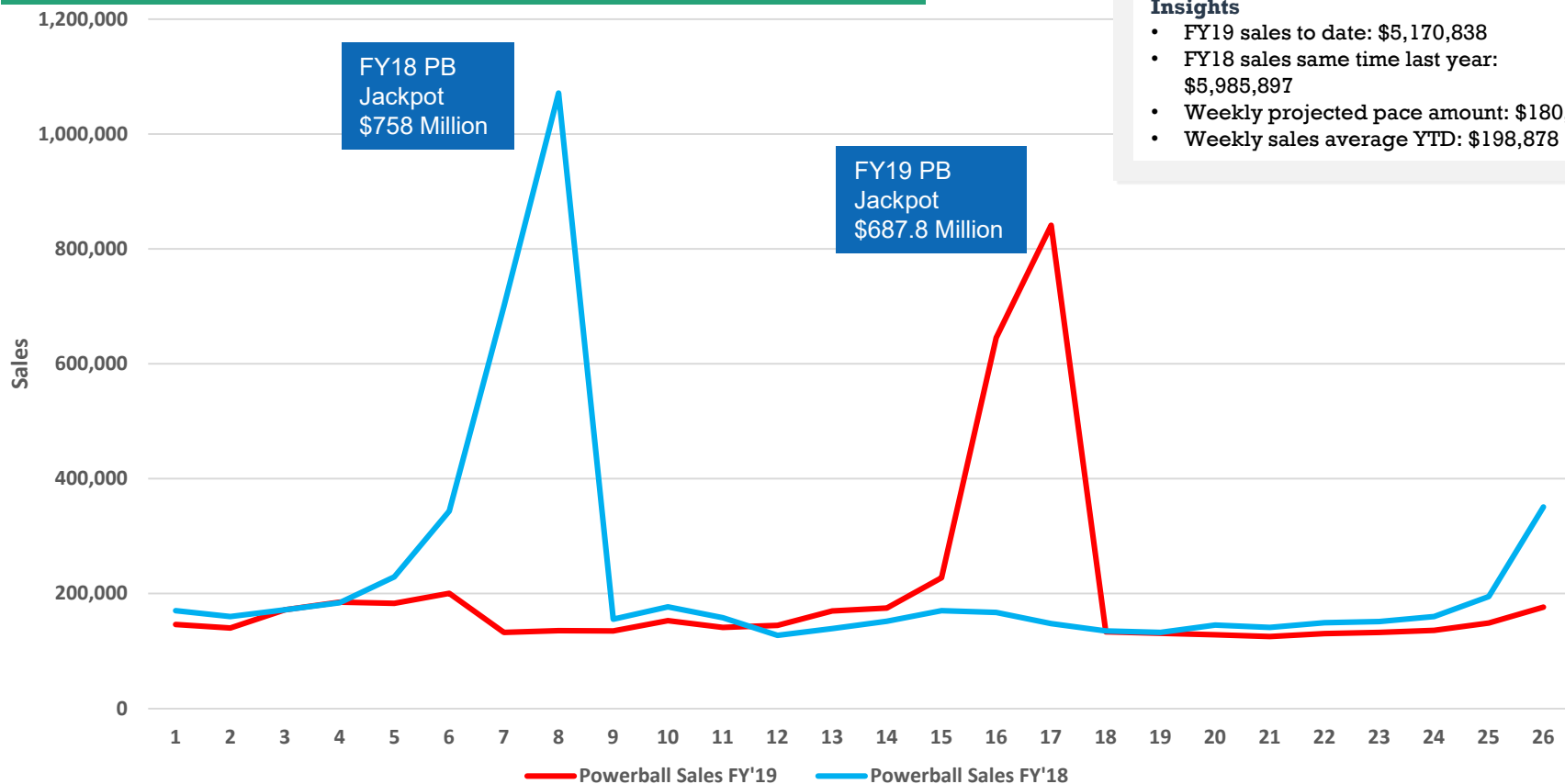
# SALES UPDATE

## Total Sales: Actual weekly sales FY19 vs. FY18 | Week ending 12.31.18



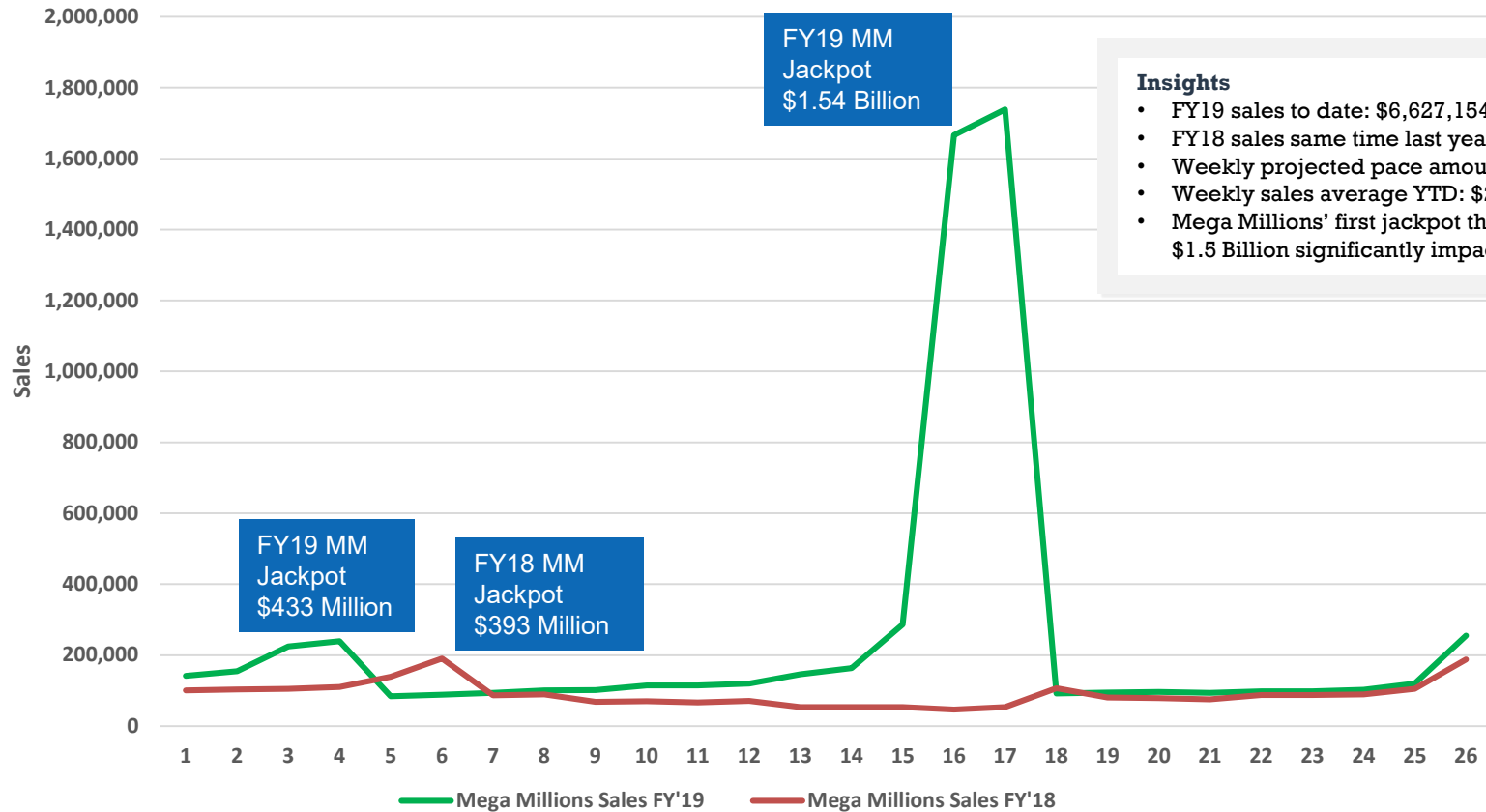
# SALES UPDATE

## Powerball Sales FY19 vs FY18 | Week ending 12.31.18



# SALES UPDATE

## Mega Millions Sales FY19 vs FY18 | Week ending 12.31.18

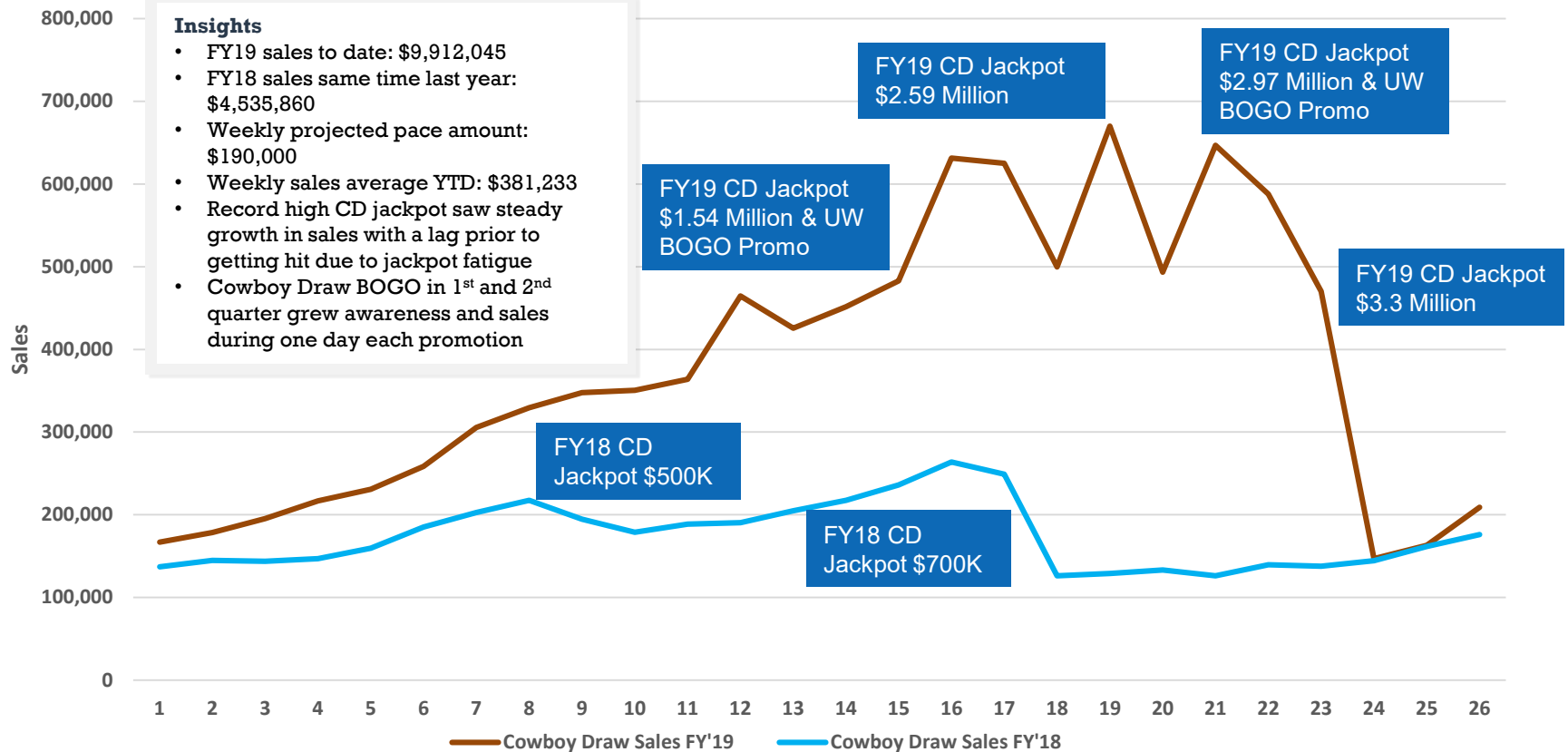


### Insights

- FY19 sales to date: \$6,627,154
- FY18 sales same time last year: \$2,358,571
- Weekly projected pace amount: \$80,000
- Weekly sales average YTD: \$254,891
- Mega Millions' first jackpot that grew over \$1.5 Billion significantly impacted sales

# SALES UPDATE

## Cowboy Draw Sales FY19 vs. FY18 | Week ending 12.31.18

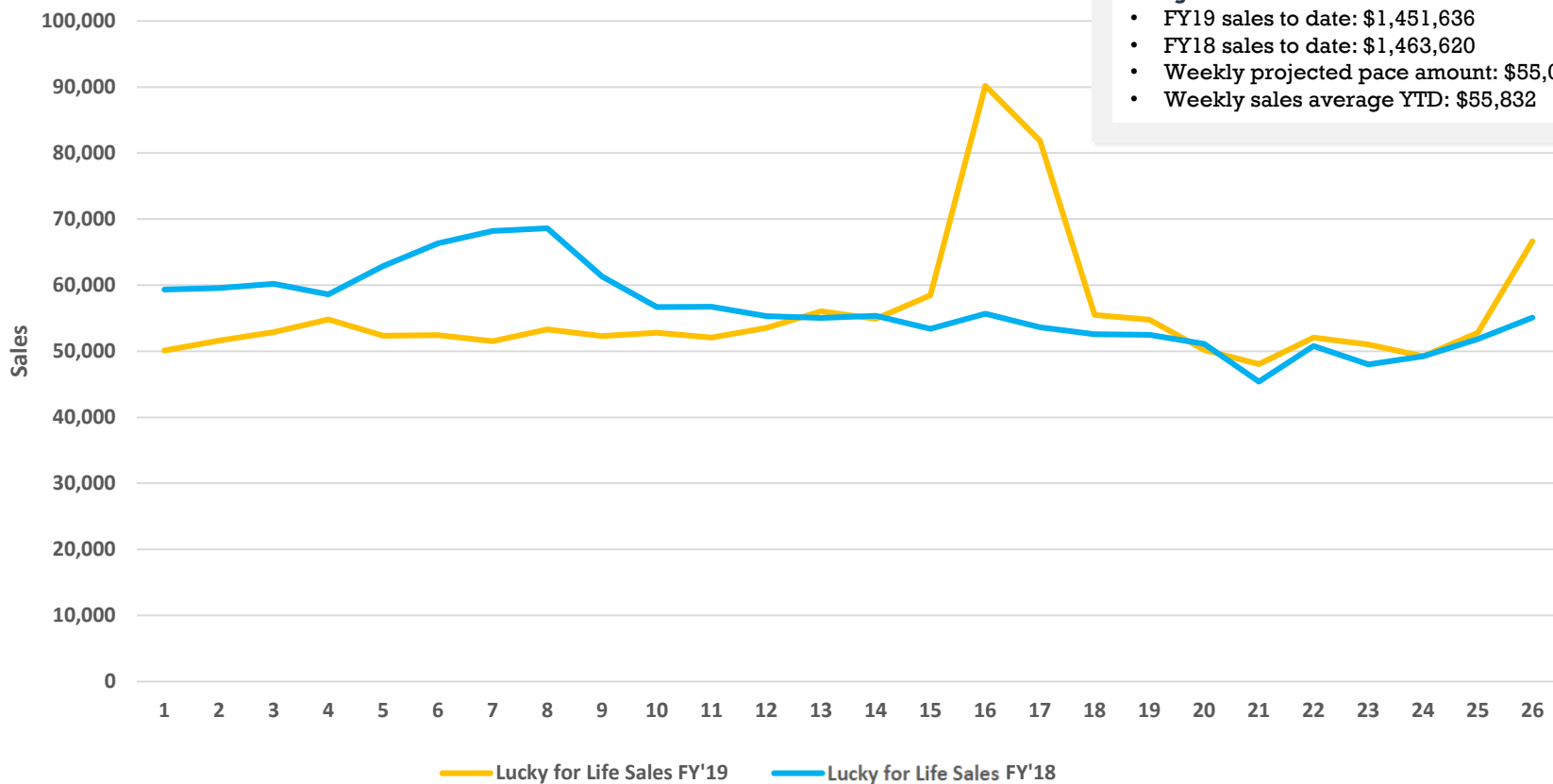


# SALES UPDATE

## Lucky for Life Sales: FY19 | Week ending 12.31.18

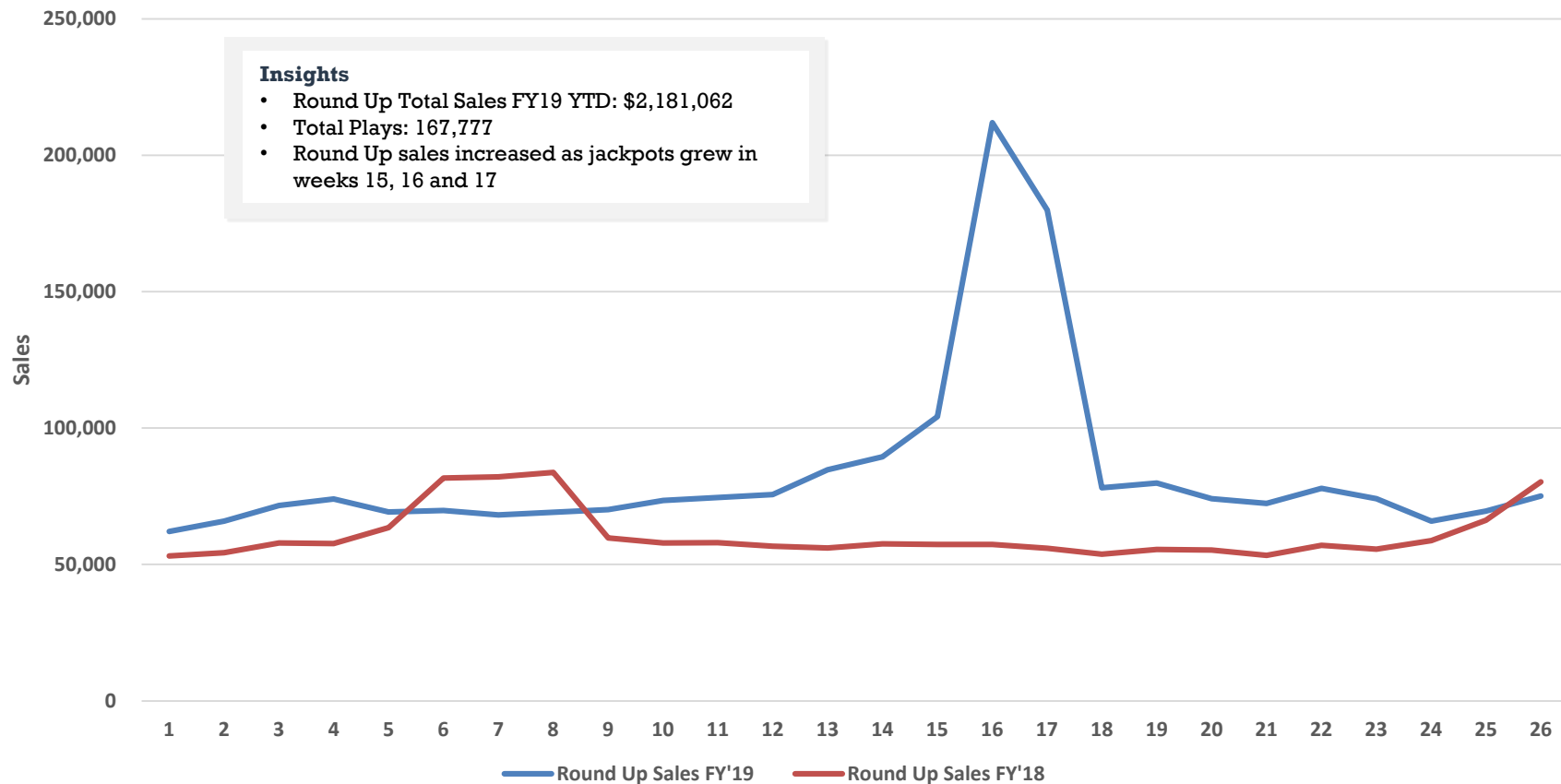
### Insights

- FY19 sales to date: \$1,451,636
- FY18 sales to date: \$1,463,620
- Weekly projected pace amount: \$55,000
- Weekly sales average YTD: \$55,832



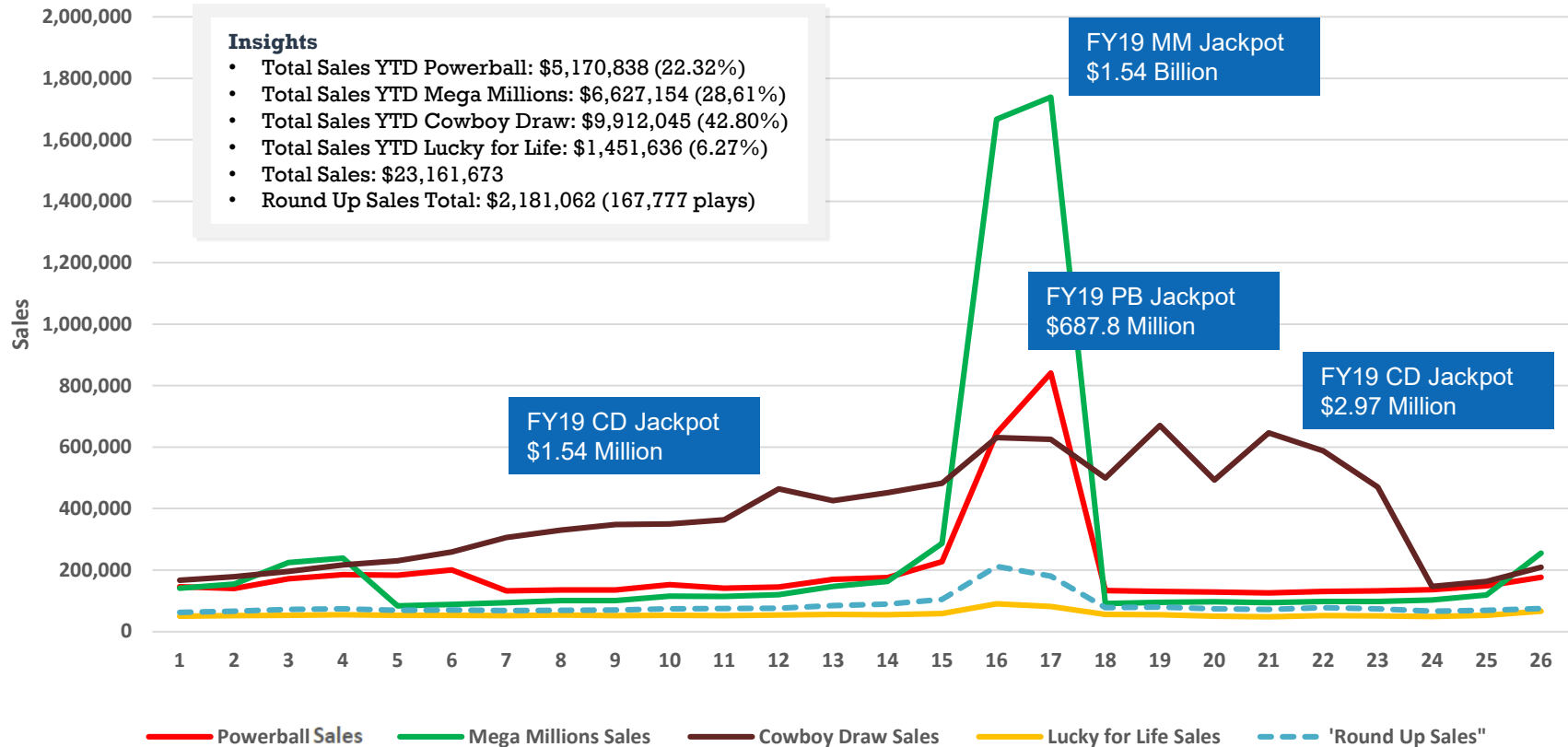
# SALES UPDATE

## Round Up Sales FY19 | Week ending 12.31.18



# SALES UPDATE

## WyoLotto Product Sales YTD | Week ending 12.31.18



# 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



# CORPORATE RESPONSIBILITY



## 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 second quarter, WyoLotto saw coverage on several topics:

- October 4: Cowboy Draw Jackpot Hits \$1.86 Million
- October 9: WyoLotto Eclipses \$10 Million in Total State Transfer Fund
- October 10: Cowboy Draw Reaches Record Jackpot at \$1.92 Million
- November 8: Cowboy Draw Jackpot Continues to Climb
- December 6: WyoLotto Cowboy Draw Winning Ticket Bought in Casper
- December 17: Winners of \$3.3 Million Cowboy Draw Jackpot Found

**597,483,432**  
Total readership

**\$1,123,268**  
Ad Equivalency

# MARKETING UPDATES: SOCIAL

## facebook

### Insights:

- 32,406 Total Page Likes
- 323 new followers this quarter (1% increase from last quarter)
- Total engagements increased by 58.3% in comparison to Q1 2019. Engagements increased significantly around the posts for the UW Homecoming game ticket giveaway, Mega Millions Spin-2-Win events, Cowboy Draw BOGO promotion on Nov. 4, and the \$3.3 Million Cowboy Draw Jackpot winner in December

## twitter

### Insights:

- 1,323 Followers
- 67 new followers this quarter (5.3% increase from last quarter)
- Total engagements increased by 56.6% compared to the last quarter
- Impressions per Tweet increased by 57.9% compared to the last quarter
- Engagement on this platform increased significantly due to the large jackpot runs for Cowboy Draw, Mega Millions and Powerball during this quarter

## Instagram

### Insights:

- 1,324 Followers
- 134 new followers this quarter (11.3% increase from last quarter)
- Total engagements increased by 4.5% compared to the last quarter
- Impressions per post increased by 49.4% compared to the last quarter
- The rise in engagements for this quarter is due in large part to the Lucky for Life birthday giveaway that had 74 entries and 121 engagements

# MARKETING UPDATES: SOCIAL

## Top Performing Posts

### facebook

**Wyoming Lottery** • Published by Sprout Social [?] · October 5, 2018 · 🌐

Who is ready for a good ol' UW Homecoming? In just a few weeks our Pokes will face off against Utah State at War Memorial and we want to celebrate with a ticket giveaway! To enter just "like" this post and comment "Go Pokes" for a chance to win 2 tickets and access to the UW Hospitality. This giveaway has ENDED- tune in on Monday (10/8) to find out who won!


Just like playing the lottery you must be 18+ to enter to win. This giveaway is not endorsed or sponsored by Facebook.

**ENTER TO WIN**

2 TICKETS TO UW VS UTAH HOMEcoming GAME | ACCESS TO UW HOSPITALITY TENT | OCTOBER 20<sup>th</sup> 12-30 PM

**HOW TO ENTER**

1. Like this post
2. Comment "Go Pokes"
3. Enter before 5:00pm on Oct 5



Total Engagements: 2,237  
Reach: 14,124 users

### twitter

**Wyoming Lottery** @wyolotto Follow

#MegaMillions drawing is TONIGHT! Have you heard it's over \$1.6 BILLION?!?! You've got until 8 pm before the drawing at 9 to grab a ticket. So GO!

**Current Estimated Annuitized Jackpot**

**\$1,600,000,000**

Estimated Cash Jackpot: \$904,900,000  
Next drawing Tonight at 8:59pm

9:16 AM - 23 Oct 2018

3 Retweets 2 Likes



Total Engagements: 6  
Reach: 34,393 users

### Instagram

**wyolotto** • Follow

wyolotto Wyolotto's Lucky For Life turns 2 today! To celebrate its birthday, comment "Feelin' Lucky" below before 5 p.m. MST today (Dec. 4) for your chance win a \$100 gift card.

Load more comments

mogilee3 Feelin' Lucky! 🍀🍀  
bwolf1595 Feelin' Lucky! 🍀🍀  
webstertrask Feelin' Lucky  
jnrielsen9614 Feelin' Lucky!  
erelish435 Feelin' Lucky!  
amymwyo76 Feelin' Lucky! \*\*  
01 blossom Feelin' lucky! 🍀  
d307mmenu Feelin' Lucky  
jacarter85 Feelin' Lucky  
paullepp777 Feelin' Lucky

Comment "FEELIN' LUCKY" and be entered to win a \$100 gift card

43 likes  
DECEMBER 4, 2018  
Log in to like or comment.



Total Engagements: 121  
Reach: 681 users

# MARKETING UPDATES: WEBSITE

## Insights

- Overall site traffic: 862,781 sessions
- Bounce rate: 61.73% (slight increase from Q1 2018, less than 1%)
- Pages per session: 1.98 (slight increase of 0.82% from Q1)
- Session duration: 00:01:30 (3.82% increase from Q1)
- Organic search saw a 33.96% increase in traffic
- Email generated 22.08% more users than the previous quarter
- The homepage saw a 26.29% increase in traffic from the previous quarter

## Top Cities Visiting

1. Cheyenne – 22.52%
2. Casper – 15.50%
3. Rock Springs – 15.00%
4. Gillette – 6.22%
5. Laramie – 5.11%

# MARKETING UPDATES: EMAIL

## Email Marketing

### Total subscribers:

33,404 (0.69% decrease from Q1)

### Total emails sent:

669,535 individual emails

DURING THIS QUARTER, WE SENT  
4 PLAYER EMAILS, 3 PRESS RELEASES,  
AND 103 RSS EMAILS

### Insights:

- The most opened email was the “Wofford Cowboy Draw Promo” email with a 14.05% open rate
  - Reasons for success:
    - Wyoming won, which resulted in the promotion going into effect
    - Cowboy Draw sees more player interaction than other games
- The “Giving Back” email saw the highest click rate at 0.36%
  - Reasons for success:
    - Included clickable link to the video
    - Giving Back is an important topic for WyoLotto Players

# CAMPAIGN UPDATES

## CAMPAIGN UPDATES: GIVING BACK VIDEO MEDIA BUY

**Aug. 3, 2018 – Mar. 3, 2019**

The Giving Back Video showcases the impact WyoLotto has made on Wyoming in the last four years through the quarterly transfers to the state that are distributed to the cities, towns and counties, as well as through supporting the state economy through retailer commissions, paid media and payouts to winners. To help support the roll out of the video, we developed a media plan to get the video in front of Wyoming residents during key times throughout the year and have one final media run from February into March 2019.

The video was also one of five from North American lotteries to be awarded a Fleurry Advertising Competition trophy at the 2018 La Fleur's conference in Austin, TX on December 4, 2018.

- Run #4: Feb. 4 – Mar. 3, 2019: Cheyenne only via TV, social and digital in conjunction with legislative session



# CAMPAIGN UPDATES: UW COWBOY DRAW PROMOTION

September 1 – November 18, 2018



For this year's UW sponsorship we tied in a promotion for Cowboy Draw for when the Pokes won the fans won too with a Buy One – Get One (BOGO) offer. If the football team won at home, then from 11 a.m. – 2 p.m. the following Sunday, fans could visit their local retailer and for every Cowboy Draw play purchased, they would get that many plays for free.

The promotion was active for all six home games with social, website, email and pad messaging, live reads and recorded messaging during the radio broadcasts of the games, public address announcements, and ribbon board and scoreboard messaging in the stadium.

We fully executed the promotion three times throughout the season and saw great results for each of the three days:

- Sept. 16, 2018: \$89,940 in coupons; net sales of \$126,305
- Nov. 4, 2018: \$174,570 in coupons; net sales of \$210,140
- Nov. 18, 2018: \$191,260 in coupons; net sales of \$228,865
- Weekly sales goal for this game is \$190,000

# CAMPAIGN UPDATES: MEGA MILLIONS CAMPAIGN

Oct. 15, 2018 – May 17, 2019

This campaign showcases the Mega Millions product with a call to action for current and potential players to not just play WyoLotto, but to specifically play Mega Millions or add Mega Millions to their purchase of their favorite product.

## Campaign Goals:

- Grow sales by 4% from \$3.224 Million in FY18 to \$4.16 Million in FY19
- Increase brand awareness measured by impressions

## Tactics:

- 30-day execution periods for targeted media tactics
  - Run 2 – mid April through mid May
- Sales team activations at local grocery stores with Spin-2-Win promotions with main prize of a Yeti cooler at each location each day.

## Initial Results:

- Execution of activations at grocery stores in three communities for consecutive weekends (Cheyenne, Casper, and Gillette) in October and November
- Increased sales at each location by an average of \$930 when promotions were active compared to when the promotions were not running



# CAMPAIGN UPDATES: POWERBALL CAMPAIGN

Jan. 21 – May 1, 2019



This campaign will focus on driving Powerball sales through giveaways to promote the product and increase sales and awareness with players. We will execute a statewide campaign that drives a 1.7% growth in sales and increase customer engagement through the giveaway promotions. Funding for the prizes are from the Multi-State Lottery Association to promote the national Powerball brand.

## Giveaway Structure Concept:

- Duration: Players will enter to win 4 main prizes from January 21 thru April 19, 2019. Smaller prizes will be given out monthly on social media, drawing from the pool of entries.
- How to enter: Every ticket is a chance to win (and increase sales). Enter online with a unique code that is printed on each ticket.
- Drawing: Winners will be vetted for eligibility to win, prior to the video announcement on social media on May 1, 2019.

## Prizes:

- Grand Prize: 2019 Chevy pickup truck.
- First Prize: \$20,000 cash money
- Second Prize: A travel camper
- Third Prize: A river boat and trailer
- January social prize: A paddleboard (with paddle/life jacket/etc.)
- February social prize: A dirt bike or mountain bike.
- March social prize: A nice grill

GAME UPDATES

# GAME UPDATES: COWBOY DRAW

## This Quarter

In the second quarter,  
we have seen:

- 287,900 total Cowboy Draw winners
- \$5,637,736 in total Cowboy Draw winnings
- One jackpot winner of \$3,300,841
- 581 players that each won \$1,000



## Since Launch

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

- 19 lucky players hit the jackpot
- \$31,187,687 in prizes awarded
- 1,663,364 winners



# GAME UPDATES: POWERBALL

## This Quarter

In the second quarter,  
we have seen:

- 63,433 total Wyoming Powerball winners
- \$626,490 in total Wyoming Powerball winnings
- One \$100,000 winner, one \$50,000 winner and four \$500 winners this quarter

## Since Launch

Since the launch of WyoLotto,  
we've seen:

- \$10,158,423 to Wyoming residents in Powerball winnings
- 795,238 Wyoming winners



# GAME UPDATES: MEGA MILLIONS

## This Quarter

In the second quarter,  
we have seen:

- 94,896 total Wyoming Mega Millions winners
- \$618,064 in total Wyoming Mega Millions winnings
- Three \$10,000 winners, one \$2,500 winner, two \$2,000 winners and seven \$1,500 winners this quarter

## Since Launch

Since the launch of WyoLotto,  
we've seen:

- \$9,090,702 to Wyoming residents in Mega Millions winnings
- 901,872 Wyoming winners

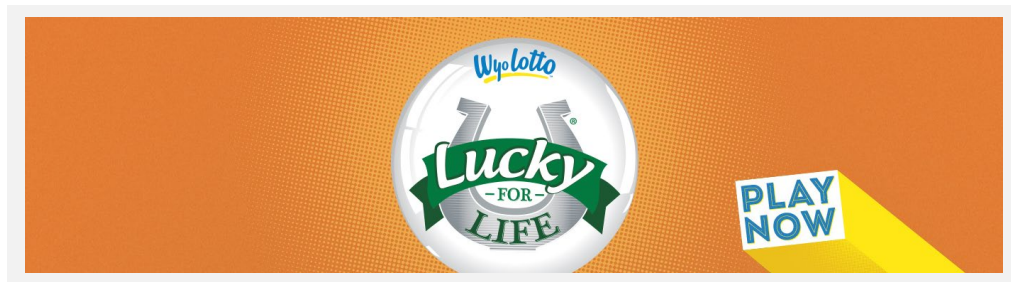


# GAME UPDATES: LUCKY FOR LIFE

## This Quarter

In the second quarter,  
we have seen:

- 63,756 total Wyoming Lucky for Life winners
- \$358,149 in total Wyoming Lucky for Life winnings
- One \$5,000 winner



## Since Launch

Since game launch, we've  
seen:

- \$2,770,787 to Wyoming residents in Lucky for Life winnings
- 412,858 Wyoming winners



# WRGC STATUS UPDATE

# WYOMING RESPONSIBLE GAMBLING COALITION

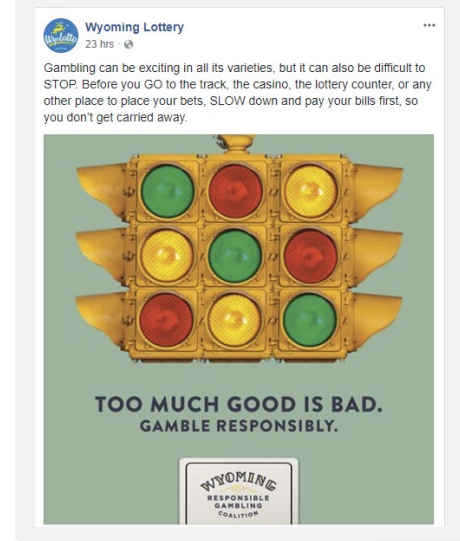
## Status Update

### FY19 Campaign Planning

- Based on the success of the initial media buy campaign, we're currently developing a formal media plan for another four month media buy running from February thru May 2019 utilizing creative from the initial campaign media buy. The full plan will be shared with the coalition in mid January for approval by the end of the month.



Billboard



Social



Newspaper

NEXT STEPS

## NEXT UP...

### Giving Back Media Buys

- Buy #4: February 4 – March 3, 2019

### Cowboy Draw Promotion Campaign

- Basketball Promotions
  - January 30 – March 6, 2019

### Mega Millions Campaign Executions

- Onsite Events:
  - Spring Locations and Dates TBD
- Media Run #2
  - Mid April through mid May

### Powerball Giveaway

- Giveaway Period: January 21 – April 19, 2019
- Winner Announcement: May 1, 2019



**THANK YOU!**

**ANY QUESTIONS?**