



Q3 CORPORATE REPORT

January 1 – March 31, 2020

May 1, 2020

OVERVIEW / AGENDA

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



STATE OF THE LOTTERY SUMMARY

Transfers to the State

April 5, 2016: \$1,120,000
July 5, 2016: \$915,865
October 5, 2016: \$797,524
January 5, 2017: \$633,709
April 7, 2017: \$1,007,976
July 5, 2017: \$200,000
October 5, 2017: \$862,263
January 5, 2018: \$1,001,963
April 5, 2018: \$1,405,493
July 5, 2018: \$1,474,346
October 5, 2018: \$1,407,967
January 5, 2019: \$2,808,707
April 5, 2019: \$1,201,122
July 5, 2019: \$1,201,849
October 5, 2019: \$854,032
January 5, 2020: \$747,156
April 5, 2020: \$805,650
Total to Date: \$18,445,624

Winners

In the third quarter,
we have seen:

- \$2,095,004 in total winnings paid across all games
- 154,393 total winners for all games

FINANCIAL UPDATE

FINANCIAL UPDATE

Q3 Balance Sheet

Wyoming Lottery Corp Balance Sheet As of March 31, 2020

ASSETS	Mar 31, 20	Mar 31, 19	\$ Change
Current Assets			
Checking/Savings			
Checking Accounts	3,307,505.28	4,141,985.07	(744,479.79)
Prize Account Petty Cash (Till)	974.98	1,099.17	(124.19)
Restricted Cash			
Unclaimed Prizes	715,557.58	1,299,383.88	(583,826.28)
Responsible Gambling Funds	62,840.78	68,778.78	(5,938.00)
Fidelity Fund	59,319.52	58,946.51	2,373.01
Total Checking/Savings	4,236,498.14	5,568,173.39	(1,331,675.25)
Other Current Assets			
Prepaid Expenses	21,422.00	22,881.34	(1,459.34)
Retail Accounts Receivable	418,983.56	811,153.78	(392,170.22)
Other Receivables	0.00	0.00	0.00
Total Other Current Assets	440,405.56	834,035.12	(393,629.56)
Total Current Assets	4,676,903.70	6,402,208.51	(1,725,304.81)
Noncurrent Assets			
Capital Assets, Net	213,980.41	325,517.68	(111,537.27)
Capital Assets, Trademarks	34,700.00	42,575.00	(7,875.00)
Work In Progress	25,600.00	0.00	25,600.00
Deposits - Building	7,500.00	7,500.00	0.00
Total Noncurrent Assets	281,780.41	375,592.68	(93,812.27)
Deferred Outflows of Resources			
Pension Related Outflows	354,913.30	333,064.00	21,249.30
TOTAL ASSETS	5,313,597.41	7,111,465.19	(1,797,867.78)
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	236,784.24	674,793.89	(438,009.65)
Jonah Bank Credit Card	2,244.78	8,114.71	(5,869.93)
State of Wyoming Transfer Payable	805,650.00	1,201,122.00	(395,472.00)
Unearned Revenue (net)	350,349.00	591,239.00	(240,890.00)
Prizes Payable	1,294,978.19	2,073,920.84	(778,942.65)
Payroll Liabilities	42,112.24	38,314.88	3,797.36
Total Current Liabilities	2,732,116.43	4,587,505.32	(1,855,388.89)
Noncurrent Liabilities			
Xerox-Capital Lease	65,350.38	82,434.99	(17,084.61)
Net Pension Liability	1,245,323.48	917,239.00	328,084.48
Total Noncurrent Liabilities	1,310,673.84	999,673.99	310,999.85
Deferred Inflows of Resources			
Pension Related Inflows	38,459.39	167,279.00	(158,819.61)
Total Liabilities	4,081,251.66	5,784,458.21	(1,703,206.55)
Equity			
Retained Earnings	990,940.49	448,175.31	542,765.18
Net Income	241,405.26	878,831.67	(637,426.41)
TOTAL LIABILITIES & EQUITY	5,313,597.41	7,111,465.19	(1,797,867.78)

FINANCIAL UPDATE

Q3 Profit & Loss

Wyoming Lottery Corp Profit & Loss January 2020 through March 2020

Operating Income/Expense	Jan - Mar 20	Jan - Mar 19	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	1,019,397.00	1,292,378.00	-272,981.00
Power Ball Sales (net)	1,772,873.30	2,562,019.00	-789,145.70
Cowboy Draw Sales (net)	1,982,582.70	2,558,835.00	-576,252.30
Lucky For Life (net)	595,382.00	653,286.00	-57,904.00
Total Income / Revenues	5,370,235.00	7,066,518.00	-1,696,283.00
Other Revenues			
Application Fees (Fidelity-Res)	500.00	100.00	400.00
Other Revenues	174,000.00	0.00	174,000.00
Total - Other Revenues	174,500.00	100.00	174,400.00
Total Income	5,544,735.00	7,066,618.00	-1,521,883.00
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense - Low Tier/ Hi			
Megamillions Low Tier	108,430.00	144,061.00	-37,631.00
Powerball Low Tier	317,324.25	283,000.00	34,284.25
Cowboy Draw Low Tier	495,188.33	614,383.75	-119,195.42
Lucky For Life L-T	206,054.33	224,599.50	-18,545.17
Total Prize Expense - Low Tier/ Hi	1,126,996.91	1,266,104.25	-141,107.34
Prize Expense - MUSL	1,024,543.39	1,504,201.97	-479,658.58
Prize Expense CD Jackpot	831,058.00	848,000.00	-13,942.00
Total Direct Gaming Costs	2,982,598.30	3,618,306.22	-634,707.92
Gaming Expenses			
Gaming Retail Commissions	321,710.58	423,241.74	-101,531.16
Gaming Retail Validation Bonus	8,612.69	11,043.47	-2,430.78
Vendor Expense - (Intralot)	625,216.98	840,208.98	-214,992.00
Total Gaming Expenses	955,540.25	1,274,494.19	-318,953.94
Total COGS	3,938,138.55	4,892,800.41	-953,861.86
Gross Profit	1,606,596.45	2,173,817.59	-567,221.12
Expense			
Operating Expenses			
Bank Fees	260.00	0.00	260.00
Board Expenses	4,701.52	5,754.40	-1,052.88
Employee Recruitment & Relocate	0.00	1,073.00	-1,073.00
Insurance	4,494.17	3,985.40	508.77
Membership Dues	600.00	1,475.00	-875.00
Responsible Gambling Program	2,188.00	104,120.85	-101,932.85
Accounting / Audit Fees	0.00	0.00	0.00
Legal Fees	34,499.50	48,656.25	-14,156.75
Marketing	163,213.54	155,757.10	7,456.44
New Game Development	0.00	32,437.00	-32,437.00
Outside Contract Services (IT)	25,166.17	22,598.61	2,567.56

Wyoming Lottery Corp Profit & Loss January 2020 through March 2020

Operating Income/Expense	Jan - Mar 20	Jan - Mar 19	\$ Change
Vendor Background Services	208.00	0.00	208.00
Payroll Services	1,201.25	2,147.75	-946.50
Retail Investigation	2,312.99	873.50	1,439.49
Facilities & Equipment	28,162.66	37,376.90	-9,214.24
Communications	2,384.31	2,805.98	-421.67
Office Costs	9,655.82	5,428.84	4,226.98
Outside Services	18,000.00	18,000.00	0.00
Petty Cash Over/Short	15.00	-4.00	19.00
Other Types of Expenses	353.62	0.00	353.62
Retailer Special Incentive	1,000.00	500.00	500.00
Rent & Janitorial	27,096.78	26,769.50	327.28
Salaries, Wages & Benefits	299,008.29	268,236.91	31,771.38
Travel	14,253.18	11,035.55	3,217.63
EE Uniforms	0.00	2,239.58	-2,239.58
Pension Expense	0.00	0.00	0.00
Total Operating Expenses	639,364.80	751,267.32	-111,902.52
Net Operating Income	909,231.67	1,425,550.27	-456,318.60
Other Income			
Interest Income	3,085.43	6,475.24	-3,389.81
Other Expenses			
Gain/Loss on Sale of Assets	0.00	13,462.74	-13,462.74
Interest Expense	939.38	1,172.16	-232.78
Total Other Expense	939.38	14,634.90	-13,695.52
Net Income before Transfer	911,377.72	1,417,368.61	-446,012.89
State of Wyoming Transfers	805,650.00	1,201,122.00	-395,472.00
Net Income	165,727.72	216,286.61	-50,548.89
Net Income	165,727.72		
Responsible Gambling Expenses	-2,188.00		
Retained Net Proceeds	127,915.72		
Infrastructure Allocation	40,000.00		
Total Reserves Allocation	165,727.72		
State Transfer % of Net Income	82.94%		
Remaining % of Net Income Allocated to Reserves	17.06%		

FINANCIAL UPDATE

YTD Profit & Loss

Wyoming Lottery Corp Profit & Loss July 2019 through March 2020

Operating Income/Expense	July 19 - Mar 20	July 18 - Mar 19	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	3,547,363.20	7,817,058.42	-4,269,695.22
Power Ball Sales (net)	5,212,488.74	7,722,271.44	-2,509,782.70
Cowboy Draw Sales (net)	6,955,220.50	12,419,253.20	-5,464,032.70
Lucky For Life (net)	1,798,224.24	2,087,552.00	-289,327.76
Raffle Sales	992,060.00	0.00	992,060.00
Total Income / Revenues	18,505,356.68	30,046,135.06	-11,540,778.38
Other Revenues			
Application Fees (Fidelity-Res)	1,700.00	900.00	800.00
Other Revenues	198,529.00	0.00	198,529.00
Total - Other Revenues	198,529.00	900.00	197,529.00
Total Income	18,703,885.68	30,047,035.06	-11,343,449.38
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense - Low Tier/ Hi			
Megamillions Low Tier	337,480.00	890,502.00	-553,022.00
Powerball Low Tier	737,346.50	929,827.00	-192,480.50
Cowboy Draw Low Tier	1,937,502.92	3,438,493.75	-1,500,990.83
Lucky For Life L-T	611,120.25	720,270.50	-109,141.25
Total Prize Expense - Low Tier/ Hi	3,623,458.67	5,979,093.25	-2,355,634.58
Prize Expense - MUSL	3,306,030.48	6,235,014.39	-2,928,983.91
Prize Expense CD Jackpot	2,777,528.00	3,936,841.00	-1,159,313.00
Prize Expense - Raffle	905,000.00	0.00	905,000.00
Total Direct Gaming Costs	10,672,017.15	16,150,948.64	-5,478,931.49
Gaming Expenses			
Gaming Retail Commissions	1,149,154.44	1,828,070.54	-678,916.10
Gaming Retail Validation Bonus	28,777.48	44,894.45	-15,916.97
Vendor Expense - (Intralot)	2,165,150.91	3,572,481.85	-1,407,330.94
Total Gaming Expenses	3,343,082.83	5,445,246.84	-2,102,164.01
Total COGS	14,015,099.98	21,596,195.48	-7,578,495.50
Gross Profit	4,687,885.70	8,450,839.58	-3,762,953.88
Expense			
Operating Expenses			
Bank Fees	250.00	5,015.00	-4,765.00
Board Expenses	17,275.49	10,642.94	6,632.55
Employee Recruitment & Relocate	3,136.00	5,073.95	-1,937.95
Insurance	13,066.74	13,037.92	28.82
Membership Dues	24,137.00	56,169.22	-32,032.22
Responsible Gambling Program	2,188.00	105,415.65	-103,227.65
Accounting / Audit Fees	45,650.00	52,235.20	-6,585.20
Legal Fees	64,204.02	101,790.48	-37,586.46
Marketing	581,933.77	621,526.58	-39,592.81

Wyoming Lottery Corp Profit & Loss July 2019 through March 2020

Operating Income/Expense	July 19 - Mar 20	July 18 - Mar 19	\$ Change
New Game Development	0.00	32,437.00	-32,437.00
Outside Contract Services (IT)	77,125.44	88,557.87	-8,557.57
Vendor Background Services	880.00	133.00	747.00
Payroll Services	4,925.00	5,114.50	-189.50
Retail Investigation	5,395.99	4,959.50	436.49
Facilities & Equipment	88,356.84	108,039.51	-19,682.67
Communications	8,308.72	9,178.33	-869.61
Office Costs	21,899.70	25,306.52	-3,406.82
Outside Services	25,300.00	25,827.00	-527.00
Petty Cash Over/Short	152.00	50.80	101.20
Other Types of Expenses	394.62	1,629.85	-1,535.23
Retailer Special Incentive	6,000.00	3,000.00	3,000.00
Rent & Janitorial	80,655.78	79,888.50	767.28
Salaries, Wages & Benefits	882,342.73	784,342.47	97,999.26
Travel	43,777.20	45,777.40	-2,000.20
EE Uniforms	0.00	2,395.90	-2,395.90
Pension Expense	0.00	0.00	0.00
Total Operating Expenses	1,997,785.64	2,159,625.09	-159,839.45
Net Operating Income	2,690,100.06	8,206,214.49	-5,606,114.43
Other Income			
Interest Income	15,137.13	10,311.06	4,826.07
Other Expenses			
Gain/Loss on Sale of Assets	0.00	6,212.74	-6,212.74
Interest Expense	2,993.93	3,684.81	-690.88
Total Other Expense	2,993.93	9,897.55	-6,903.62
Net Income before Transfer	2,702,243.26	8,206,628.00	-5,504,384.74
State of Wyoming Transfers	2,400,838.00	5,417,796.33	-2,956,958.33
Net Income	241,405.26	878,831.67	-637,426.41
Net Income	241,405.26		
Responsible Gambling Expenses	-2,188.00		
Retained Net Proceeds	187,155.58		
Infrastructure Allocation	55,437.70		
Total Allocation	241,405.26		
State Transfer % of Net Income	91.67%		
Reserves % of Net Income	8.33%		

FINANCIAL UPDATE

Q3 Budget vs. Actual

Wyoming Lottery Corp Profit & Loss Budget vs. Actual January 2020 through March 2020

	FY 20 QTR 3			
	TOTAL			
	Jan - Mar 20	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	5,370,235.00	7,215,003.00	-1,844,768.00	74.43%
Total 48000 - Other Revenues	174,500.00	0.00	174,500.00	100.0%
Total Income	5,544,735.00	7,215,003.00	-1,670,268.00	76.85%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	2,980,598.30	4,172,948.00	-1,192,349.70	71.43%
Total 51000 - B Gaming Expenses	955,540.23	1,315,071.00	-359,530.77	72.60%
Total COGS	3,936,138.53	5,488,017.00	-1,551,878.47	71.72%
Gross Profit	1,608,596.47	1,726,986.00	-118,389.53	93.15%
	Jan - Mar 20	Budget	+ Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	12,233.86	25,778.00	-13,544.14	47.46%
Total 61000 - Contract Services	228,855.07	250,154.00	-21,298.93	90.65%
Total 62000 - Facilities and Equipment	28,182.88	38,507.23	-10,324.35	73.14%
Total 63000 - Operations	58,241.91	56,232.85	2,009.06	103.51%
Total 64000 - Personnel Salaries, Benefits & Travel	313,851.47	313,421.00	430.47	100.14%
Total Expense	639,364.80	684,093.08	-44,728.28	93.46%
Net Ordinary Income	969,231.67	1,042,892.92	-73,661.25	92.94%
Other Income/Expense				
70000 - Interest Income	3,085.43	8,000.00	-4,914.57	51.42%
81000 - Interest Expense	939.38	959.00	-19.62	97.95%
82000 - Gain/Loss on Discarded Assets	0.00			
Total Other Expense	939.38	959.00	-19.62	97.95%
Net Other Income	2,146.05	5,041.00	-2,894.95	42.57%
	Jan - Mar 20	Budget	- Favorable	% of Budget
Net Income before Transfer to State of Wyoming	971,377.72	1,047,933.92	-76,556.20	92.7%
Transfer to State of Wyoming	805,650.00			
Net Income	165,727.72			

* Over \$174,000 Intralot Raffle Expense Reimbursement

** Under \$1,000 Board Expenses, \$20,000 Membership Dues

*** Under \$1,000 Accounting & Legal, \$18,700 Marketing, \$1,700 Outside Services

**** IT Equipment Not Purchased

Net Income Allocation:

Responsible Gambling Expenses	-2,188.00
Infrastructure Development	40,000.00
Retained Net Proceeds Allocation (17.06%)	127,915.72
Net Income:	165,727.72

FINANCIAL UPDATE

YTD Budget vs. Actual

Wyoming Lottery Corp Profit & Loss Budget vs. Actual July 2019 through March 2020

FY 20 QTR 3				
	TOTAL			
	July 19 - Mar 20	Budget	+ Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	18,605,356.68	22,645,000.00	-4,139,652.32	81.72%
Total 48000 - Other Revenues	198,229.00	0.00	198,229.00	100.0%
Total Income	18,703,585.68	22,645,000.00	-3,941,423.32	82.6%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	10,672,617.15	13,016,838.00	-2,346,220.85	81.96%
Total 51000 - B Gaming Expenses	3,343,082.83	4,076,139.00	-733,056.17	82.02%
Total COGS	14,015,699.98	17,094,677.00	-3,079,277.02	81.96%
Gross Profit	4,687,885.70	5,550,323.00	-862,446.30	84.47%
	July 19 - Mar 20	Budget	- Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	60,053.83	112,748.00	-52,694.17	53.28%
Total 61000 - Contract Services	780,437.94	908,366.00	-127,928.16	85.92%
Total 62000 - Facilities and Equipment	89,356.94	113,521.00	-25,164.06	77.83%
Total 63000 - Operations	142,717.20	155,522.31	-12,805.11	91.77%
Total 64000 - Personnel Salaries, Benefits & Travel	926,216.93	947,657.00	-21,437.07	97.74%
Total Expense	1,997,785.64	2,237,815.02	-240,029.38	89.27%
Net Ordinary Income	2,690,100.06	3,312,216.98	-622,116.92	81.22%
Other Income/Expense				
70000 - Interest Income	15,137.13	18,000.00	-2,862.87	84.1%
81000 - Interest Expense	2,993.93	3,053.00	-59.07	98.07%
82000 - Gain/Loss on Discarded Assets	0.00			
Total Other Expense	2,993.93	3,053.00	-59.07	98.07%
Net Other Income	12,143.20	14,947.00	-2,803.80	81.24%
	July 19 - Mar 20	Budget	+ Favorable	% of Budget
Net Income before Transfer to State of Wyoming	2,702,243.26	3,327,163.98	-624,920.72	81.22%
Transfer to State of Wyoming	2,450,838.00			
Net Income	241,405.26			

* Over \$174,000 Intralot Raffle Expense Reimbursement

** Under \$12,000 Board Exp; Under \$42,000 Dues

*** Under \$11,000 Outside Services; Under \$6,000 Retail Investigations; Under \$80,000 Mktg.
Under \$12,000 Accounting; Under \$18,000 Legal

**** Under \$25,000 IT Equip

***** Under \$3,000 Communications, Under \$6,700 Outside Services, Under \$2,000 Retailer Sp Incentives

***** Under \$6,000 Salaries, Benefits and Uniforms; Under \$15,000 Travel

Net Income Allocation:

Responsible Gambling Expenses

Infrastructure Development

Retained Net Proceeds Allocation (8.93%)

Net Income:

-2,166.00

56,437.70

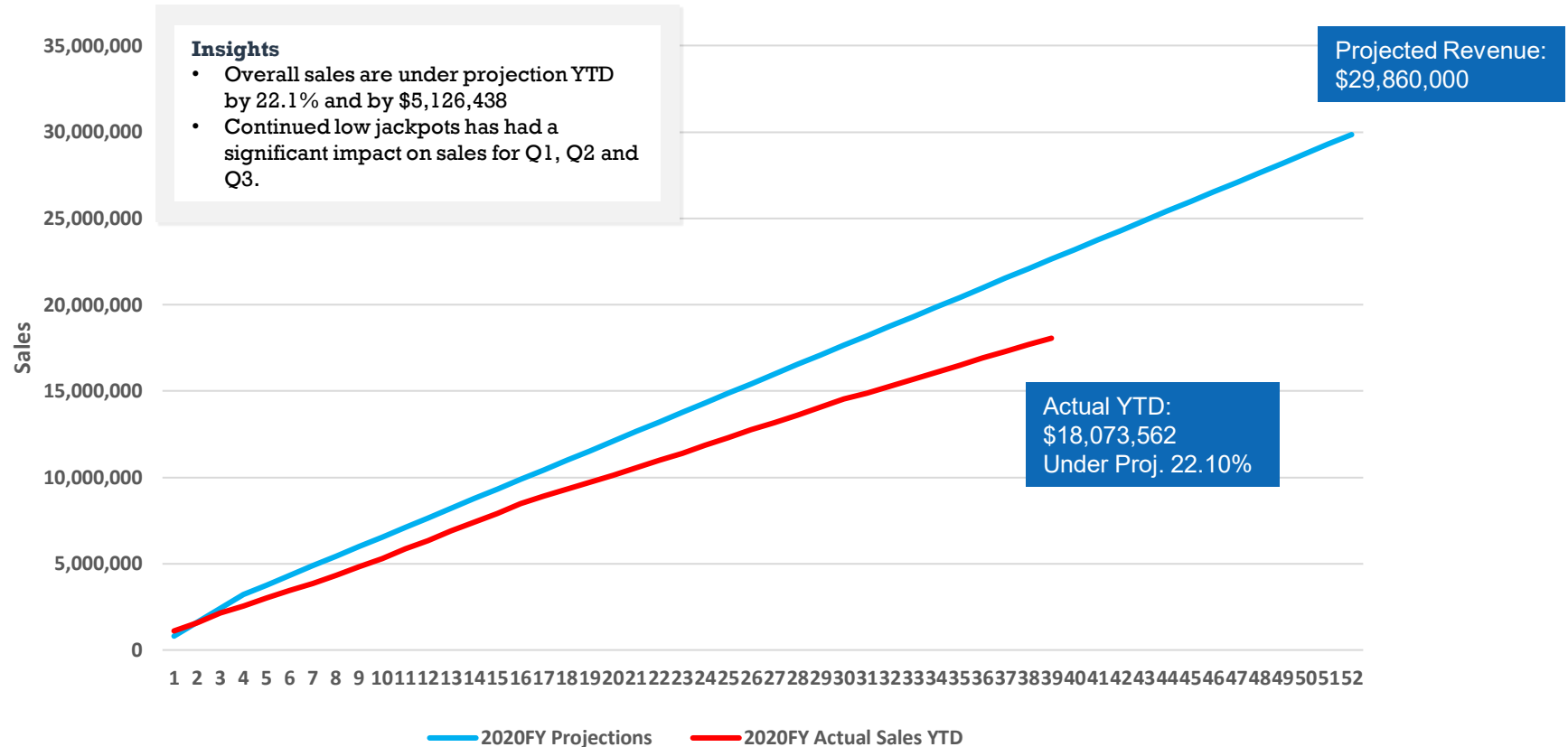
187,155.56

241,405.26

SALES UPDATE

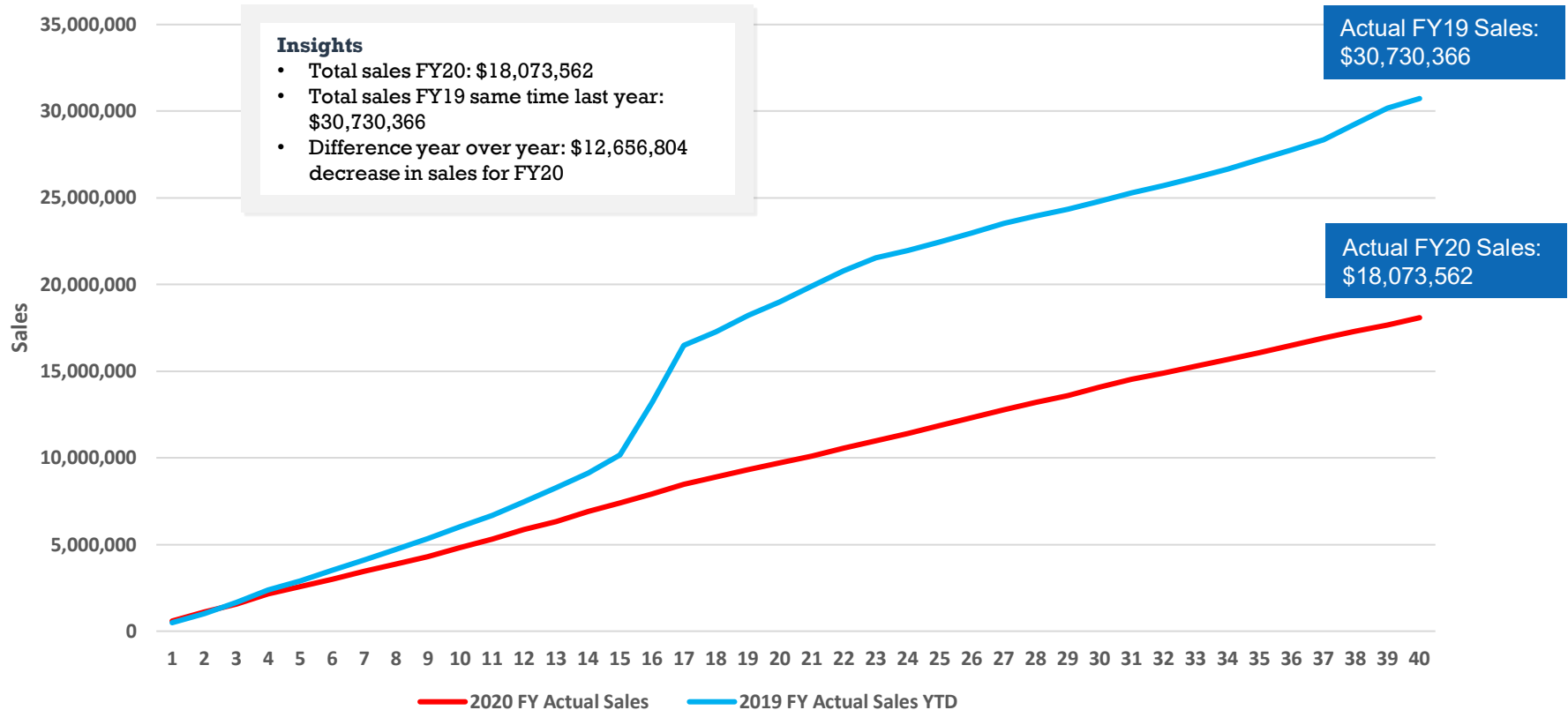
SALES UPDATE

Total Sales: FY20 Actual vs Projection | Week ending 4.4.20



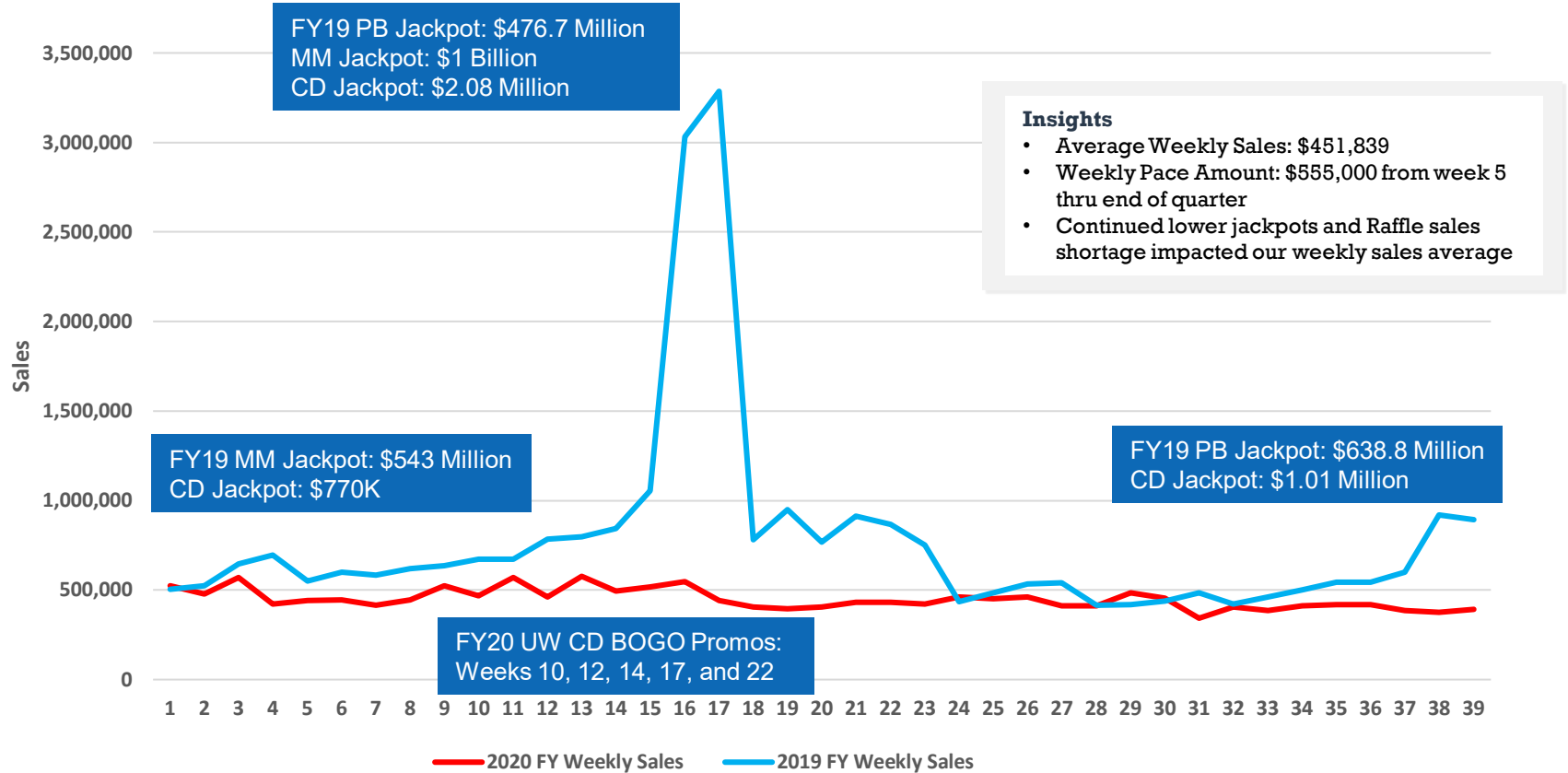
SALES UPDATE

Total Sales: FY20 vs. FY19 | Week ending 4.4.20



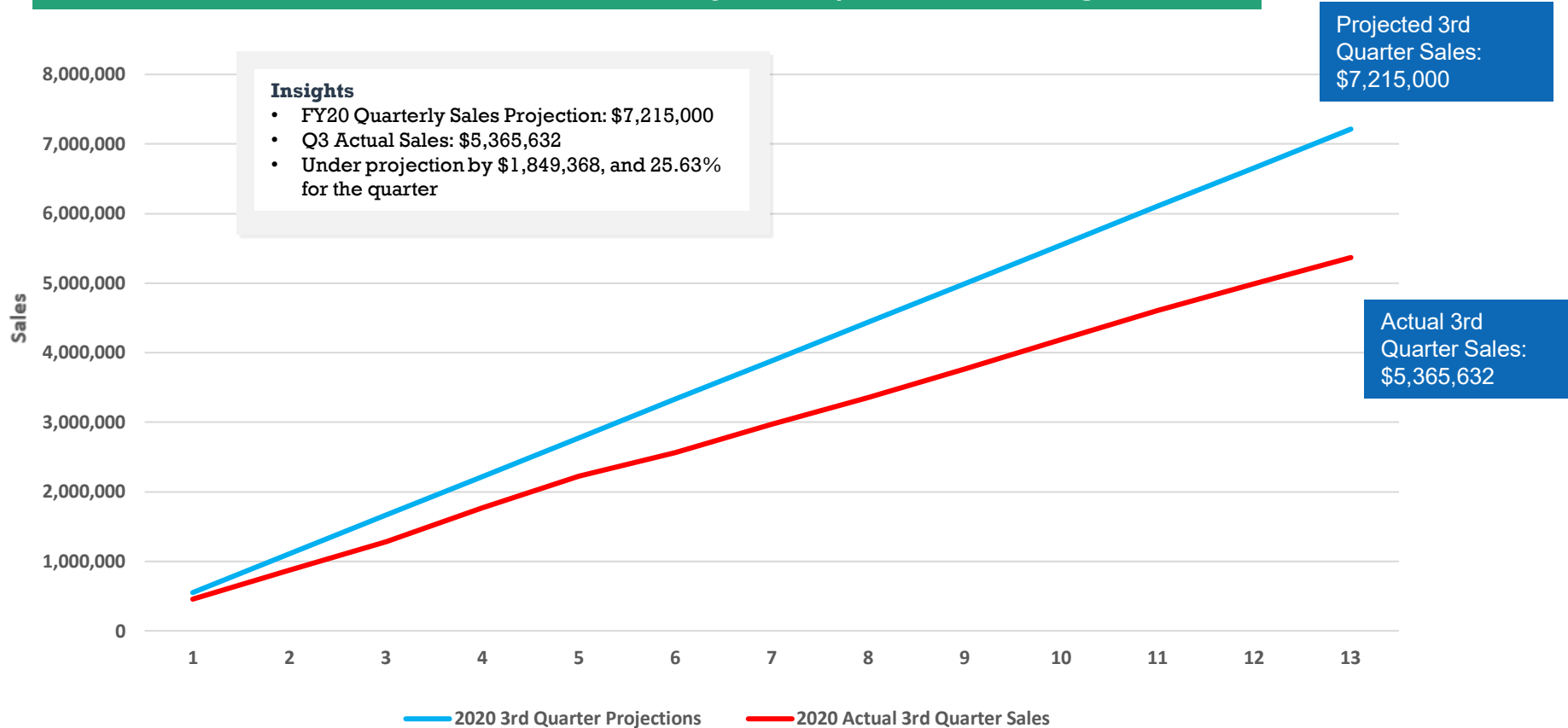
SALES UPDATE

Total Sales: Actual weekly sales FY20 vs. FY19 | Week ending 4.4.20



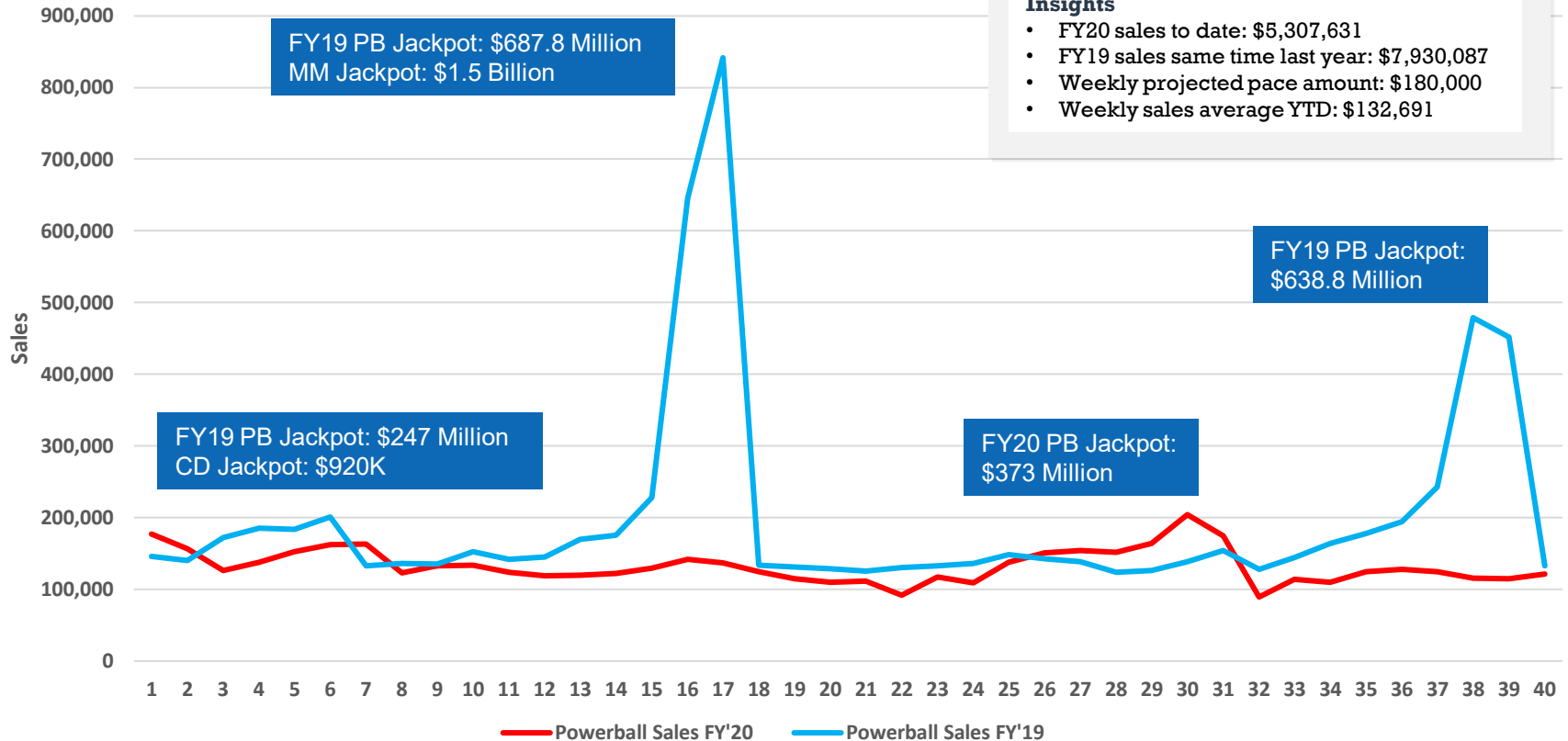
SALES UPDATE

Total 3rd Quarter Sales: FY 20 Actual vs Projection | Quarter ending 4.4.20



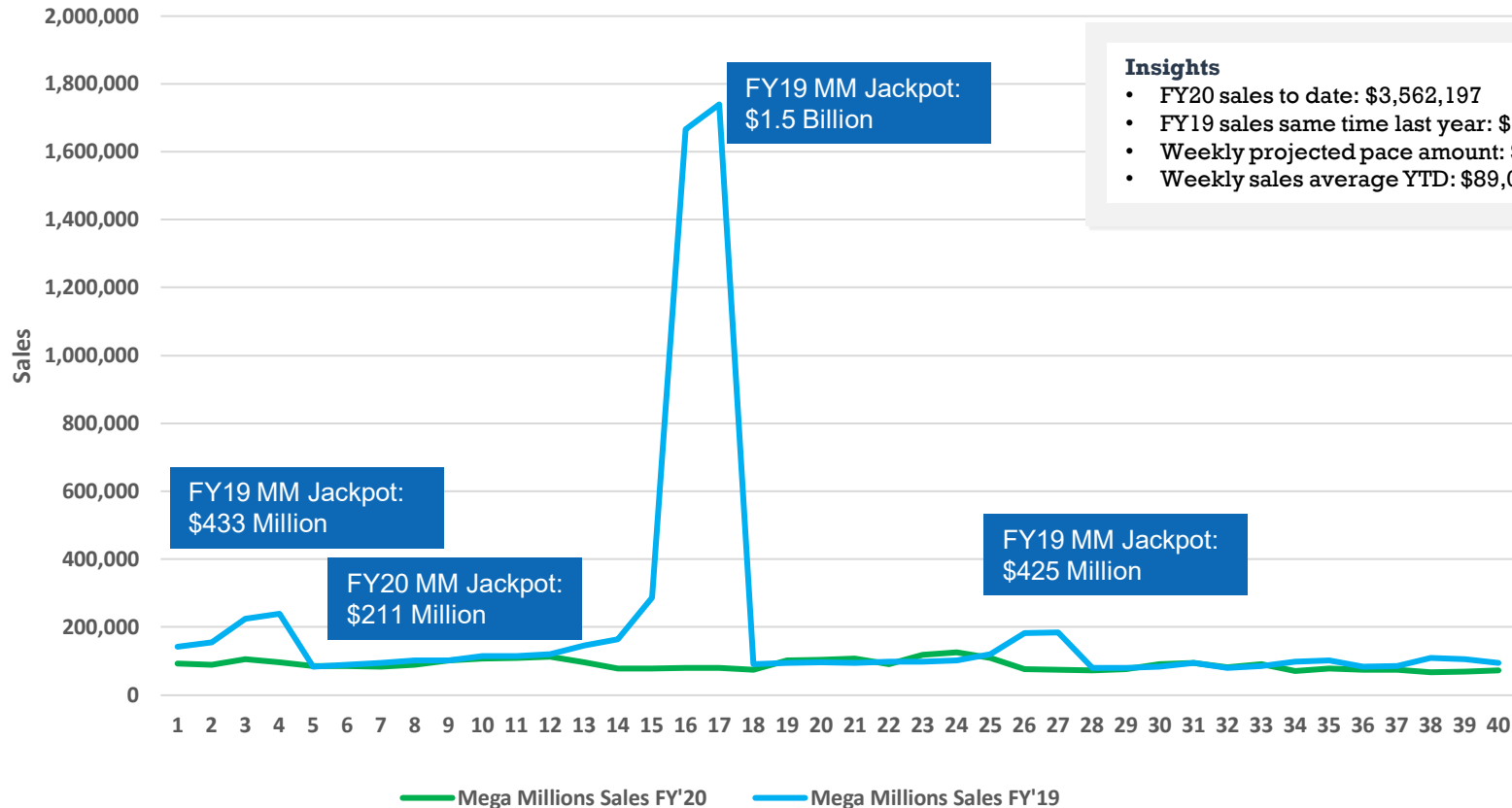
SALES UPDATE

Powerball Sales FY20 vs FY19 | Week ending 4.4.20



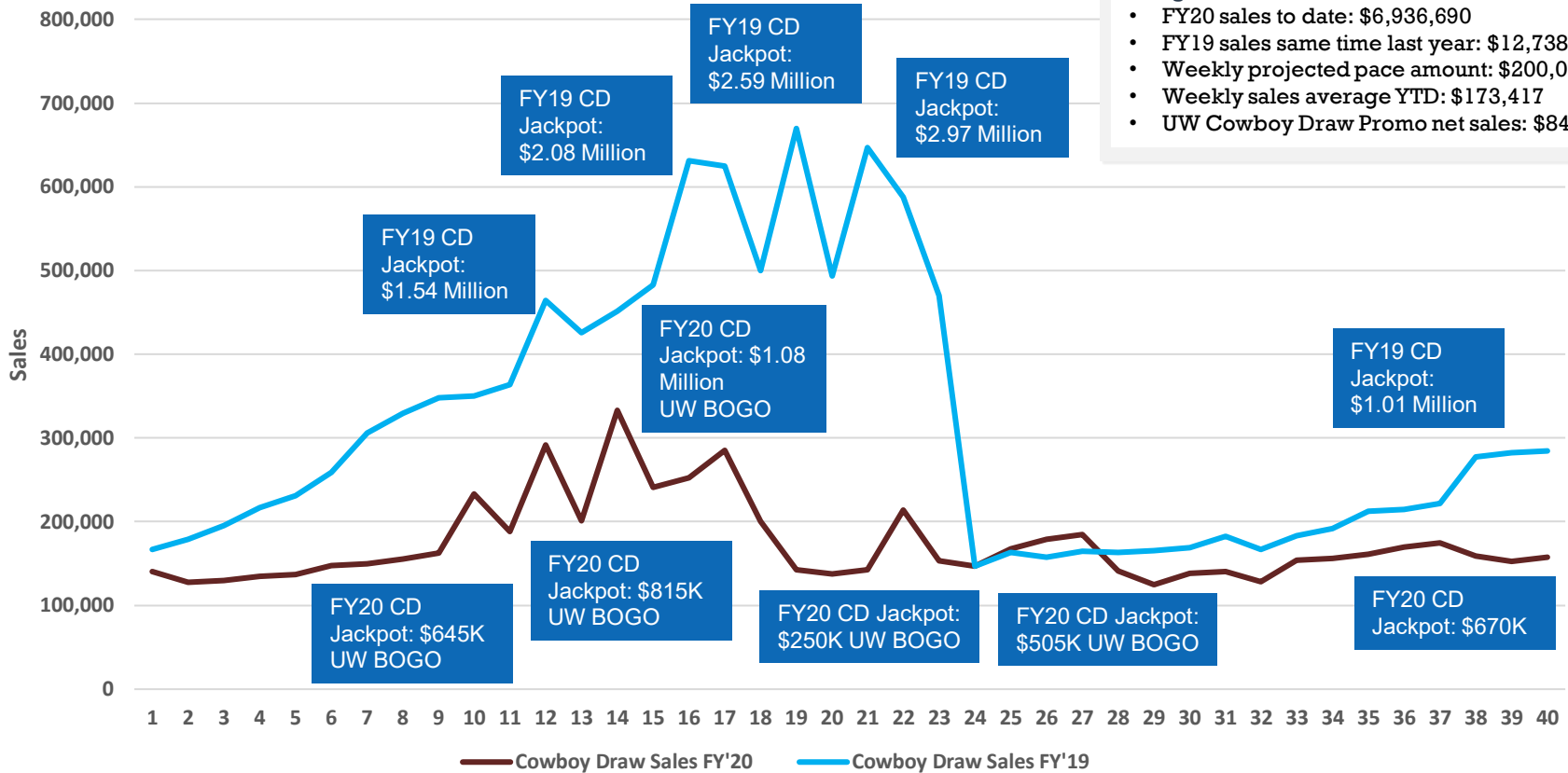
SALES UPDATE

Mega Millions Sales FY20 vs FY19 | Week ending 4.4.20



SALES UPDATE

Cowboy Draw Sales FY20 vs FY19 | Week ending 4.4.20

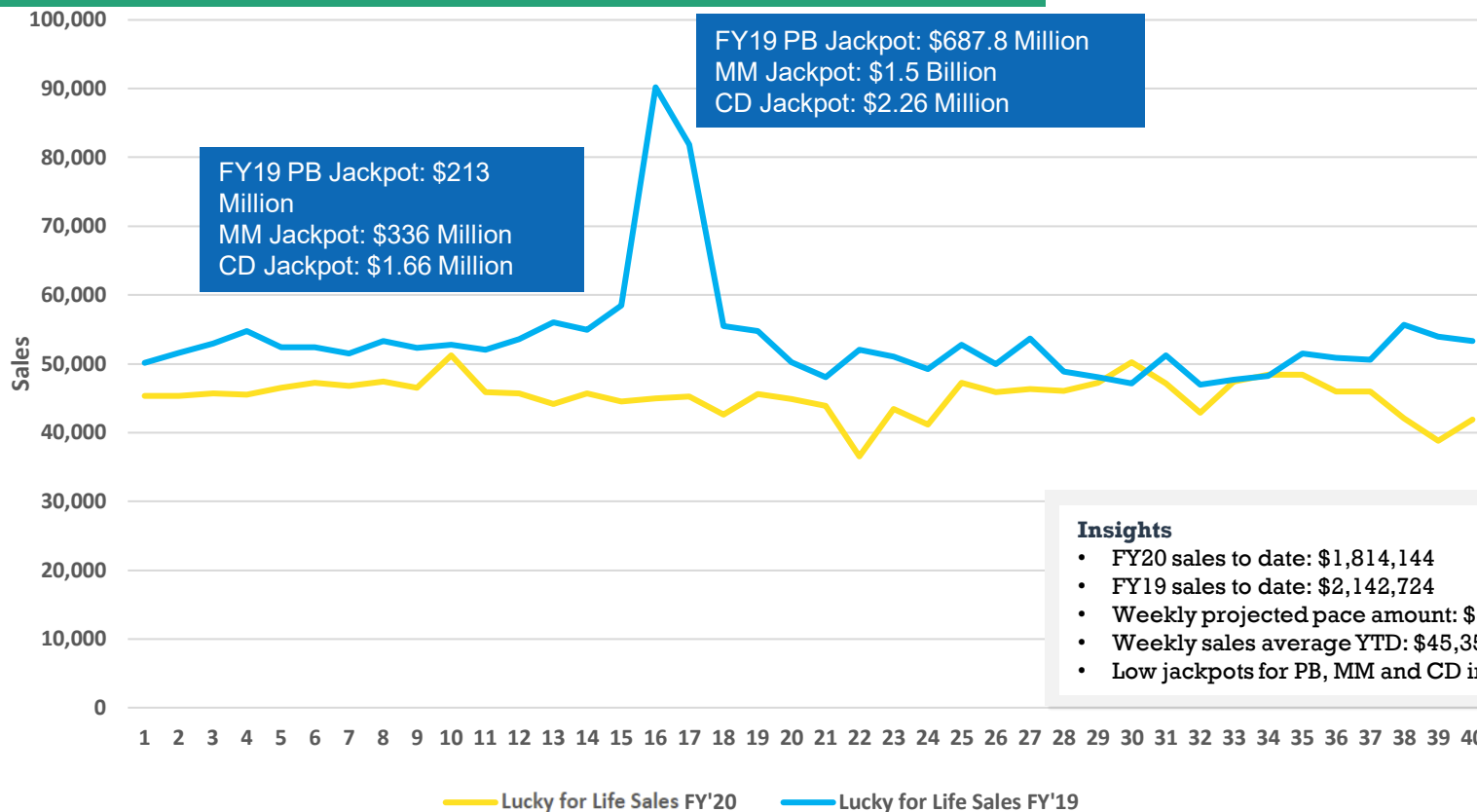


Insights

- FY20 sales to date: \$6,936,690
- FY19 sales same time last year: \$12,738,290
- Weekly projected pace amount: \$200,000
- Weekly sales average YTD: \$173,417
- UW Cowboy Draw Promo net sales: \$840,175

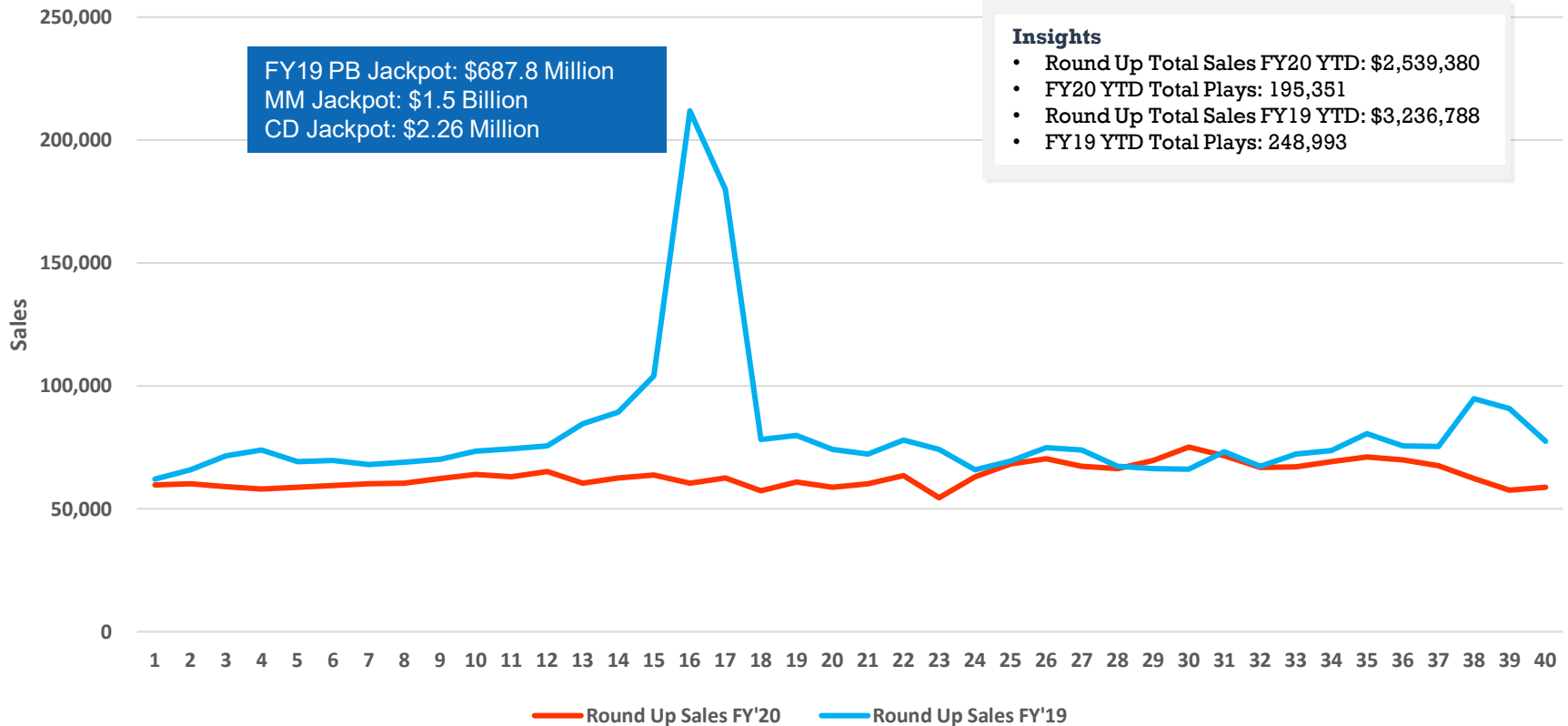
SALES UPDATE

Lucky for Life Sales: FY20 vs FY19 | Week ending 4.4.20



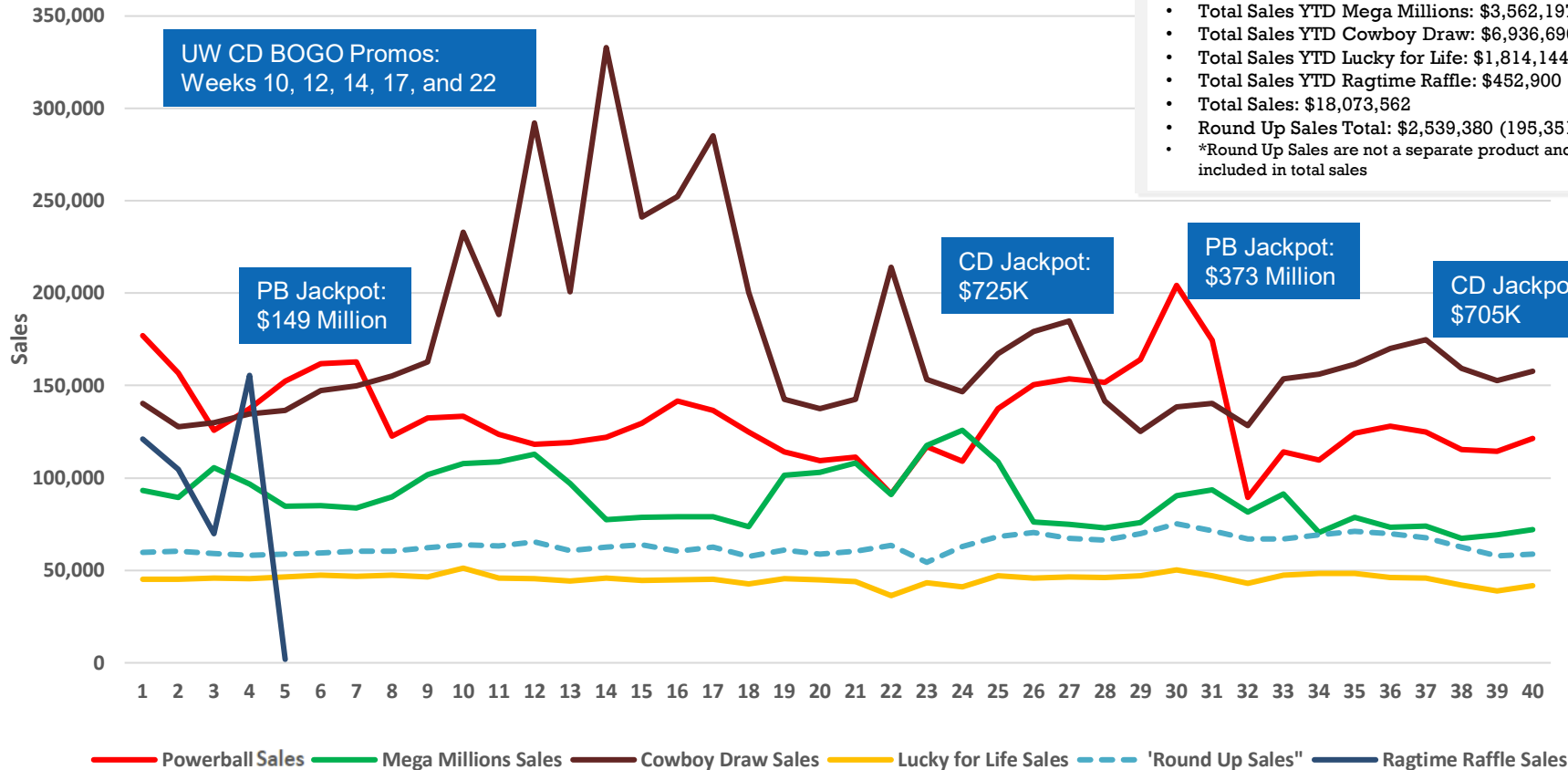
SALES UPDATE

Round Up Sales FY20 vs FY19 | Week ending 4.4.20



SALES UPDATE

WyoLotto Product Sales YTD | Week ending 4.4.20



Insights

- Total Sales YTD Powerball: \$5,307,631 (29%)
- Total Sales YTD Mega Millions: \$3,562,197 (20%)
- Total Sales YTD Cowboy Draw: \$6,936,690 (38%)
- Total Sales YTD Lucky for Life: \$1,814,144 (10%)
- Total Sales YTD Ragtime Raffle: \$452,900 (3%)
- Total Sales: \$18,073,562
- Round Up Sales Total: \$2,539,380 (195,351 plays)*
- *Round Up Sales are not a separate product and are included in total sales

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 third quarter, WyoLotto saw coverage on several topics:

- **January 6, 2020** – Jackpot Hit
- **January 17, 2020** – Powerball Jackpot at \$321 Million
- **January 20, 2020** – Friends Share Cowboy Draw Jackpot Winnings
- **February 6, 2020** – Powerball \$150K Winner
- **February 13, 2020** – Cowboy Draw Jackpot \$500K
- **March 16, 2020** – COVID 19 Response
- **March 26, 2020** – Powerball Changes Starting Jackpot Amount, Minimum Jackpot Roll Increases

The press release with the highest readership was the Friends Share Cowboy Draw Jackpot Winnings.

Insights:

Our players and Wyoming residents like to hear stories about winners. When we can combine those stories of friends winning and sharing in the excitement with a Wyoming only game like Cowboy Draw, that is a story that people want to hear. It's more relevant to our players. Cowboy Draw winner stories validate the "just maybe" mantra.

Key messaging that resonated with the audience this quarter were jackpots, winners, and Cowboy Draw.

2,300,000
Total readership

\$4,333
Ad Equivalency

MARKETING UPDATES: SOCIAL

facebook

Insights:

- 33,796 Total Page Likes
- 68 less followers this quarter (.2% decrease from last quarter)
- 6,975 total engagements this quarter, a decrease of 15% in comparison to last quarter
- This quarter was a bit different in comparison to Q2. There was a large influx of growth and comments in Q2 with communication around the Cowboy Draw BOGOs. Also, beginning mid March, conversations centered more around the COVID-19 closure and updates running alongside a larger amount of social media conversations in general. Depending on the current situation, it is likely follower growth and engagement may remain at a reduced level until normal consumer habits return, but going into Q4 WyoLotto plans to share uplifting and positive messaging similar to many other state lotteries.

twitter

Insights:

- 1,439 Followers
- 22 new followers this quarter (1.6% increase from last quarter)
- 397 total engagements this quarter, an increase of 14% compared to the last quarter
- 1,278 Impressions per Tweet, an increase of 21% compared to the last quarter
- Twitter data shows this channel is being more heavily utilized during these current times. One of the highest engaged Tweets was in regards to the Powerball updates followed closely by the last winner photo shared.

Instagram

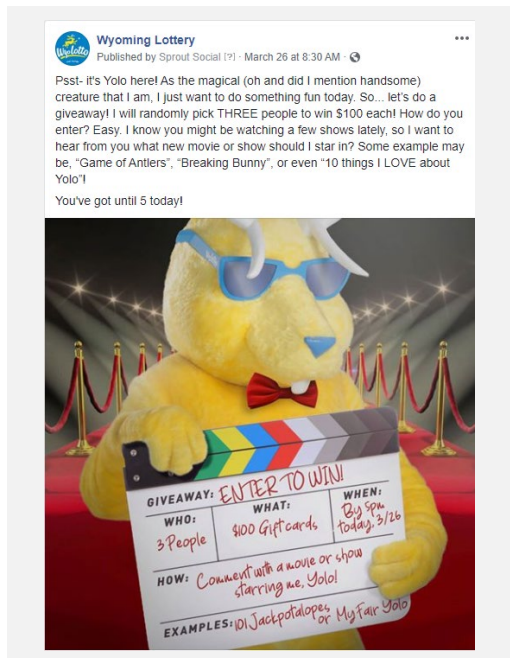
Insights:

- 2,262 Followers
- 131 new followers this quarter (6% increase from last quarter)
- 655 total engagements this quarter, a decrease of 2% compared to the last quarter
- Engagements per post impression decreased 1.5% compared to the last quarter
- This platform continues to be an opportunity for big growth for WyoLotto. Sharing winner stories and joining in on trending topics has worked well for this page and will continue to be tested in the future.

MARKETING UPDATES: SOCIAL

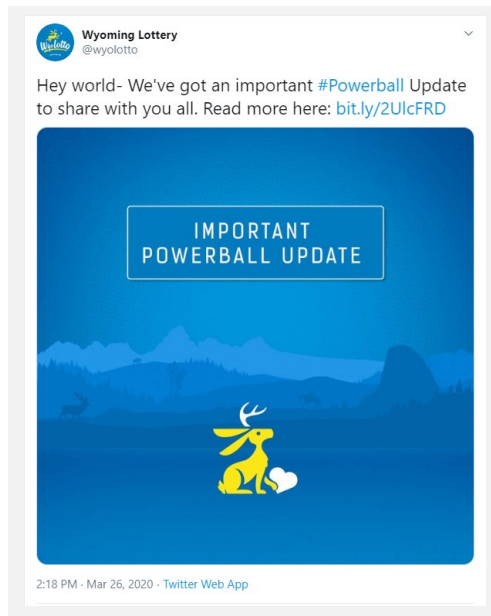
Top Performing Posts

facebook



Total Engagements: 2,498
Reach: 12,294 organic

twitter



Total Engagements: 23
Reach: 458 users

Instagram



Total Engagements: 62
Reach: 975 users

MARKETING UPDATES: WEBSITE

Insights

- Overall site traffic: 1,476,600 sessions
- Bounce rate: 64.14% (0.73% decrease from Q2)
- Pages per session: 1.87 (0.53% decrease from Q2)
- Session duration: 00:01:24 (11.58% decrease from Q2)
- 4.51% decrease in organic search traffic
- Email generated 10.48% fewer website users than Q2 due to sustained visits from Cowboy Draw BOGO emails in the previous quarter
- 2.68% decrease in homepage traffic from Q2 due to increased traffic around the Bowl Game BOGO in Q2
- Overall decrease in traffic appears to be attributed to a spike in visits during the last run up of the Cowboy Draw jackpot of \$850,000 in October 2019. Although there was a decrease in organic search traffic, there was a 1.71% increase in traffic from new users compared to the previous year.

Top Cities Visiting

1. Cheyenne – 9.21%
2. Denver – 9.15%
3. Casper – 5.41%
4. Rock Springs – 5.16%
5. Salt Lake City – 4.40%

MARKETING UPDATES: EMAIL

Email Marketing

Total subscribers:
41,388 (0.61% decrease from Q2)

Total emails sent:
1,334,684 individual emails

DURING THIS QUARTER, WE SENT
8 PLAYER EMAILS, 8 PRESS RELEASES,
AND 104 RSS EMAILS

Insights:

- The most opened email was the Powerball Changes to Starting Jackpot Amounts email on March 26, with 9,656 opens and a 23.5% open rate
 - Reasons for success:
 - Powerball is one of our most popular games among Wyoming players and the subject line garnered interest for players to learn more details about the jackpot amount changes.
- The Cowboy Draw Birthday Promotion Announcement email saw the highest click rate at 3.5%
 - Reasons for success:
 - People love 2nd chance drawings!

MARKETING UPDATES: INTERNAL CAMPAIGNS

Winner Marketing

This quarter we've been able to promote more winners on our social media channels than ever before. We've revamped our intake process with new questions for our winners when they either call or come in to claim their winnings and the results have been more winners going public.

Most of the players are \$1,000 Cowboy Draw winners, but we've also had a jackpot winner go public too. Our players have been very receptive to us taking their short story and picture and posting the pieces on social media and the website.

We look to continue this positive engagement with updated winner communications on the website and information that we can send winners via email if they have any questions.



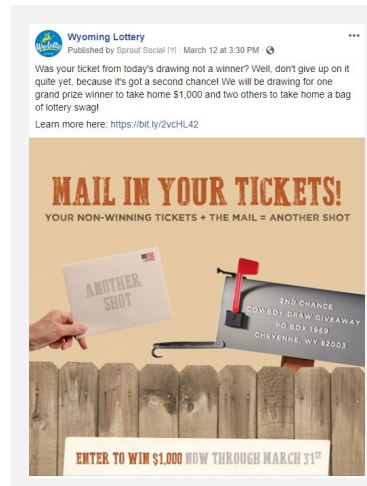
MARKETING UPDATES: INTERNAL CAMPAIGNS

Cowboy Draw 2nd Chance Drawing

In conjunction with the Cowboy Draw Birthday in March, we conducted our first 2nd chance drawing for our Cowboy Draw players to gain sales and buzz around the game during a time of low sales. To enter, players mailed their non-winning Cowboy Draw tickets purchased in the month of March 2020 to WyoLotto by April 3 for their chance to win a \$1,000 grand prize, or one of two swag bags. WyoLotto conducted the drawing and announced the winners on April 13.

To convey the message of this promotion to our players, we developed content and assets that ran on the following platforms from February 24 – March 31:

- Social
- Email
- Public Relations
- Retailer Pads
- Website



CAMPAIGN UPDATES

CAMPAIGN UPDATES: UW WINTER EVENTS

February 2020

We executed three UW events to generate excitement, engagement, and entertainment around WyoLotto, while showcasing Yolo and WyoLotto products.

These activations were done at the following events:

- Wrestling – Feb. 8 vs. Oklahoma State
- Men's Basketball – Feb. 15 vs. CSU (Yolo and Pistol Pete Dance Off)
- Men's Basketball – Feb. 25 vs. Nevada

For the wrestling event, Yolo engaged with the audience and Pistol Pete throughout the duel in activities such as:

- Wearing a warm-up robe, singlet, and headgear
- Warm up exercises, stretches, pushups, etc.

For the men's basketball game vs. Nevada, we conducted a halftime event with 4 contestants competing in the “Dome of Doom Derby” horse race. Yolo and Pistol Pete interacted with the crowd and contestants before, during, and after the halftime event. Contestants wore jockey outfits and raced around the arena floor, over three jumps, and around a barrel with stick horses. The winner received a trophy, roses, and a gift card from WyoLotto.

Wrestling



Basketball



GAME UPDATES

GAME UPDATES: COWBOY DRAW

This Quarter

- 69,387 total Cowboy Draw winners
- \$1,361,790 in total Cowboy Draw winnings
- 134 players that each won \$1,000
- 1 jackpot win of \$811,058



Since Launch

- 24 lucky players hit the jackpot
- \$40,119,926 in prizes awarded
- 2,178,322 winners



GAME UPDATES: POWERBALL

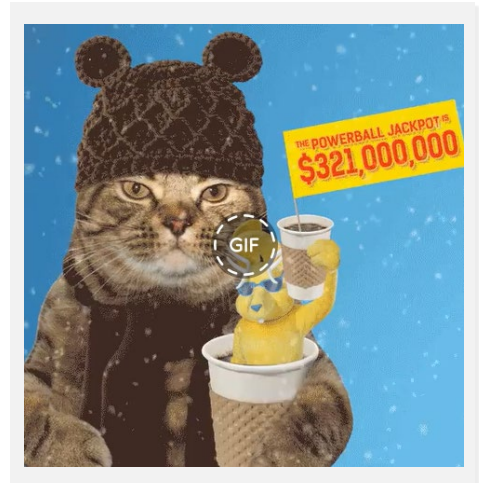
This Quarter

- 29,642 total Wyoming Powerball winners
- \$374,936 in total Wyoming Powerball winnings
- 1 \$150,000 winner



Since Launch

- \$12,714,228 to Wyoming residents in Powerball winnings
- 957,432 Wyoming winners



GAME UPDATES: MEGA MILLIONS

This Quarter

- 16,809 total Wyoming Mega Millions winners
- \$131,200 in total Wyoming Mega Millions winnings
- 1 \$500 winner, 4 \$600 winners, 6 \$800 winners, 6 \$1,000 winners, and 2 \$2,000 winners



Since Launch

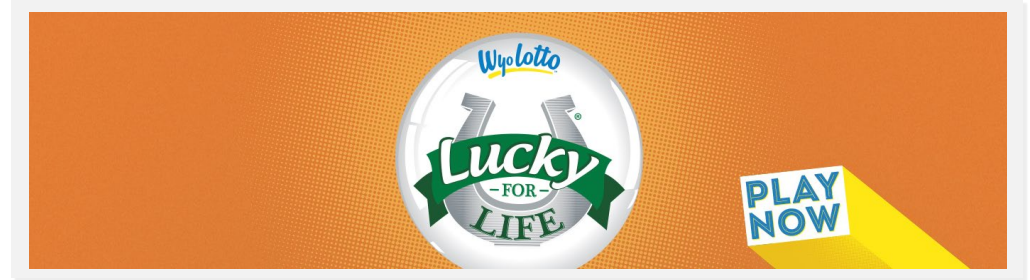
- \$10,878,092 to Wyoming residents in Mega Millions winnings
- 1,008,695 Wyoming winners



GAME UPDATES: LUCKY FOR LIFE

This Quarter

- 38,555 total Wyoming Lucky for Life winners
- \$227,078 in total Wyoming Lucky for Life winnings
- 3 \$5,000 winners



Since Launch

- \$4,430,083 to Wyoming residents in Lucky for Life winnings
- 611,903 Wyoming winners



NEXT STEPS

NEXT UP...

FY21 Marketing Plan

- High Level Budgets and Timelines: April 2020
- Finalization of Marketing Plan: April – May 2020
- Contracting: May – June 2020

Corporate Messaging

- Giving Back: April – June 2020
- Community Support: April – June 2020
- Play Safe Communications: April – June 2020

Tracker Study

- Execution: July/August 2020



THANK YOU!

ANY QUESTIONS?