



Q4 CORPORATE REPORT

April 1 – June 30, 2020

July 29, 2020

OVERVIEW/AGENDA

- **State of the Lottery Summary**
- **Financial Update**
- **Sales Update**
- **Corporate Responsibility**
- **Marketing Report**
- **FY2021 Marketing Plan**
- **Campaign Updates**
- **Game Updates**
- **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
July 5, 2020: \$867,000
Total to Date: \$19,312,624

Winners

In the fourth quarter,
we have seen:

- \$2,094,532 in total winnings paid across all games
- 158,435 total winners for all games

FINANCIAL UPDATE

FINANCIAL UPDATE

Q4 Balance Sheet

Wyoming Lottery Corp Balance Sheet As of June 30, 2020

ASSETS	Jun 30, 20	Jun 30, 19	\$ Change
Current Assets			
Checking/Savings			
Checking Accounts	3,353,167.56	2,792,008.44	561,159.12
Prize Account Petty Cash (Till)	929.98	1,055.55	(125.57)
Restricted Cash			
Unclaimed Prizes	861,244.79	1,738,104.06	(876,860.07)
Responsible Gambling Funds	62,840.78	65,028.78	(2,188.00)
Fidelity Fund	59,549.98	57,455.56	2,094.42
Total Checking/Savings	4,337,733.09	4,653,853.19	(315,920.10)
Other Current Assets			
Prepaid Expenses	11,890.40	11,823.31	67.09
Retail Accounts Receivable	533,328.76	563,545.58	(30,216.82)
Other Receivables	0.00	386,997.23	(386,997.23)
Total Other Current Assets	545,219.16	962,368.12	(417,148.96)
Total Current Assets	4,882,952.25	5,616,019.31	(733,067.06)
Noncurrent Assets			
Capital Assets, Net	188,403.25	293,680.38	(105,277.13)
Capital Assets, Trademarks	34,700.00	34,700.00	0.00
Work In Progress	94,267.00	25,000.00	69,267.00
Deposits - Building	7,500.00	7,500.00	0.00
Total Noncurrent Assets	324,870.25	360,880.38	(36,010.13)
Deferred Outflows of Resources			
Pension Related Outflows	354,913.30	354,913.30	0.00
TOTAL ASSETS	5,562,735.80	6,331,812.99	(769,077.19)
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	201,859.93	328,123.08	(126,263.15)
Jonah Bank Credit Card	12,124.25	12,208.58	(84.33)
State of Wyoming Transfer Payable	867,000.00	1,201,849.41	(334,849.41)
Unearned Revenue (net)	442,021.00	1,013,403.00	(571,382.00)
Prizes Payable	1,262,376.67	1,380,244.40	(117,867.73)
Payroll Liabilities	49,586.42	43,009.93	6,576.49
Total Current Liabilities	2,834,968.27	3,978,838.40	(1,143,870.13)
Noncurrent Liabilities			
Xerox-Capital Lease	60,930.75	78,251.25	(17,320.50)
Net Pension Liability	1,245,323.46	1,245,323.46	0.00
Total Noncurrent Liabilities	1,306,254.21	1,323,574.71	(17,320.50)
Deferred Inflows of Resources			
Pension Related Inflows	38,459.39	38,459.39	0.00
Total Liabilities	4,179,681.87	5,340,872.50	(1,161,190.63)
Equity			
Retained Earnings	990,940.49	448,175.31	542,765.18
Net Income	392,113.44	542,765.18	(150,651.74)
TOTAL LIABILITIES & EQUITY	5,562,735.80	6,331,812.99	(769,077.19)

FINANCIAL UPDATE

Q4 Profit & Loss

Wyoming Lottery Corp Profit & Loss April 2020 through June 2020

Operating Income/Expense	Apr - Jun 20	Apr - Jun 19	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	1,456,987.00	1,523,355.60	-66,368.60
Power Ball Sales (net)	1,521,235.68	2,015,109.60	-493,873.92
Cowboy Draw Sales (net)	1,974,533.90	2,616,120.00	-641,586.10
Lucky For Life (net)	607,772.84	646,440.00	-38,667.16
Raffle Sales	0.00	85,000.00	-85,000.00
Total Income / Revenues	5,560,528.42	6,886,025.20	-1,325,496.78
Other Revenues			
Application Fees (Fidelity-Res)	200.00	300.00	-100.00
Other Revenues	174,000.00	0.00	174,000.00
Total - Other Revenues	174,200.00	300.00	173,900.00
Total Income	5,734,728.42	6,886,325.20	-1,151,596.78
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense - Low Tier/ Hi			
Megamillions Low Tier	151,732.00	11,368.00	140,364.00
Powerball Low Tier	172,604.75	200,756.00	-28,151.25
Cowboy Draw Low Tier	562,865.00	566,440.00	-3,575.00
Lucky For Life L-T	200,667.67	220,812.25	-19,944.58
Total Prize Expense - Low Tier/ Hi	1,087,869.42	999,176.25	88,693.17
Prize Expense - MUSL	1,261,987.56	1,593,687.46	-331,689.90
Prize Expense CD Jackpot	750,470.00	976,599.00	-226,129.00
Prize Expense - Raffle		85,000.00	
Total Direct Gaming Costs	3,100,336.98	3,654,462.71	-554,125.73
Gaming Expenses			
Gaming Retail Commissions	333,597.60	411,991.26	-78,393.66
Gaming Retail Validation Bonus	8,560.84	10,755.99	-2,175.15
Vendor Expense - (Intralot)	647,015.71	818,747.53	-171,731.82
Total Gaming Expenses	989,184.15	1,241,494.78	-252,300.63
Total COGS	4,089,531.13	4,895,957.49	-806,426.36
Gross Profit	1,645,198.29	1,990,367.71	-345,169.42
Expense			
Operating Expenses			
Bank Fees	26.16	250.00	-223.84
Board Expenses	3,675.00	10,542.87	-6,867.87
Insurance	4,570.50	3,536.01	1,034.49
Membership Dues	5,900.00	1,500.00	4,400.00
Responsible Gambling Program	0.00	3,750.00	-3,750.00
Legal Fees	19,530.50	23,299.83	-3,769.33
Marketing	167,088.65	168,454.65	-1,366.00
New Game Development	0.00	303,263.50	-303,263.50
Outside Contract Services (IT)	30,599.77	31,854.46	-1,254.69

Wyoming Lottery Corp Profit & Loss April 2020 through June 2020

Operating Income/Expense	Apr - Jun 20	Apr - Jun 19	\$ Change
Vendor Background Services	0.00	450.00	-450.00
Payroll Services	1,578.00	1,369.75	208.25
Retail Investigation	450.00	1,610.00	-1,160.00
Facilities & Equipment	28,707.09	32,791.02	-4,083.93
Communications	2,399.33	2,456.96	-57.65
Office Costs	4,557.58	4,522.77	34.81
Outside Services	12,000.00	12,000.00	0.00
Petty Cash Over/Short	0.00	-2.00	2.00
Other Types of Expenses	0.00	110.00	-110.00
Retailer Special Incentive	1,000.00	3,500.00	-2,500.00
Rent & Janitorial	27,180.42	26,929.50	250.92
Salaries, Wages & Benefits	305,191.02	239,209.24	65,981.78
Travel	7,423.81	20,389.77	-12,965.96
EE Uniforms	0.00	695.95	-695.95
Pension Expense	0.00	266,387.50	-266,387.50
Total Operating Expenses	621,877.83	1,120,872.00	-498,994.17
Net Operating Income	1,023,320.46	868,495.71	153,824.75
Other Income			
Interest Income	1,800.09	7,438.42	-5,638.33
Other Expenses			
Gain/Loss on Sale of Assets	0.00	7,875.00	-7,875.00
Interest Expense	878.37	1,114.36	-235.99
Total Other Expense	878.37	8,989.36	-8,110.99
Net Income before Transfer	1,024,042.18	867,944.77	156,097.41
State of Wyoming Transfers	867,000.00	1,201,949.41	-334,949.41
Net Income	157,042.18	-333,904.64	490,946.82
Net Income	157,042.18		
Retained Net Proceeds		237,555.88	
Infrastructure Allocation		-60,513.70	
Total Reserves Allocation	157,042.18		
State Transfer % of Net Income		84.69%	
Remaining % of Net Income Allocated to Reserves		15.34%	

FINANCIAL UPDATE

YTD Profit & Loss

Wyoming Lottery Corp Profit & Loss July 2019 through June 2020

Operating Income/Expense	July 19 - Jun 20	July 18 - Jun 19	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	5,004,350.20	9,340,414.02	-4,336,063.82
Power Ball Sales (net)	6,733,724.42	9,737,381.04	-3,003,656.62
Cowboy Draw Sales (net)	8,929,754.40	15,035,373.20	-6,105,618.80
Lucky For Life (net)	2,405,897.08	2,733,992.00	-327,994.92
Raffle Sales	992,060.00	85,000.00	907,060.00
Total Income / Revenues	24,065,886.10	36,932,160.26	-12,866,274.16
Other Revenues			
Application Fees (Fidelity-Res)	1,900.00	1,200.00	700.00
Other Revenues	370,529.00	0.00	370,529.00
Total - Other Revenues	372,429.00	1,200.00	371,229.00
Total Income	24,438,315.10	36,933,360.26	-12,495,045.16
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense - Low Tier/ Hi			
Megamillions Low Tier	489,212.00	901,670.00	-412,658.00
Powerball Low Tier	909,951.25	1,130,583.00	-220,631.75
Cowboy Draw Low Tier	2,500,367.92	4,004,933.75	-1,504,565.83
Lucky For Life L-T	811,796.92	940,882.75	-129,085.83
Total Prize Expense - Low Tier/ Hi	4,711,328.09	6,978,269.50	-2,266,941.41
Prize Expense - MUSL	4,634,862.04	7,830,863.70	-3,195,901.66
Prize Expense CD Jackpot	3,527,998.00	4,913,440.00	-1,385,442.00
Prize Expense - Raffle	905,000.00	85,000.00	820,000.00
Total Direct Gaming Costs	13,779,288.13	19,807,573.20	-6,028,285.07
Gaming Expenses			
Gaming Retail Commissions	1,482,752.04	2,238,061.80	-755,309.76
Gaming Retail Validation Bonus	37,358.32	55,450.44	-18,092.12
Vendor Expense - (Intralot)	2,812,166.62	4,391,229.38	-1,579,062.76
Total Gaming Expenses	4,332,276.98	6,684,741.62	-2,352,464.64
Total COGS	18,111,565.11	26,492,314.82	-8,380,749.71
Gross Profit	6,326,749.99	10,441,045.44	-4,114,295.45
Expense			
Operating Expenses			
Bank Fees	276.16	5,265.00	-4,988.84
Board Expenses	20,950.49	30,185.81	-9,235.32
Employee Recruitment & Relocate	3,136.60	5,073.95	-1,937.35
Insurance	17,637.24	16,573.93	1,063.31
Membership Dues	30,037.00	57,669.22	-27,632.22
Responsible Gambling Program	2,188.00	109,165.65	-106,977.65
Accounting / Audit Fees	45,650.00	52,235.20	-6,585.20
Legal Fees	83,794.52	125,090.31	-41,295.79
Marketing	749,022.42	809,981.43	-60,959.01

Wyoming Lottery Corp Profit & Loss July 2019 through June 2020

Operating Income/Expense	July 19 - Jun 20	July 18 - Jun 19	\$ Change
New Game Development	0.00	335,700.50	-335,700.50
Outside Contract Services (IT)	107,725.21	100,412.33	7,312.88
Vendor Background Services	880.00	583.00	297.00
Payroll Services	6,503.00	6,484.25	18.75
Retail Investigation	5,845.99	6,569.50	-723.51
Facilities & Equipment	117,063.93	140,830.53	-23,766.60
Communications	10,708.05	11,635.31	-927.26
Office Costs	26,427.28	29,829.29	-3,402.01
Outside Services	37,300.00	37,827.00	-527.00
Petty Cash Over/Short	152.00	46.80	103.20
Other Types of Expenses	394.62	2,038.85	-1,645.23
Retailer Special Incentive	7,000.00	6,500.00	500.00
Rent & Janitorial	108,136.20	106,598.00	1,538.20
Salaries, Wages & Benefits	1,167,633.75	1,003,551.71	164,082.04
Travel	51,201.01	66,167.17	-14,966.16
EE Uniforms	0.00	3,091.85	-3,091.85
Pension Expense	0.00	208,387.50	-208,387.50
Total Operating Expenses	2,619,683.47	3,277,497.09	-657,813.62
Net Operating Income	3,707,088.52	7,165,548.35	-3,458,461.83
Other Income			
Interest Income	16,737.22	17,749.48	-1,012.26
Other Expenses			
Gain/Loss on Sale of Assets	0.00	14,087.74	-14,087.74
Interest Expense	3,872.30	4,799.17	-926.87
Total Other Expense	3,872.30	18,886.91	-15,014.61
Net Income before Transfer	3,719,951.44	7,162,410.92	-3,442,459.48
State of Wyoming Transfers	3,327,838.00	6,819,845.74	-3,291,807.74
Net Income	392,113.44	542,765.18	-150,651.74
Net Income	392,113.44		
Responsible Gambling Expenses	-2,168.00		
Retained Net Proceeds	424,711.44		
Infrastructure Allocation	-30,410.00		
Total Allocation	392,113.44		
State Transfer % of Net Income	89.44%		
Reserves % of Net Income	18.54%		

FINANCIAL UPDATE

Q4 Budget vs. Actual

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

	FY 20 QTR 4			
	TOTAL			
	Apr - Jun 20	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 48000 - Income / Revenues	5,560,529.42	8,215,003.00	-2,654,473.58	67.69%
Total 48000 - Other Revenues	174,200.00	0.00	174,200.00	100.00%
Total Income	5,734,729.42	8,215,003.00	-2,480,273.58	69.81%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	3,100,336.98	4,672,946.00	-1,572,609.02	66.35%
Total 51000 - B Gaming Expenses	989,184.15	1,431,471.00	-442,276.85	69.1%
Total COGS	4,089,531.13	6,104,417.00	-2,014,885.87	66.99%
Gross Profit	1,645,198.29	2,110,586.00	-465,387.71	77.95%
Expense	Apr - Jun 20	Budget	+ Favorable	% of Budget
Total 60000 - Business Expenses	14,171.66	47,630.00	-33,458.34	29.75%
Total 61000 - Contract Services	219,246.92	372,643.99	-153,397.08	58.84%
Total 62000 - Facilities and Equipment	28,707.09	74,921.01	-46,213.92	38.32%
Total 63000 - Operations	47,137.33	47,522.09	-384.76	99.19%
Total 64000 - Personnel Salaries, Benefits & Travel	312,614.83	323,977.00	-11,362.17	96.49%
Total Expense	621,877.83	866,694.08	-244,816.25	71.75%
Net Ordinary Income	1,023,320.46	1,243,891.92	-220,571.46	82.27%
Other Income/Expense				
70000 - Interest Income	1,800.08	6,000.00	-4,199.91	26.67%
81000 - Interest Expense	878.37	899.00	-20.63	97.71%
82000 - Gain/Loss on Discarded Assets	0.00			
Total Other Expense	878.37	899.00	-20.63	97.71%
Net Other Income	721.72	5,101.00	-4,379.28	14.15%
	Apr - Jun 20	Budget	- Favorable	% of Budget
Net Income before Transfer to State of Wyoming	1,024,042.18	1,248,992.92	-224,950.74	81.99%
Transfer to State of Wyoming	867,000.00			
Net Income	157,042.18			

- * Over \$174,000 Intralot Raffle Expense Reimbursement
- ** Under \$37,000 Board Expenses, Over \$4,600 Membership Dues
- *** Under \$7,500 Legal, \$97,500 Marketing, \$44,700 Outside Services
- **** New Car Not Purchased
- ***** Under \$2,000 Salaries & Benefits; Under \$9,300 Travel

Net Income Allocation:	
Infrastructure Development	-80,513.70
Retained Net Proceeds Allocation (17.06%)	237,555.88
Net Income:	157,042.18

FINANCIAL UPDATE

YTD Budget vs. Actual

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

FY 20 QTR 4				
TOTAL				
	July 19 - June 20	Budget	+ Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	24,065,686.10	30,860,012.00	-6,794,125.90	77.98%
Total 48000 - Other Revenues	372,429.00	0.00	372,429.00	100.0%
Total Income	24,438,115.10	30,860,012.00	-6,421,696.90	79.19%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	13,779,288.13	17,691,784.00	-3,912,495.87	77.89%
Total 51000 - B Gaming Expenses	4,332,276.96	5,507,610.00	-1,175,333.02	78.66%
Total COGS	18,111,565.11	23,199,394.00	-5,087,828.89	78.07%
Gross Profit	6,326,749.99	7,660,618.00	-1,333,868.01	82.59%
	July 19 - June 20	Budget	+ Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	74,225.49	160,378.00	-86,152.51	46.28%
Total 61000 - Contract Services	999,684.76	1,281,010.00	-281,325.24	78.04%
Total 62000 - Facilities and Equipment	117,063.93	188,442.70	-71,378.77	62.12%
Total 63000 - Operations	189,854.53	203,044.40	-13,189.87	93.5%
Total 64000 - Personnel Salaries, Benefits & Travel	1,238,834.76	1,271,634.00	-32,799.24	97.42%
Total Expense	2,619,663.47	3,104,509.10	-484,845.63	84.38%
Net Ordinary Income	3,707,086.52	4,556,108.90	-849,022.38	81.37%
Other Income/Expense				
70000 - Interest Income	16,737.22	24,000.00	-7,262.78	69.74%
81000 - Interest Expense	3,872.30	3,952.00	-79.70	97.98%
82000 - Gain/Loss on Discarded Assets	0.00			
Total Other Expense	3,872.30	3,952.00	-79.70	97.98%
Net Other Income	12,864.92	20,048.00	-7,183.08	64.17%
	July 19 - June 20	Budget	+ Favorable	% of Budget
Net Income before Transfer to State of Wyoming	3,719,951.44	4,576,156.90	-856,205.46	81.29%
Transfer to State of Wyoming	3,327,838.00			
Net Income	392,113.44			

* Over \$348,000 Intralot Raffle Expense Reimbursement & \$19,000 MUSL Dividend Distribution

** Under \$49,000 Board Exp; Under \$37,000 Dues

*** Under \$55,000 Outside Services; Under \$10,000 Retail Investigations; Under \$177,700 Mktg;
Under \$12,000 Accounting; Under \$26,000 Legal

**** Under \$70,000 IT Equip & Car

***** Under \$3,500 Communications, Under \$4,400 Office Expenses, Under \$3,000 Retailer Sp Incentives

***** Under \$9,000 Salaries, Benefits and Uniforms; Under \$24,000 Travel

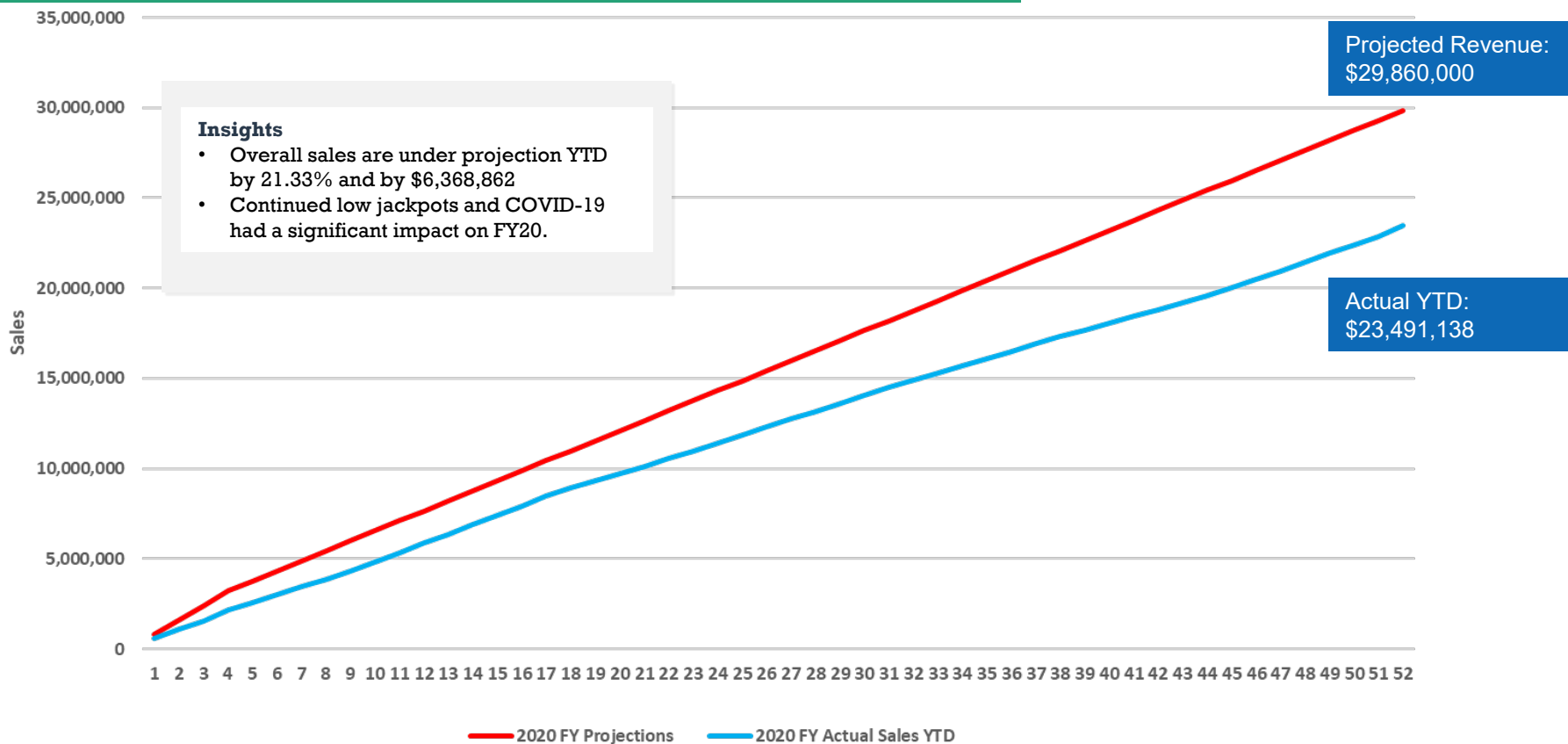
Net Income Allocation:

Responsible Gambling Expenses	-2,188.00
Infrastructure Development	-30,410.00
Retained Net Proceeds Allocation (10.54%)	424,711.44
Net Income:	392,113.44

SALES UPDATE

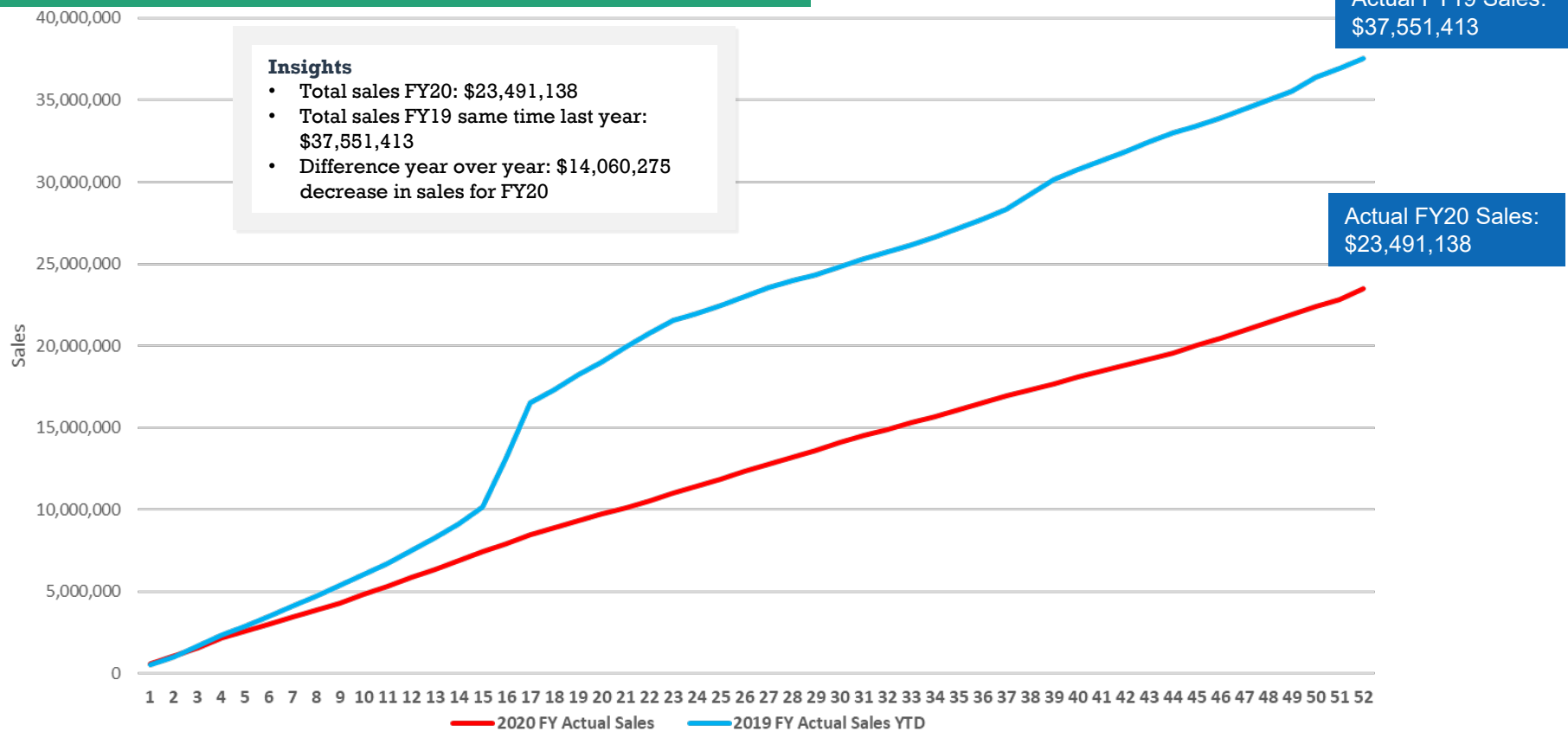
SALES UPDATE

Total Sales: FY20 Actual vs. Projection | Week ending 6.30.20



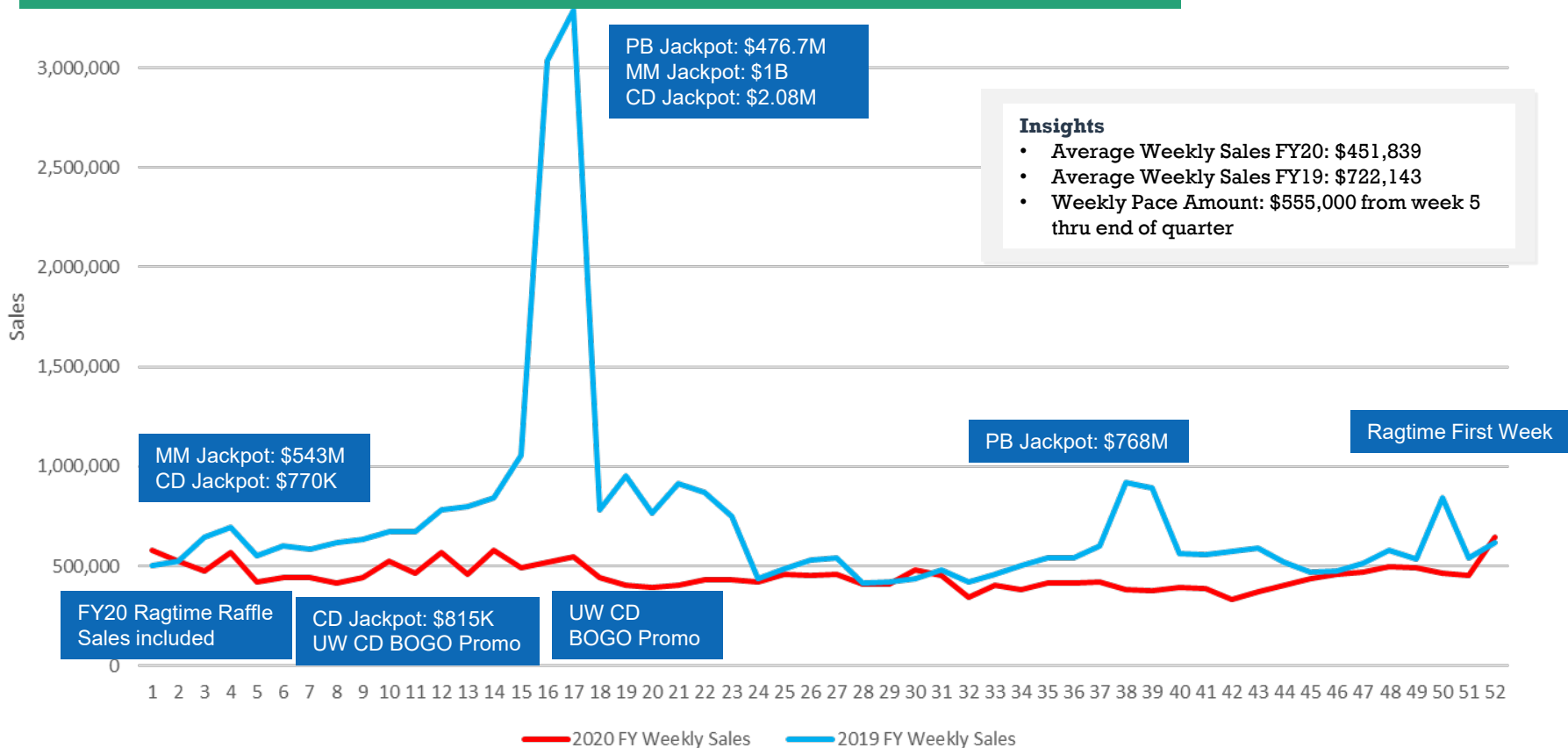
SALES UPDATE

Total Sales: FY20 vs. FY19 | Week ending 6.30.20



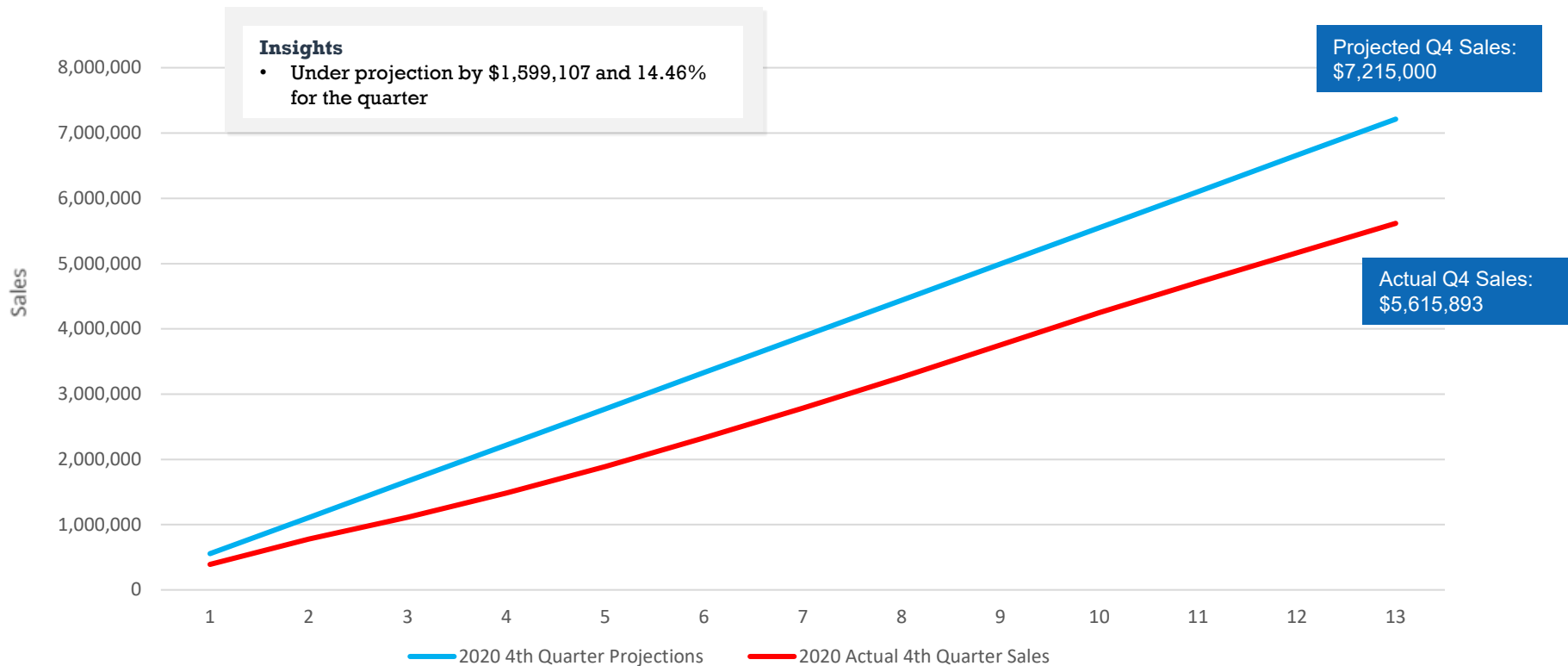
SALES UPDATE

Total Sales: Actual weekly sales FY20 vs. FY19 | Week ending 6.30.20



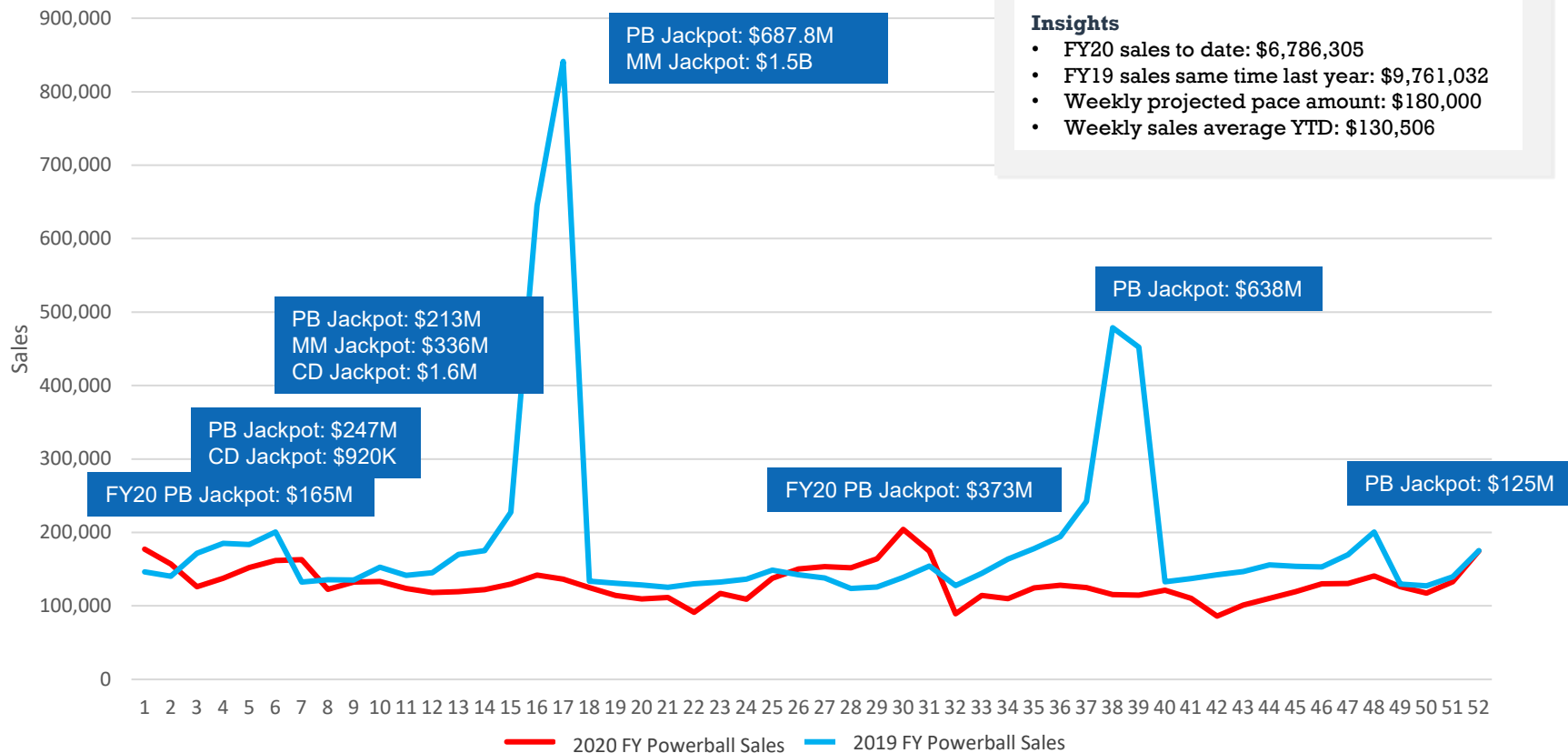
SALES UPDATE

Total 4th Quarter Sales: FY 20 Actual vs. Projection | Quarter ending 6.30.20



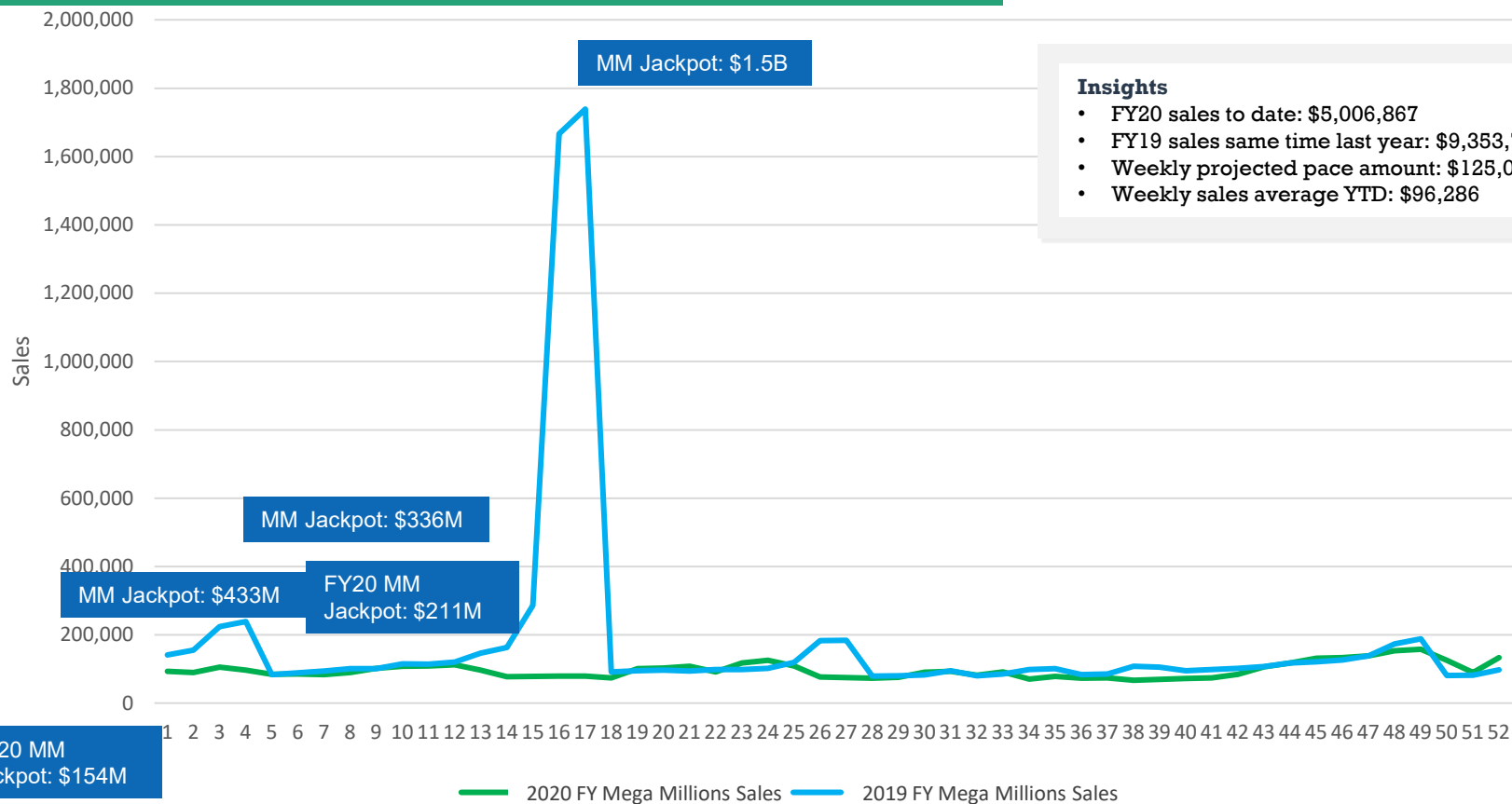
SALES UPDATE

Powerball Sales FY20 vs. FY19 | Week ending 6.30.20



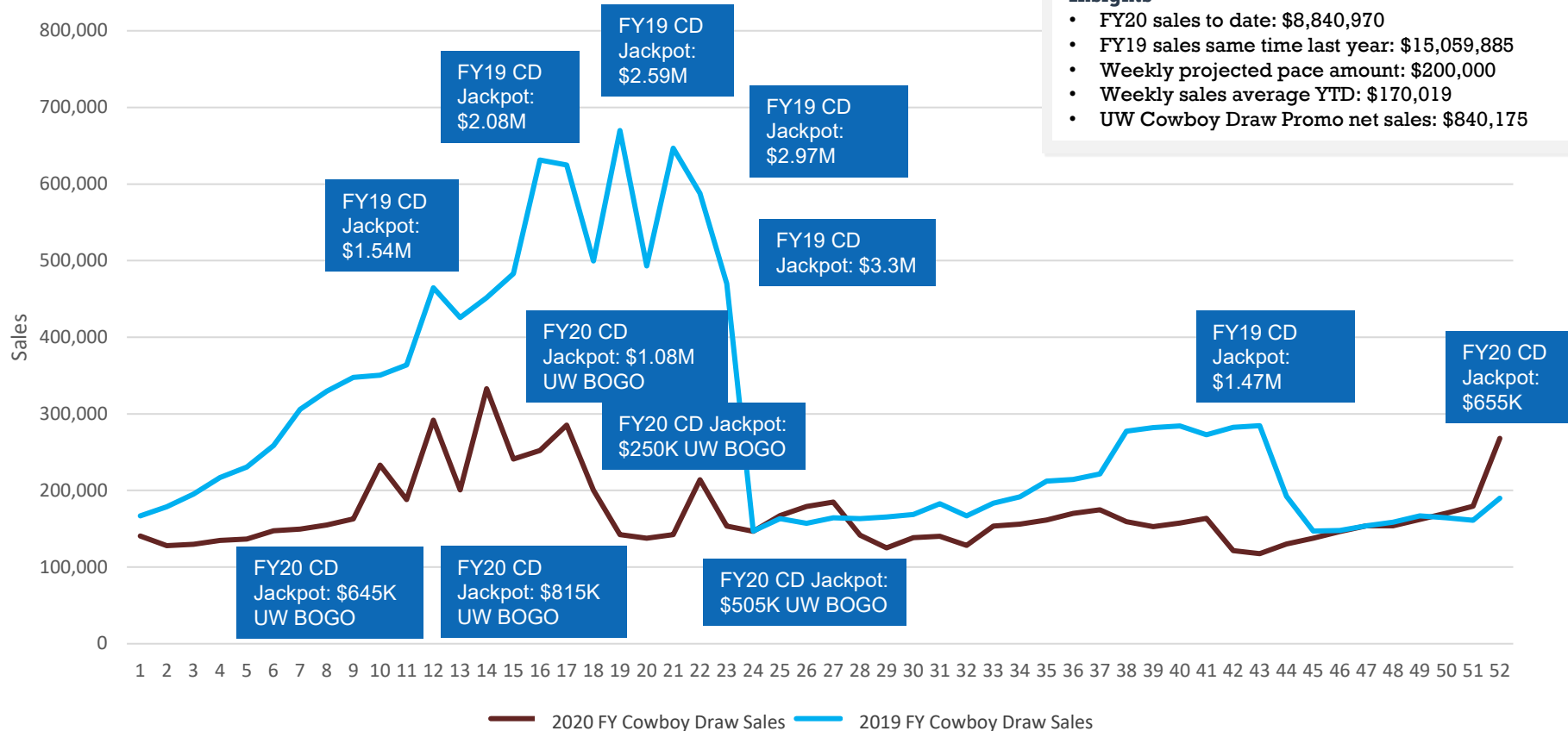
SALES UPDATE

Mega Millions Sales FY20 vs. FY19 | Week ending 6.30.20



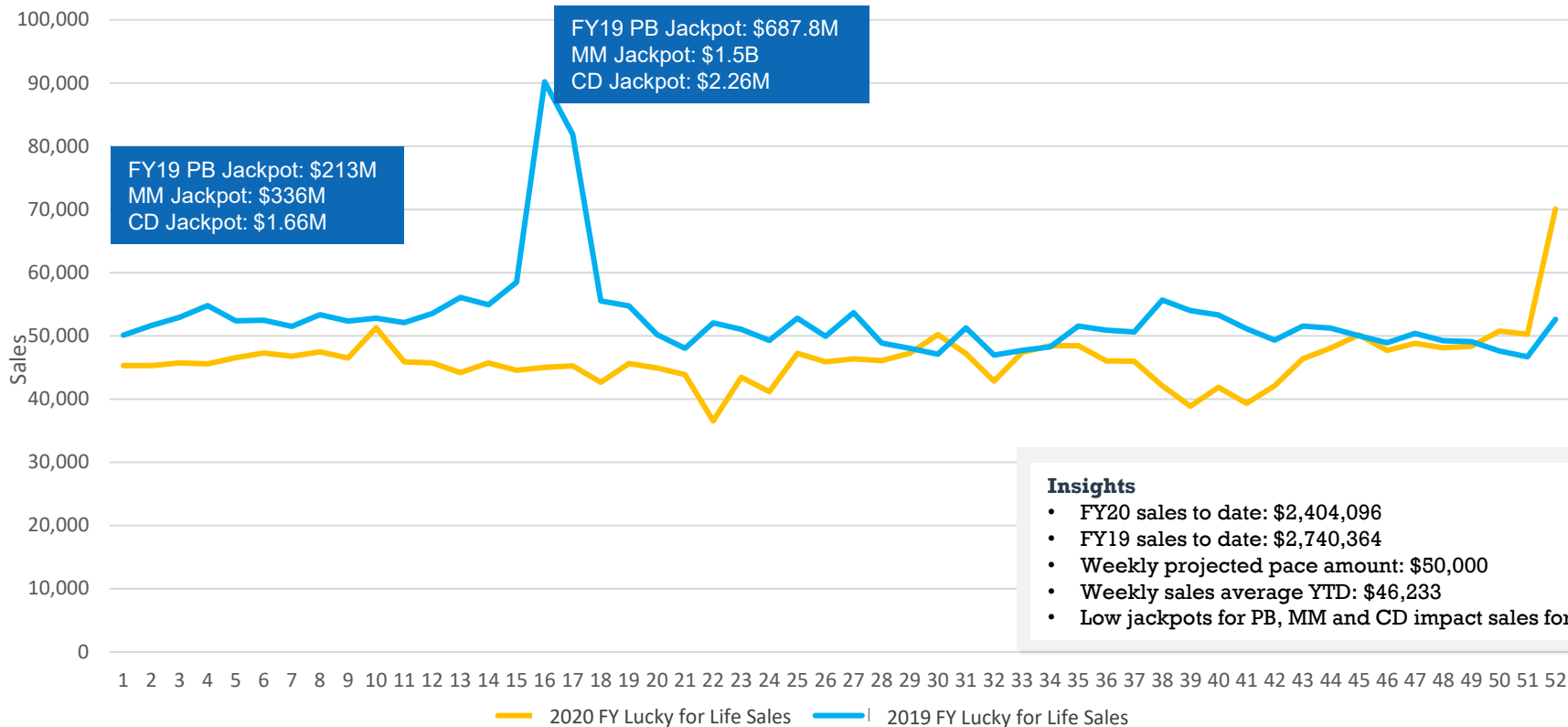
SALES UPDATE

Cowboy Draw Sales FY20 vs. FY19 | Week ending 6.30.20



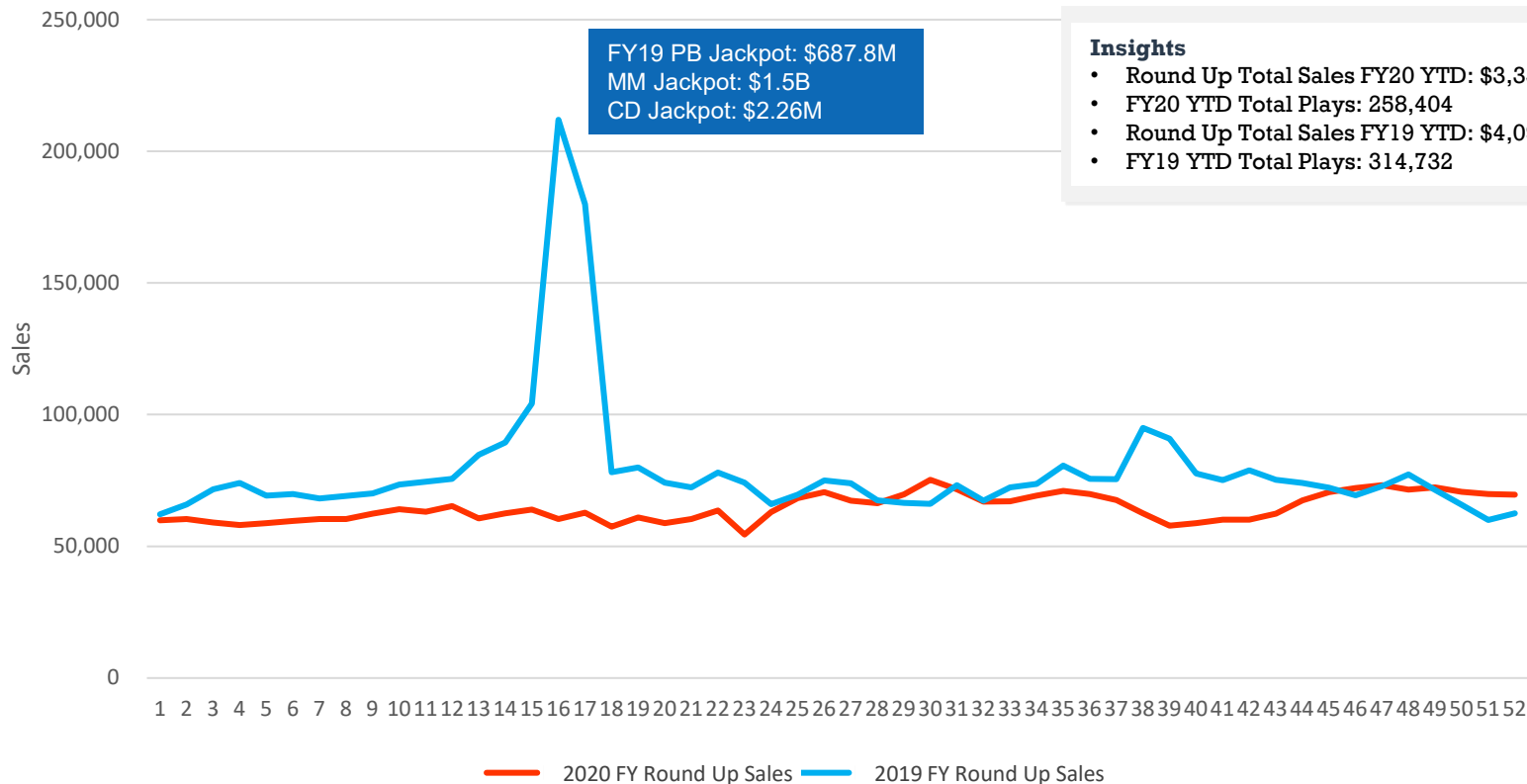
SALES UPDATE

Lucky for Life Sales FY20 vs. FY19 | Week ending 6.30.20



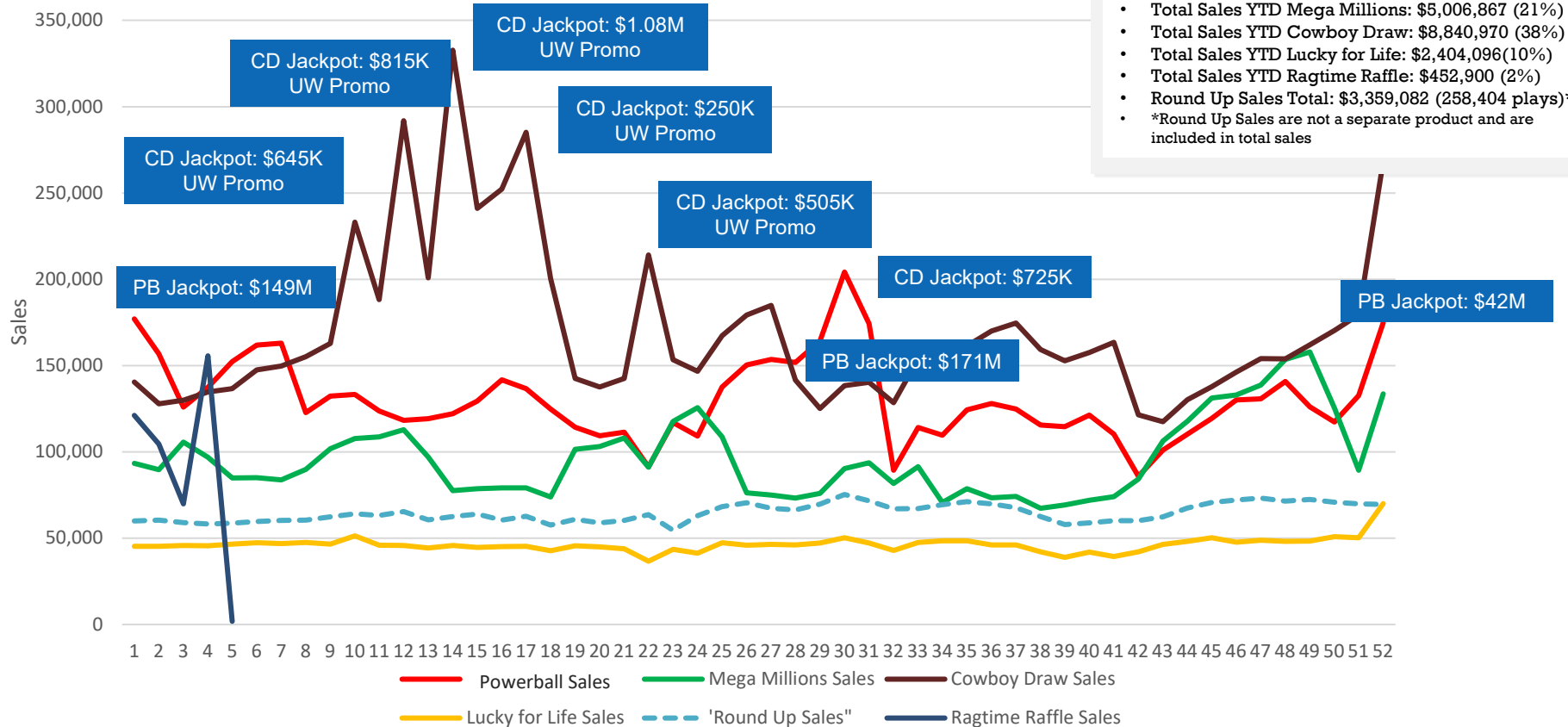
SALES UPDATE

Round Up Sales FY20 vs. FY19 | Week ending 6.30.20



SALES UPDATE

WyoLotto Product Sales YTD | Week ending 6.30.20



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 fourth quarter, WyoLotto saw coverage on several topics:

- **April 3, 2020** – Powerball updates changes to starting jackpot amount, minimum jackpot roll increases
- **April 3, 2020** – Mega Millions changes starting jackpot amount, eliminates minimum jackpot roll increases
- **April 9, 2020** – WyoLotto looks to do its part to support Wyoming during COVID-19 pandemic
- **April 27, 2020** – Cowboy Draw jackpot winner to get a new truck
- **June 8, 2020** – WyoLotto to reopen headquarters to public with limited hours Jackpot \$500K
- **June 17, 2020** – Jackpot alert! Cowboy Draw now \$578K
- **June 24, 2020** – WyoLotto Board of Directors elect new officers

The press release that had the highest readership was our WyoLotto looks to do its part to support Wyoming during COVID-19 pandemic press release, followed by the Cowboy Draw jackpot winner to get a new truck press release.

Insights:

Jackpots and winner stories continue to resonate with the media and our players. The team has done a fantastic job of getting winners to go public, from \$1,000 winners to jackpot winners. We are learning how to communicate with the public during the pandemic, which impacted our strategy to go from celebrating winners to a message of how WyoLotto gives back and is there to support Wyoming.

675,000
Total readership

\$1,269
Ad Equivalency

MARKETING UPDATES: SOCIAL

facebook

- 33,770 page likes
- Lost 26 followers this quarter (.07% decrease from last quarter)
- 5,863 total engagements this quarter (a decrease of 16% in comparison to last quarter)
- The first portion of Q4 received positive engagement from players in regards to our Cowboy Draw winner and the retailer highlight. Due to unforeseen obstacles that occurred to all social media platforms, the strategy did shift. Due to continued conversations surrounding COVID-19 & other media topics, we decided to go a bit quieter. Near the end of the quarter, we started posting more to support the Cowboy Draw promo & growing jackpot.

twitter

- 1,427 followers
- Lost 12 followers this quarter (.83% decrease from last quarter)
- 397 total engagements this quarter
- 1,073 impressions per tweet (a decrease of 16% compared to the last quarter)
- Similar to Facebook, the amount of Tweets were purposely decreased half way through the quarter as a result of the larger conversations taking place on that platform. Due to this there was a decrease in the amount of postings, however the total engagement remained the same from the previous quarter. This highlights that our content still spoke well to our audience.

Instagram

- 2,369 followers
- Gained 107 new followers this quarter (5% increase from last quarter)
- 425 total engagements this quarter (a decrease of 37% compared to the last quarter)
- While Instagram followed suit of the other platforms in which there was a significant decrease in postings in the middle of this quarter, this page still had steady growth in followership. This page will continue to test out new content in line with the other channels posting increases.

MARKETING UPDATES: SOCIAL

Top Performing Posts

facebook



Total Engagements: 4,375
Reach: 20,151

twitter



Total Engagements: 49
Reach: 975

Instagram



Total Engagements: 99
Reach: 1,145

MARKETING UPDATES: WEBSITE

Insights

- Overall site traffic: 1.4M page views
- Bounce rate: 64.14%
- Pages per session: 1.87
- Session duration: 00:01:24 (12% decrease from Q3)
- April 13, 2020 was the highest traffic day, the day the Cowboy Draw \$870K jackpot was hit. That day saw over 23K visitors and 29% of all visitors went to the Cowboy Draw page.
- Overall, there was a slight decrease in page views, web visits, and other website metrics compared to Q3. We anticipated more significant decreases due to COVID and players not venturing out to buy tickets, but the website has remained a primary channel for WyoLotto players, even during times where in-person play has decreased.

Top Cities Visiting

1. Cheyenne – 8.39%
2. Denver – 4.99%
3. Casper – 4.83%
4. Rock Springs – 4.55%
5. Salt Lake City – 2.32%

MARKETING UPDATES: EMAIL

Insights

Total subscribers:
40,715 (1% decrease from Q3)

Total emails sent:
1,413,042 individual emails

During this quarter, we sent 15 player emails, 6 press releases, 4 retailer emails, & 103 RSS emails

- In Q3, we lost more email addresses than we gained. The largest percentage of unsubscribe types were those receiving RSS emails, so likely due to more people being at home and online more (culling down the email lists they are on, “cleaning” up their inboxes, etc). It could also be due to less “fun” and engaging email promos happening right now.
- 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.
- The Cowboy Draw Birthday Promotion Announcement email saw the highest click rate at 3.5

FY2021 MARKETING PLAN

High Level Strategy

App: Launch and incorporate into channels

Promotions: Frontload the fiscal year with promotions and sales tactics

UW Sponsorship: Make the most out of the UW Athletics Sponsorship & plan for various scenarios with UW & W21

Giving Back: Continue to talk about our giving back efforts to the state & execute strategic governmental affairs and communication efforts to set us up for future success

Corporate Communications: Develop consistent, clear, strategic, and proactive communications across all channels.

Q1 Plan (July - September):

- NEW Powerball BOGO
- Kickoff UW Football Season/Cowboy Draw BOGO
- Launch the app

Q2 Plan (October - December):

- UW & Cowboy Draw BOGO

CAMPAIGN UPDATES

COWBOY DRAW DOUBLE SHOT PROMOTION

May 14 – June 15, 2020

The Cowboy Draw Double Shot promotion was designed to give back to our players in a fun and engaging way. For each \$1,000 prize won from Cowboy Draw during the giveaway time period, that prize was automatically doubled to a \$2,000 prize.

Goals:

- Sell 118,400 tickets (29,600 per week)
- Generate overall brand awareness

Results:

- Sold 152,495 tickets (30,499 per week)
- Increased awareness through:
 - Highly engaged email communications (15.6% open rate);
 - 51,597 impressions, 551 reactions, 37 comments, and 46 shares on Facebook
 - 3,721 impressions and 89 engagements on Twitter.



UW SPONSORSHIP & COWBOY DRAW BOGO

2021 – 2023 Contract

We've contracted with the University of Wyoming for the next 3 years! We are very excited to continue this partnership that has brought a lot of excitement, engagement, and support from our players and UW fans.

2021-2023 contract highlights:

- Cowboy Draw BOGO for all 12 football games
- Logo placement for in-game and digital channels for all UW sports
- 50/50 raffle sponsorship (in-game and digital marketing ads)
- Half time activation at one football game
- Yolo at 6 events (football, basketball, volleyball)
- "Play of the Game" sponsor for all streaming games (volleyball, basketball, soccer)
- "Ask the Cowboys" video board promotion at 3 men's basketball home games
 - What would you do if you won the lottery?



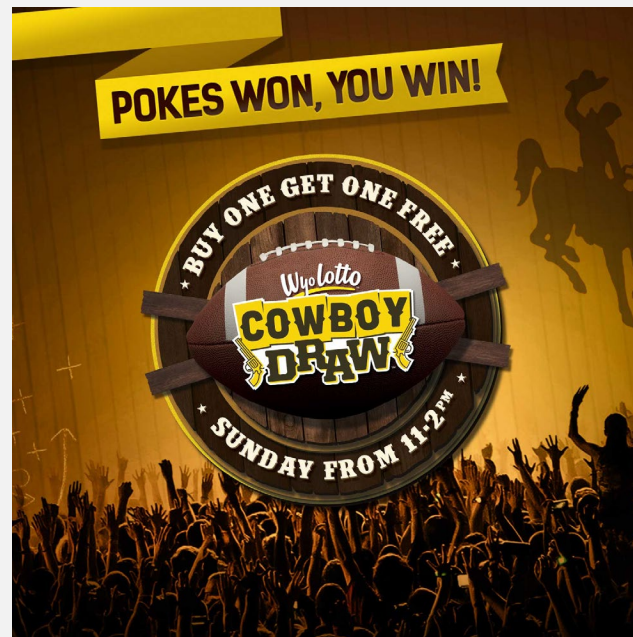
CAMPAIGN UPDATES: UW SPONSORSHIP

Fall & Winter 2020

With the current COVID-19 landscape, we are actively planning various scenarios for the football season and our Cowboy Draw BOGO. We will hope for the best and plan for the worst.

- Plan A: Regular Football Attendance - Move forward with all aspects of the sponsorship
- Plan B: Reduced Football Attendance - Execute the Cowboy Draw BOGO and evaluate the 50/50 raffle
- Plan C: No Football Attendance - Execute Cowboy Draw BOGO promo with a creative spin (e.g., run 12 historical UW games, run it “would the Pokes have won?” approach, etc); Utilize the value of the contract for primarily media (radio, digital, social media)

We’re confident that UW will continue to be an excellent partner and work with us to ensure we maximize our sponsorship and partnership.

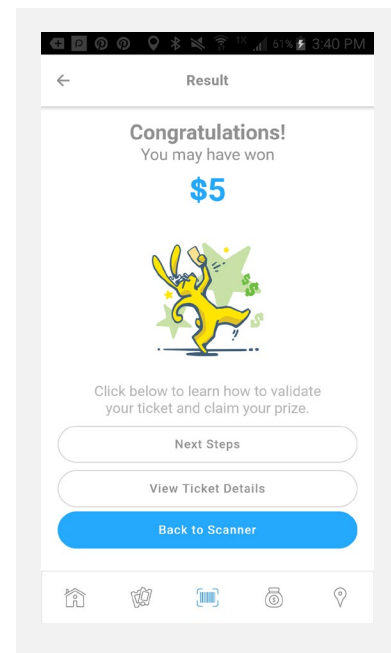
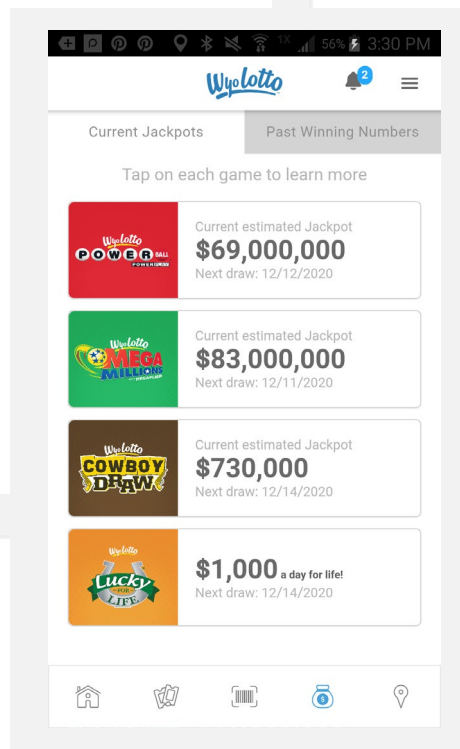


MOBILE APP LAUNCHES SEPTEMBER

Updates on WyoLotto App

The new WyoLotto app launches soon! It will include a variety of functionality, including:

- Home Screen
- News Feed/Articles
- Promotional Notifications
- My Tickets
- Number Checker
- Ticket Scanner
- Current Jackpots
- Retailer Locator & List
- Integrated Map
- User Profile/Account Information and Settings



MOBILE APP LAUNCHES SEPTEMBER

Updates on WyoLotto App

Pre-Launch Testing (July - August)

- Third party app testing
- BETA testing with select group of engaged players

Public Launch Campaign (September - December)

Campaign will highlight the main features of the app and generate excitement and downloads. The campaign includes:

- A fun, informational video
- Digital ads, player emails, retailer pads and emails, ticket messaging, social media, PR
- Ongoing corporate communications channels pushing app downloads



GAME UPDATES

GAME UPDATES: COWBOY DRAW

This Quarter

- 70,321 total Cowboy Draw winners
- \$1,499,460 in total Cowboy Draw winnings
- 93 players that each won \$1,000
- 1 jackpot win of \$870,470



Since Launch

- 25 lucky players hit the jackpot
- \$40,259,606 in prizes awarded
- 2,168,972 winners



GAME UPDATES: POWERBALL

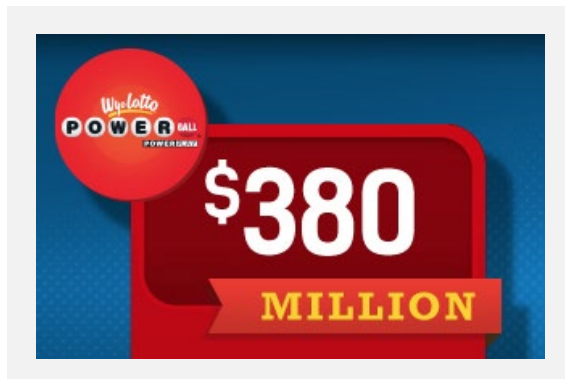
This Quarter

- 24,496 total Wyoming Powerball winners
- \$203,444 in total Wyoming Powerball winnings



Since Launch

- \$12,917,672 to Wyoming players in Powerball winnings
- 981,928 Wyoming winners



GAME UPDATES: MEGA MILLIONS

This Quarter

- 24,764 total Wyoming Mega Millions winners
- \$174,808 in total Wyoming Mega Millions winnings
- 1 \$500 winner, 3 \$600 winners, 1 \$800 winners, 9 \$1,000 winners, 4 \$1,500 and 2 \$2,000 winners



Since Launch

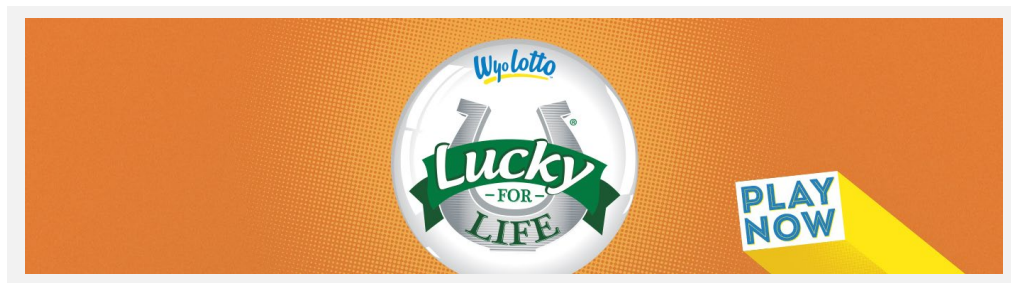
- \$11,055,639 to Wyoming players in Mega Millions winnings
- 1,033,459 Wyoming winners



GAME UPDATES: LUCKY FOR LIFE

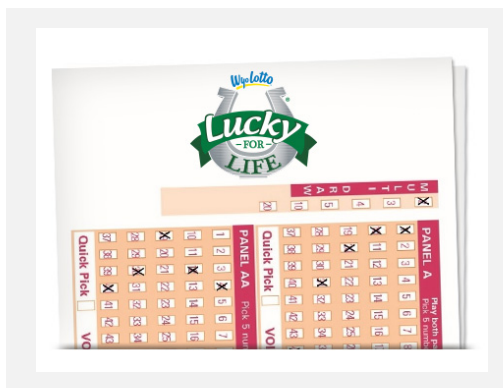
This Quarter

- 38,854 total Wyoming Lucky for Life winners
- \$216,820 in total Wyoming Lucky for Life winnings



Since Launch

- \$4,646,903 to Wyoming players in Lucky for Life winnings
- 650,656 Wyoming winners



NEXT UP

NEXT UP...

Mobile App

- Player Testing July - August 2020
- Public Launch - September 2020

New Powerball BOGO Promotion

- August 2020

UW Sponsorship

- Football Season September 2020
- Cowboy Draw BOGO September 2020





THANK YOU!

ANY QUESTIONS?