

WyoLotto FY2023 Q3 Board Report



Corporate Responsibility

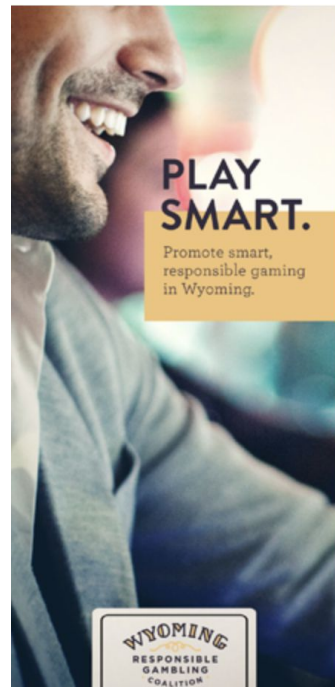
Transfer Update

- Quarterly Transfers to Wyoming
 - Q3 Fiscal Year 2023: \$2,091,843.47
 - Total Since Launch: \$32,594,244.56



Problem Gambling

- In collaboration with the Wyoming Department of Health, formed the Wyoming Responsible Gaming Coalition to raise awareness of responsible gambling
- Single transactions are capped at \$125 and products are not available 24/7
- The Problem Gambling Hotline is posted on every ticket, listed on play slips, and on our website
- Problem Gambling brochures are located wherever Lottery tickets are sold
- Continued education regarding Problem and Responsible Gambling is a priority



Game Security

- In collaboration with the Wyoming Department of 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
 - Continued work with Department of Family Services (DFS) to collect back child support owed by a player from prize payments

Financial Update

Financial Update

Balance Sheet

As of March 31, 2023

Wyoming Lottery Corp

Balance Sheet

As of March 31, 2023

ASSETS	Mar 31, 23	Mar 31, 22	\$ Change
Current Assets			
Checking/Savings			
Checking Accounts	9,749,559.50	4,049,713.07	5,699,846.43
Prize Account Petty Cash (Till)	1,857.74	799.74	1,058.00
Restricted Cash			
Unclaimed Prizes	863,961.64	812,758.97	51,202.67
Responsible Gambling Funds	194,584.98	15,889.78	178,695.20
Fidelity Fund	73,814.21	63,759.54	10,054.67
Total Checking/Savings	10,883,778.07	4,942,921.10	5,940,856.97
Other Current Assets			
Prepaid Expenses	10,680.41	16,464.30	(5,783.89)
Retail Accounts Receivable	583,798.89	291,369.49	292,429.40
Other Receivables	14,300.12	0.00	14,300.12
Total Other Current Assets	608,779.42	307,833.79	300,945.63
Total Current Assets	11,492,557.49	5,250,754.89	6,241,802.60
Noncurrent Assets			
Capital Assets, Net	680,640.55	475,587.34	205,053.21
Capital Assets, Trademarks	34,700.00	34,700.00	0.00
Deposits - Building	7,500.00	7,500.00	0.00
Total Noncurrent Assets	722,840.55	517,787.34	205,053.21
Deferred Outflows of Resources			
Pension Related Outflows	153,845.72	131,349.72	22,496.00
TOTAL ASSETS	12,369,243.76	5,899,891.95	6,469,351.81
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	547,996.47	324,745.96	223,250.51
Jonah Bank Credit Card	12,894.99	21,415.32	(8,520.33)
State of Wyoming Transfer Payable	2,091,843.47	737,513.62	1,354,329.85
Unearned Revenue (net)	393,675.00	319,942.00	73,733.00
Prizes Payable	4,265,934.05	1,156,850.77	3,109,083.28
Payroll Liabilities	53,195.48	57,853.93	(4,658.45)
Total Current Liabilities	7,365,539.46	2,618,321.60	4,747,217.86
Noncurrent Liabilities			
Xerox-Capital Lease	70,648.41	28,235.94	42,412.47
Net Pension Liability	681,368.09	963,720.09	(282,352.00)
Total Noncurrent Liabilities	752,016.50	991,956.03	(239,939.53)
Deferred Inflows of Resources			
Pension Related Inflows	453,975.59	219,665.59	234,310.00
Total Liabilities	8,571,531.55	3,829,943.22	4,741,588.33
Equity			
Retained Earnings	2,304,538.40	2,148,362.67	156,175.73
Net Income	1,493,173.81	-78,413.94	1,571,587.75
TOTAL LIABILITIES & EQUITY	12,369,243.76	5,899,891.95	6,469,351.81

Financial Update

Q3 Profit & Loss

January 2023 through March 2023

Wyoming Lottery Corp Profit & Loss January 2023 through March 2023

Operating Income/Expense	Jan - Mar 23	Jan - Mar 22	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	2,564,753.00	1,204,463.80	1,360,289.20
Power Ball Sales (net)	2,068,310.00	2,047,575.40	20,734.60
Cowboy Draw Sales (net)	5,371,380.00	1,794,540.00	3,576,840.00
Lucky For Life (net)	689,180.00	729,344.00	-40,164.00
Keno Sales	1,493,695.00	0.00	1,493,695.00
2by2 Sales (net)	319,289.00	412,245.00	-92,956.00
Total Income / Revenues	12,506,607.00	6,188,168.20	6,318,438.80
Other Revenues			
Application Fees (Fidelity-Res)	1,900.00	400.00	1,500.00
Other Revenues	0.00	0.00	0.00
Total - Other Revenues	1,900.00	400.00	1,500.00
Total Income	12,508,507.00	6,188,568.20	6,319,938.80
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense - Low Tier/ Hi / MUSL			
Megamillions	1,160,894.17	582,376.77	578,517.40
Powerball	995,655.56	927,574.52	68,081.04
Cowboy Draw	2,911,515.00	1,456,837.00	1,454,678.00
Lucky For Life	429,908.75	404,865.86	25,042.89
2by2	148,826.77	220,974.87	-72,148.10
Keno	960,553.50	0.00	960,553.50
Total Direct Gaming Costs / Prize Expense	6,607,353.75	3,592,629.02	3,014,724.73
Gaming Expenses			
Gaming Retail Commissions	756,199.08	391,099.02	365,100.06
Gaming Retail Validation Bonus	27,060.65	10,537.42	16,523.23
Vendor Expense - (Intralot)	1,455,966.82	720,524.79	735,442.03
Total Gaming Expenses	2,239,226.55	1,122,161.23	1,117,065.32
Total COGS	8,846,580.30	4,714,790.25	4,131,790.05
Gross Profit	3,661,926.70	1,473,777.95	2,188,148.75
Expense			
Operating Expenses			
Bank Fees	4.00	250.00	-246.00
Board Expenses	1,950.00	2,472.50	-522.50
Employee Recruitment & Relocate	5,094.89	0.00	5,094.89
Insurance	5,109.25	4,874.25	235.00
Membership Dues	4,347.00	2,008.00	2,339.00
Responsible Gambling Program	5,500.00	23,475.50	-17,975.50
Accounting / Audit Fees	22,050.00	11,510.00	10,540.00
Legal Fees	30,841.17	13,850.57	16,990.60
Marketing	181,214.50	156,811.37	24,403.13
New Game Development	172,153.57	329,481.16	-157,327.59
Outside Contract Services (IT)	42,408.61	38,283.63	4,124.98

Financial Update

Q3 Profit & Loss, Continued

January 2023 through March 2023

Wyoming Lottery Corp Profit & Loss January 2023 through March 2023

	Jan - Mar 23	Jan - Mar 22	\$ Change
Operating Income/Expense			
Vendor Background Services	156.00	764.00	-608.00
Payroll Services	2,008.75	1,939.00	69.75
Retail Investigation	2,290.00	1,760.00	530.00
Facilities & Equipment	58,041.50	35,863.85	22,177.65
Communications	3,006.15	2,667.08	339.07
Office Costs	8,125.73	4,476.43	3,649.30
Outside Services	5,787.88	18,000.00	-12,212.12
Petty Cash Over/Short	-7.00	-5.00	-2.00
Retailer Special Incentive	0.00	1,000.00	-1,000.00
Rent & Janitorial	28,394.68	27,994.50	400.18
Salaries, Wages & Benefits	360,438.62	339,923.49	20,515.13
Travel	10,447.27	34,714.31	-24,267.04
EE Uniforms	1,881.00	0.00	1,881.00
Total Operating Expenses	951,243.57	1,052,114.64	-100,871.07
Net Operating Income	2,710,683.13	421,663.31	2,289,019.82
Other Income			
Interest Income	29,227.94	1,378.54	27,849.40
Gain/Loss on Sale of Assets	0.00	0.00	0.00
Total Other Income	29,227.94	1,378.54	27,849.40
Other Expenses			
Interest Expense	949.99	432.90	517.09
Total Other Expense	949.99	432.90	517.09
Net Income Before Transfer	2,738,961.08	422,608.95	2,316,352.13
Responsible Gambling Expenses Reimbursement	5,500.00	23,475.50	-17,975.50
Retained Net Proceeds/New Game Expense Reimbursement	0.00	397,522.77	-397,522.77
Net Income Before Transfer with Reimbursements	2,744,461.08	843,607.22	1,900,853.86
90000 - State of Wyoming Transfers	2,091,843.47	737,513.62	1,354,329.85
Net Income	652,617.61	106,093.60	546,524.01
State Transfer % of Net Income	76.22%	87.42%	-11.20%
Actual Book Net Income with State Transfer	647,117.61	-314,904.67	962,022.28
State Transfer % of Net Income	76.37%	174.51%	-98.14%

Financial Update

Year to Date Profit & Loss

July 2022 through March 2023

Profit & Loss			
July 2022 through March 2023			
Operating Income/Expense	Jul 22 - Mar 23	Jul 21 - Mar 22	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	8,601,468.98	3,779,338.60	4,822,130.38
Power Ball Sales (net)	9,880,213.90	6,709,859.84	3,170,354.06
Cowboy Draw Sales (net)	11,399,858.00	6,322,488.60	5,077,369.40
Lucky For Life (net)	2,154,062.44	2,218,784.00	-64,721.56
Keno Sales	2,959,379.56	0.00	2,959,379.56
2by2 Sales (net)	1,025,173.00	1,425,049.78	-399,876.78
Total Income / Revenues	36,020,155.88	20,455,520.82	15,564,635.06
Other Revenues			
Application Fees (Fidelity-Res)	6,500.00	1,900.00	4,600.00
Other Revenues	0.00	0.00	0.00
Total - Other Revenues	6,500.00	1,900.00	4,600.00
Total Income	36,026,655.88	20,457,420.82	15,569,235.06
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense - Low Tier/ Hi / MUSL			
Megamillions	4,132,503.08	1,746,044.63	2,386,458.45
Powerball	4,805,070.77	3,167,059.62	1,638,011.15
Cowboy Draw	6,224,520.00	4,627,997.33	1,596,522.67
Lucky For Life	1,341,002.14	1,323,700.88	17,301.26
2by2	527,131.70	765,218.92	-238,087.22
Keno	1,984,868.50	0.00	1,984,868.50
Total Direct Gaming Costs / Prize Expense	19,015,096.19	11,630,021.38	7,385,074.81
Gaming Expenses			
Gaming Retail Commissions	2,225,551.68	1,294,800.00	930,751.68
Gaming Retail Validation Bonus	65,615.55	33,434.77	32,180.78
Vendor Expense - (Intralot)	4,192,704.69	2,381,319.75	1,811,384.94
Total Gaming Expenses	6,483,871.92	3,709,554.52	2,774,317.40
Total COGS	25,498,968.11	15,339,575.90	10,159,392.21
Gross Profit	10,527,687.77	5,117,844.92	5,409,842.85
Expense			
Operating Expenses			
Bank Fees	4.00	250.00	-246.00
Board Expenses	20,403.72	12,665.52	7,738.20
Employee Recruitment & Relocate	5,094.89	0.00	5,094.89
Insurance	16,225.84	13,759.33	2,466.51
Membership Dues	117,231.90	49,491.68	67,740.22
Responsible Gambling Program	12,756.00	39,763.00	-27,007.00
Accounting / Audit Fees	52,050.00	48,160.00	3,890.00
Legal Fees	55,691.87	42,725.50	12,966.37
Marketing	597,806.37	564,918.71	32,887.66
New Game Development	911,626.84	478,047.77	433,579.07
Outside Contract Services (IT)	126,002.45	110,287.86	15,714.59

Financial Update

Year to Date Profit & Loss, Continued

July 2022 through March 2023

Wyoming Lottery Corp Profit & Loss July 2022 through March 2023

	Jul 22 - Mar 23	Jul 21 - Mar 22	\$ Change
Operating Income/Expense			
Vendor Background Services	1,166.50	764.00	402.50
Payroll Services	5,296.00	4,615.75	680.25
Retail Investigation	5,440.00	7,960.00	-2,520.00
Facilities & Equipment	166,667.16	110,685.27	55,981.89
Communications	8,257.16	8,532.48	-275.32
Office Costs	22,104.06	17,969.34	4,134.72
Outside Services	5,787.88	36,000.00	-30,212.12
Other Types of Expenses	3,184.26	1,906.85	1,277.41
Petty Cash Over/Short	-15.00	-2.00	-13.00
Ticket Problem Expense	72.42	131.00	-58.58
Retailer Special Incentive	500.00	4,500.00	-4,000.00
Rent & Janitorial	84,444.32	83,805.40	638.92
Salaries, Wages & Benefits	1,097,470.44	998,181.70	99,288.74
Travel	49,046.23	88,153.06	-39,106.83
EE Uniforms	3,789.00	3,490.16	298.84
Total Operating Expenses	3,368,104.31	2,726,762.38	641,341.93
Net Operating Income	7,159,583.46	2,391,082.54	4,768,500.92
Other Income			
Interest Income	50,037.64	4,326.73	45,710.91
Gain/Loss on Sale of Assets	0.00	10,300.00	-10,300.00
Total Other Income	50,037.64	14,626.73	35,410.91
Other Expenses			
Interest Expense	2,995.05	1,781.96	1,213.09
Total Other Expense	2,995.05	1,781.96	1,213.09
Net Income Before State Transfer	7,206,626.05	2,403,927.31	4,802,698.74
Responsible Gambling Expenses Reimbursement	12,756.00	39,763.00	-27,007.00
Retained Net Proceeds/New Game Expense Reimbursement	222,193.49	397,522.77	-175,329.28
Net Income Before Transfer with Reimbursements	7,441,575.54	2,841,213.08	4,600,362.46
90000 - State of Wyoming Transfers	5,713,452.24	2,482,341.25	3,231,110.99
Net Income	1,728,123.30	358,871.83	1,369,251.47
State Transfer % of Net Income	76.78%	87.37%	-10.59%
Book Net Income with State Transfer	1,493,173.81	-78,413.94	1,571,587.75
State Transfer % of Net Income	79.28%	103.26%	-23.98%

Financial Update

Q3 Profit & Loss Budget vs. Actual

January 2023 through March 2023

Wyoming Lottery Corp Profit & Loss Budget vs. Actual January 2023 through March 2023

	FY 23 QTR 3			
	TOTAL			
	Jan - Mar 23	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	12,506,607.00	8,796,111.25	3,710,495.75	142.18%
Total 48000 - Other Revenues	1,900.00	0.00	1,900.00	100.0%
Total Income	12,508,507.00	8,796,111.25	3,712,395.75	142.21%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	6,607,353.75	5,279,877.00	1,327,476.75	125.14%
Total 51000 - B Gaming Expenses	2,239,226.55	1,565,708.88	673,517.67	143.02%
Total COGS	8,846,580.30	6,845,585.88	2,000,994.42	129.23%
Gross Profit	3,661,926.70	1,950,625.37	1,711,401.33	187.74%
	Jan - Mar 23	Budget	+ Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	22,005.14	16,029.00	5,976.14	137.28%*
Total 61000 - Contract Services	453,122.60	441,833.99	11,288.61	102.56%**
Total 62000 - Facilities and Equipment	58,041.50	37,400.00	20,641.50	155.19%***
Total 63000 - Operations	45,307.44	59,777.00	-14,469.56	75.79%****
Total 64000 - Personnel Salaries, Benefits & Travel	372,766.89	384,758.00	-11,991.11	96.88%*****
Total Expense	951,243.57	939,797.99	11,445.58	101.22%
Net Ordinary Income	2,710,683.13	1,010,727.38	1,699,955.75	268.19%
Other Income/Expense				
70000 - Interest Income	29,227.94	1,350.00	27,877.94	2,165.03%
81000 - Interest Expense	949.99	900.00	49.99	105.55%
82000 - Gain/Loss on Discarded Assets	0.00	0.00	0.00	0.0%
Total Other Expense	949.99	900.00	49.99	105.55%
Net Other Income	28,277.95	450.00	27,827.95	6,283.99%
	Jan - Mar 23	Budget	- Favorable	% of Budget
Net Income before Transfer to State of Wyoming	2,738,961.08	1,011,177.38	1,727,783.70	270.87%
Transfer to State of Wyoming	2,091,843.47			
Net Income	647,117.61			

* RG Expenses \$5,500; Under \$3,800 Board Exp; Over \$1,800 EE Recruit; Over \$2,500 Dues

** Over \$6,000 Acctg Fees; Over \$12,000 Legal Fees; Under \$8,000 Mktg & Keno

*** Over \$29,000 Depreciation

**** Under \$12,000 Outside Services; Under \$3,000 Retailer Special Incentive

***** Under \$8,000 Compensation; Under \$1,500 ER Taxes; Under \$1,800 Travel

Net Income Allocation:

Net Income:

647,117.61

Financial Update

Year to Date, Profit & Loss Budget vs. Actual

July 2022 through March 2023

Wyoming Lottery Corp Profit & Loss Budget vs. Actual July 2022 through March 2023

	FY 23 QTR 3			
	TOTAL			
	July 22-Mar 23	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	36,020,155.88	23,254,616.75	12,765,539.13	154.9%
Total 48000 - Other Revenues	6,500.00	0.00	6,500.00	100.0%
Total Income	36,026,655.88	23,254,616.75	12,772,039.13	154.92%
Cost of Goods Sold				
Total 60000 - A Direct Gaming Costs	19,015,096.19	13,708,701.00	5,306,395.19	138.71%
Total 61000 - B Gaming Expenses	6,483,871.92	4,139,322.12	2,344,549.80	156.64%
Total COGS	25,498,968.11	17,848,023.12	7,650,944.99	142.87%
Gross Profit	10,527,687.77	5,406,593.63	5,121,094.14	194.72%
	July 22-Mar 23	Budget	+ Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	171,716.35	98,587.00	73,129.35	174.18%*
Total 61000 - Contract Services	1,755,080.03	1,917,979.99	-162,899.96	91.51%**
Total 62000 - Facilities and Equipment	166,667.16	110,600.00	56,067.16	150.69%***
Total 63000 - Operations	124,335.10	145,745.00	-21,409.90	85.31%****
Total 64000 - Personnel Salaries, Benefits & Travel	1,150,305.67	1,200,267.25	-49,961.58	95.84%*****
Total Expense	3,368,104.31	3,473,179.24	-105,074.93	96.98%
Net Ordinary Income	7,159,583.46	1,933,414.39	5,226,169.07	370.31%
Other Income/Expense				
70000 - Interest Income	50,037.64	4,050.00	45,987.64	1,235.5%
81000 - Interest Expense	2,995.05	2,700.00	295.05	110.93%
82000 - Gain/Loss on Discarded Assets				
Total Other Expense	2,995.05	2,700.00	295.05	110.93%
Net Other Income	47,042.59	1,350.00	45,692.59	3,484.64%
	July 22-Mar 23	Budget	- Favorable	% of Budget
Net Income before Transfers to State of Wyoming	7,206,626.05	1,934,764.39	5,271,861.66	372.48%
Transfers to State of Wyoming	5,713,452.24			
Net Income	1,493,173.81			

* Under \$6,800 Board Expenses; Over \$1,900 EE Recruit; Over \$1,000 Ins; Over \$64,400 Dues; Over \$12,800 RG Exp

** Over \$8,000 Acctg/Legal; Under \$88,000 Mktg; Under \$64,700 Keno; Under \$13,000 IT; Under \$5,000 Retail Inv

*** Over \$77,000 Depreciation; Under \$16,000 IT Equip; Under \$4,500 Maint

**** Under \$12,000 Outside Services; Under \$8,500 Retailer Special Incentives; Under \$500 Office & Comm

***** Under \$21,500 Benefits; Under \$11,000 Comp; Under \$6,500 ER Taxes; Under \$11,000 Travel

Net Income Allocation:

Net Income:

1,493,173.81

Financial Update

Profit & Loss Responsible Gambling Budget vs. Actual

July 2022 through March 2023

Wyoming Lottery Corp Profit & Loss Responsible Gambling Budget vs. Actual July 2022 through March 2023

	FY 23 QTR 3 YTD		
	TOTAL		
	July 22 - March 23	FY23 Budget	Available
Responsible Gambling Expenses			
Tracker Study Follow Up Research	0.00	0.00	0.00
Certifications - University of Minnesota	0.00	0.00	0.00
Strategic Plan 2019	0.00	0.00	0.00
Brochure Reprints	0.00	0.00	0.00
Media Planning & Buying	3,000.00	3,000.00	0.00
Responsible Gambling Travel/Conferences as Needed	7,256.00	10,000.00	2,744.00
Fremont County Service Research	0.00	0.00	0.00
Dues & Sponsorships	2,500.00	2,500.00	0.00
Allocation To Be Determined		191,840.98	191,840.98
Total Responsible Gambling Expenses	12,756.00	207,340.98	194,584.98

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
FY 22 Expenses	-48,311.80
7/29/22 Unclaimed Prize Funding	200,000.00
FY 23 Expenses	-12,756.00
3/31/23 Responsible Gambling Balance	194,584.98

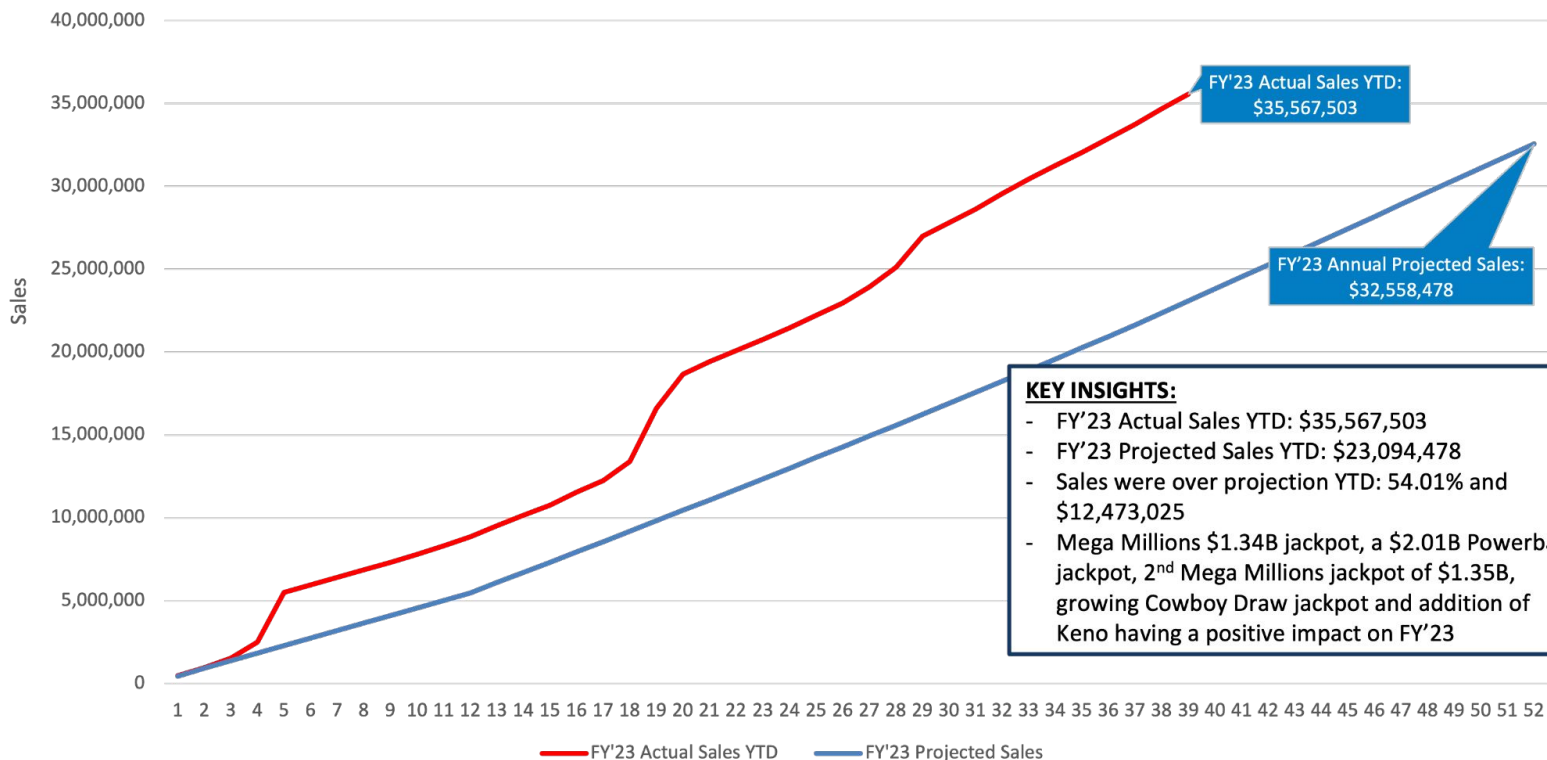
Unclaimed Prize Fund Balance as of 3/31/23

\$863,961.64

Sales Update

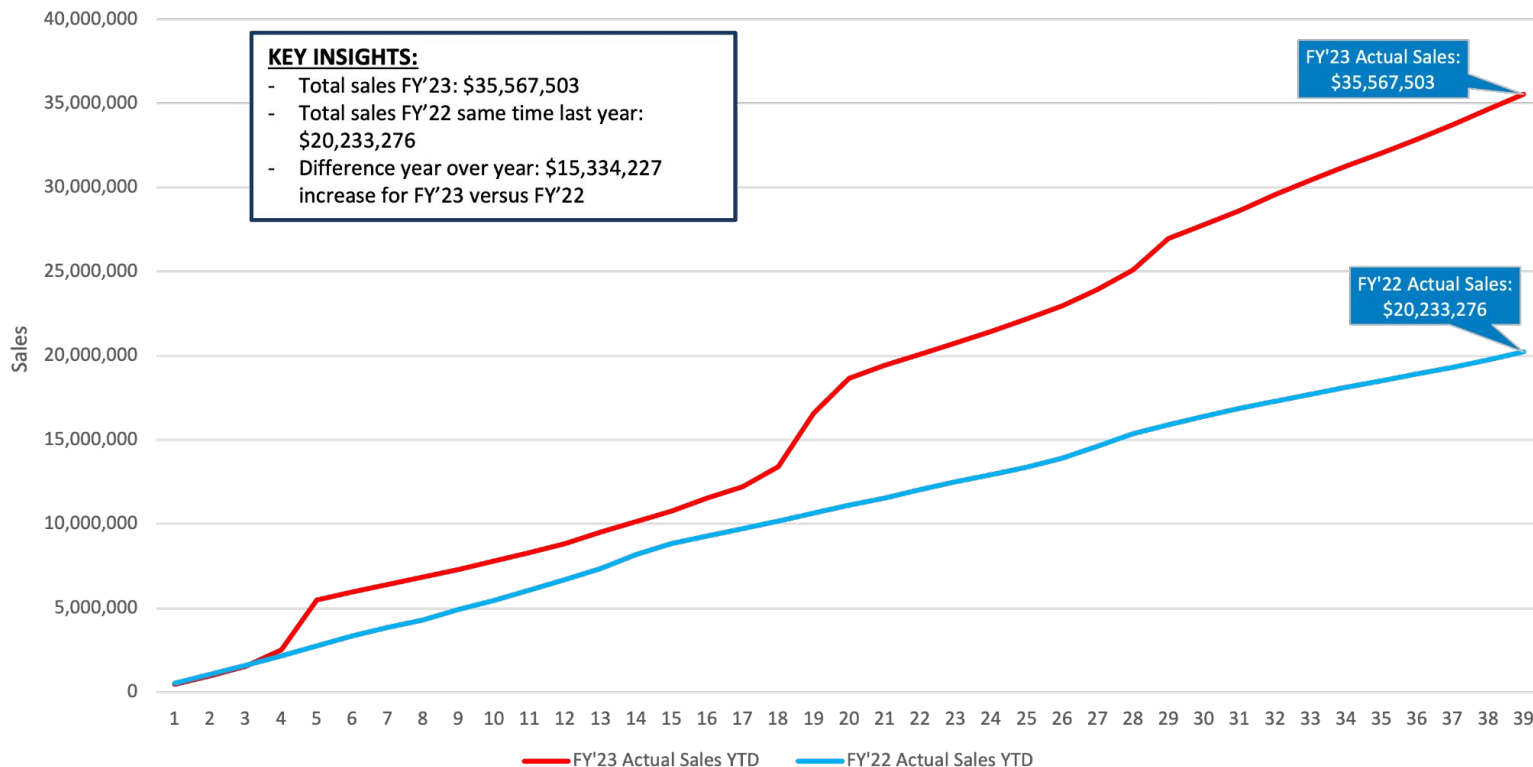
Sales Update

Total Sales: FY'23 Actual vs. Projection Week ending: 3/25/23



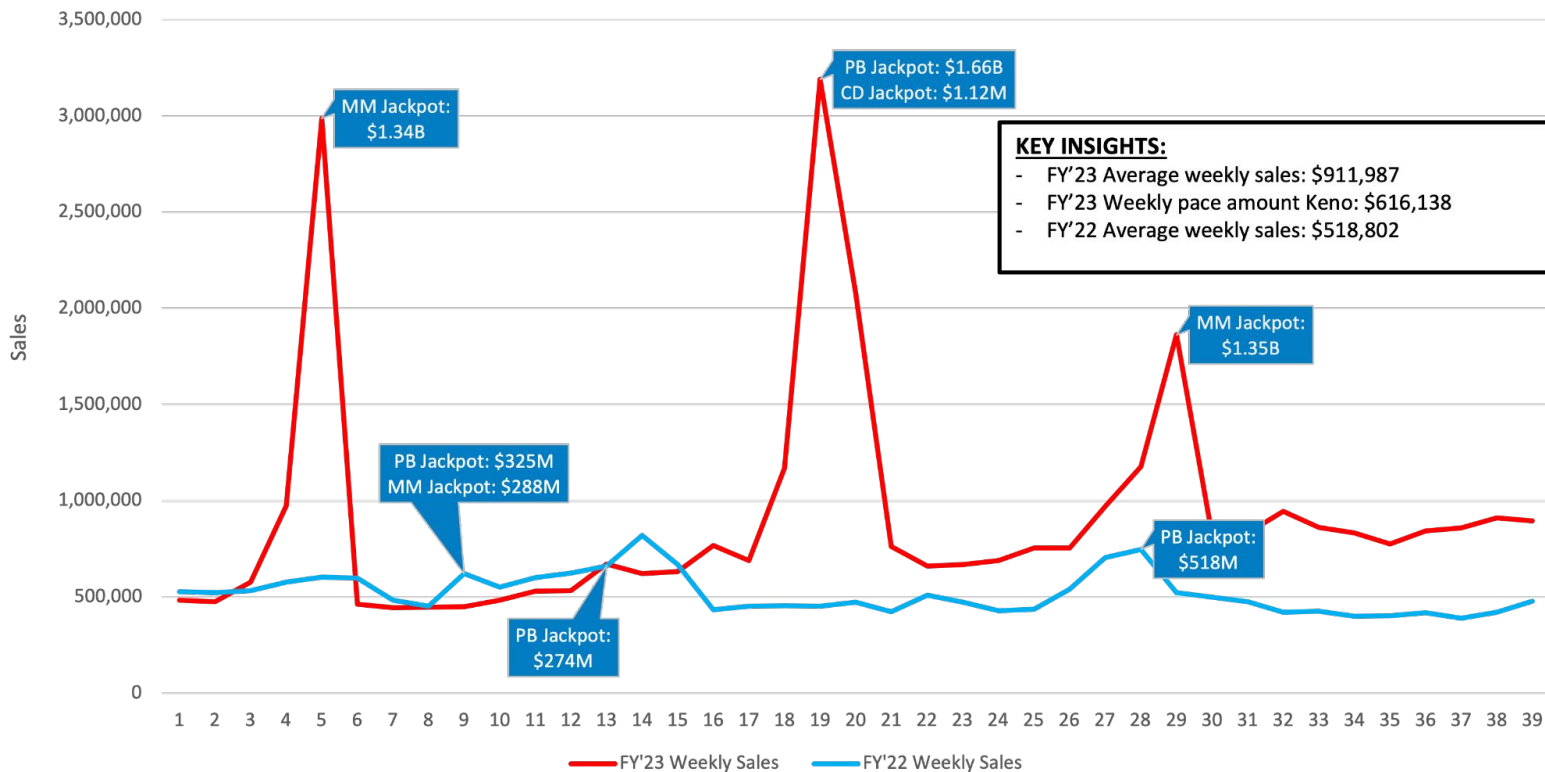
Sales Update

Total Sales: FY'23 vs. FY'22
Week ending: 3/25/23



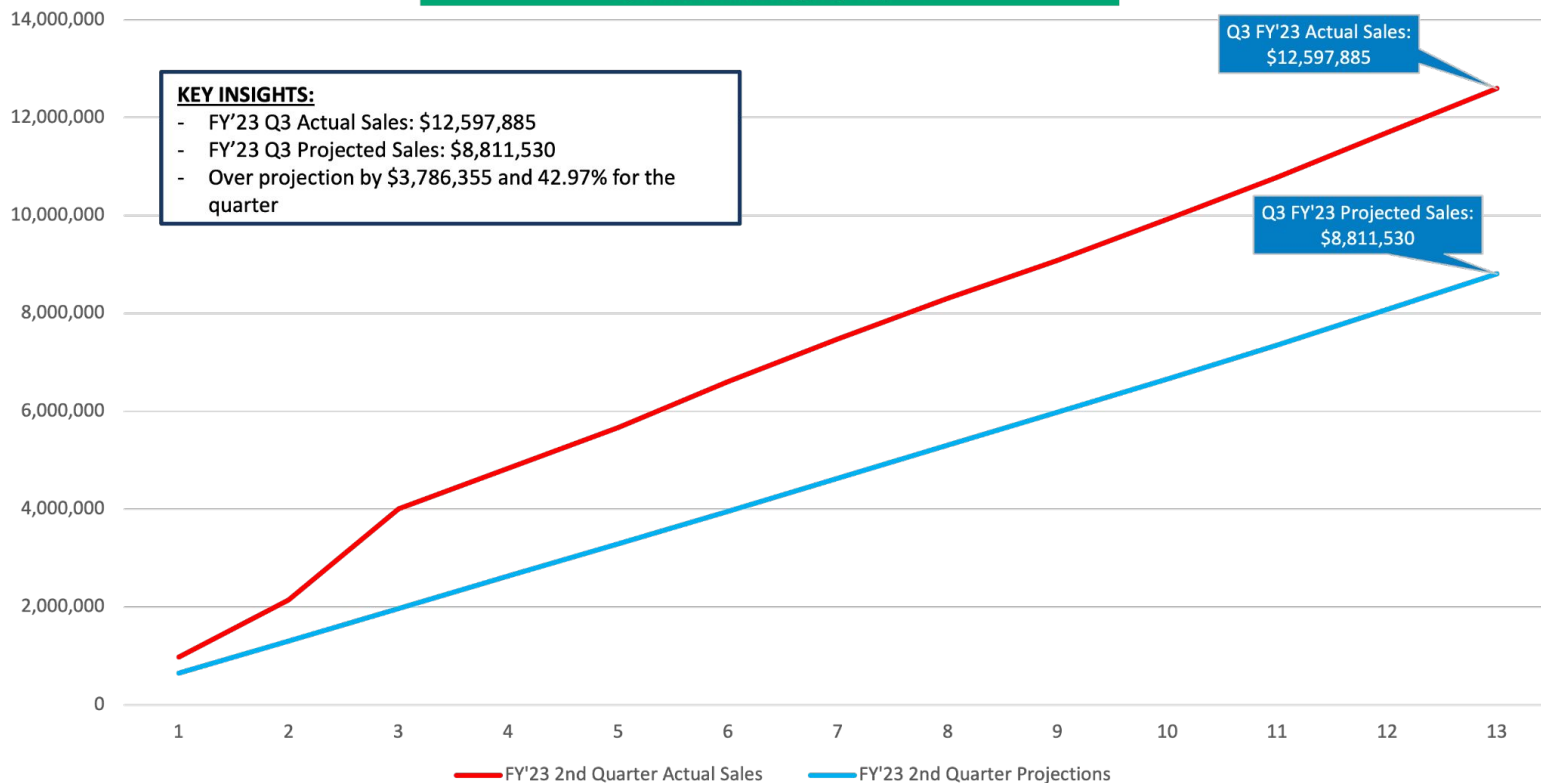
Sales Update

Actual weekly sales FY'23 vs. FY'22
Week ending: 3/25/23



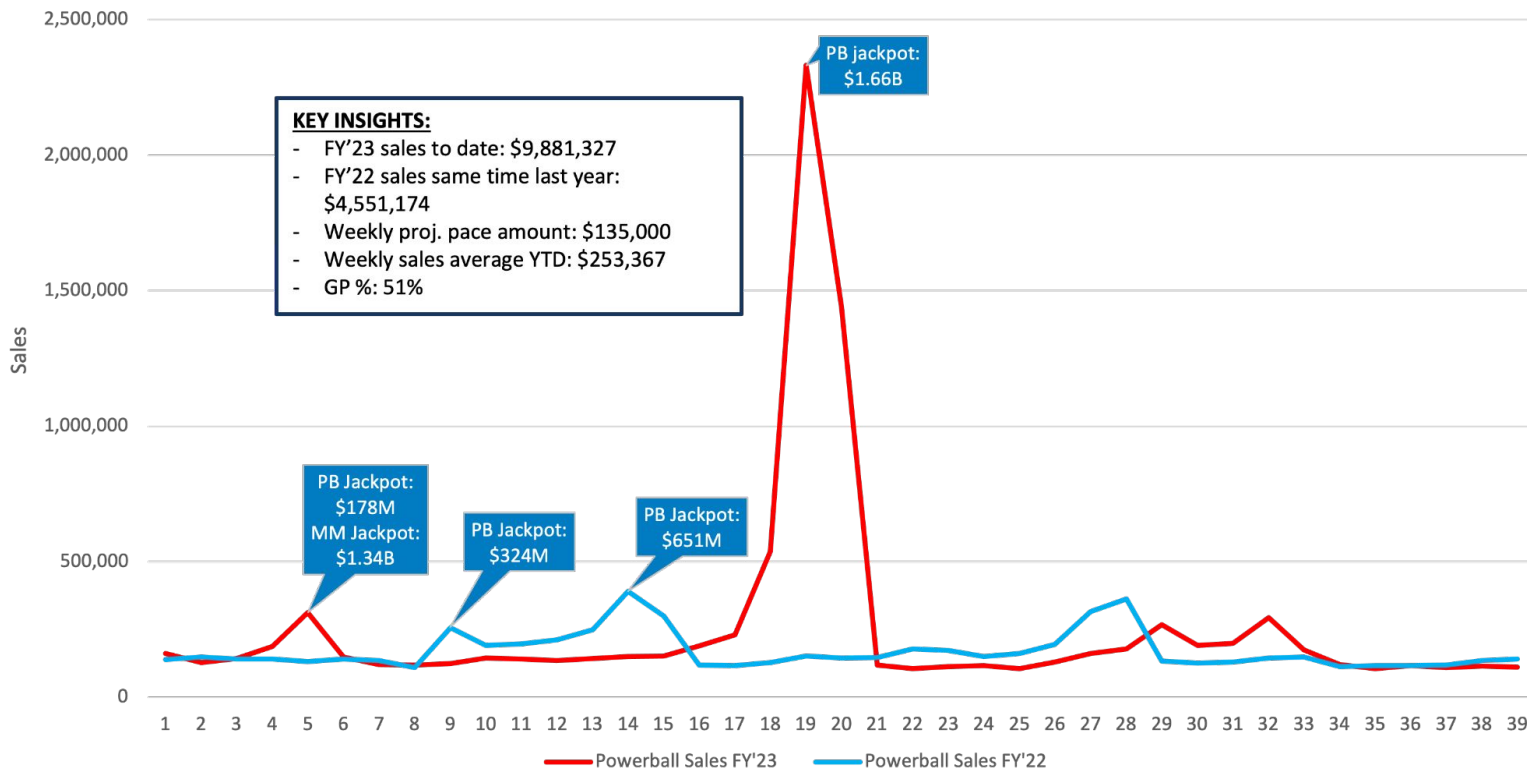
Sales Update

Total 3rd Quarter Sales: FY'23 Actual vs. Projections Quarter Ending 3/25/23



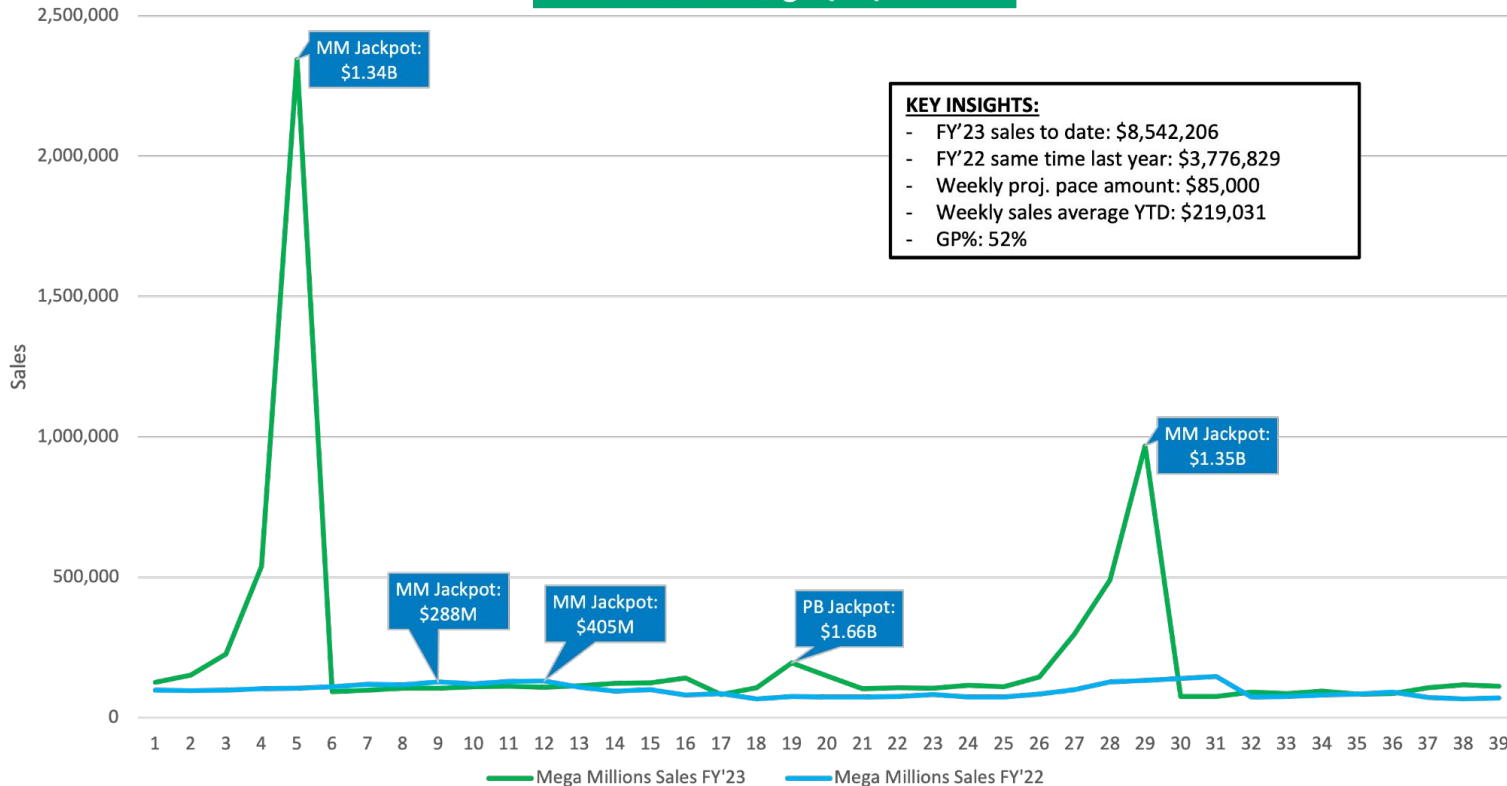
Sales Update

Powerball Sales - FY'23 vs. FY'22 Week in Fiscal Year Ending: 3/25/23



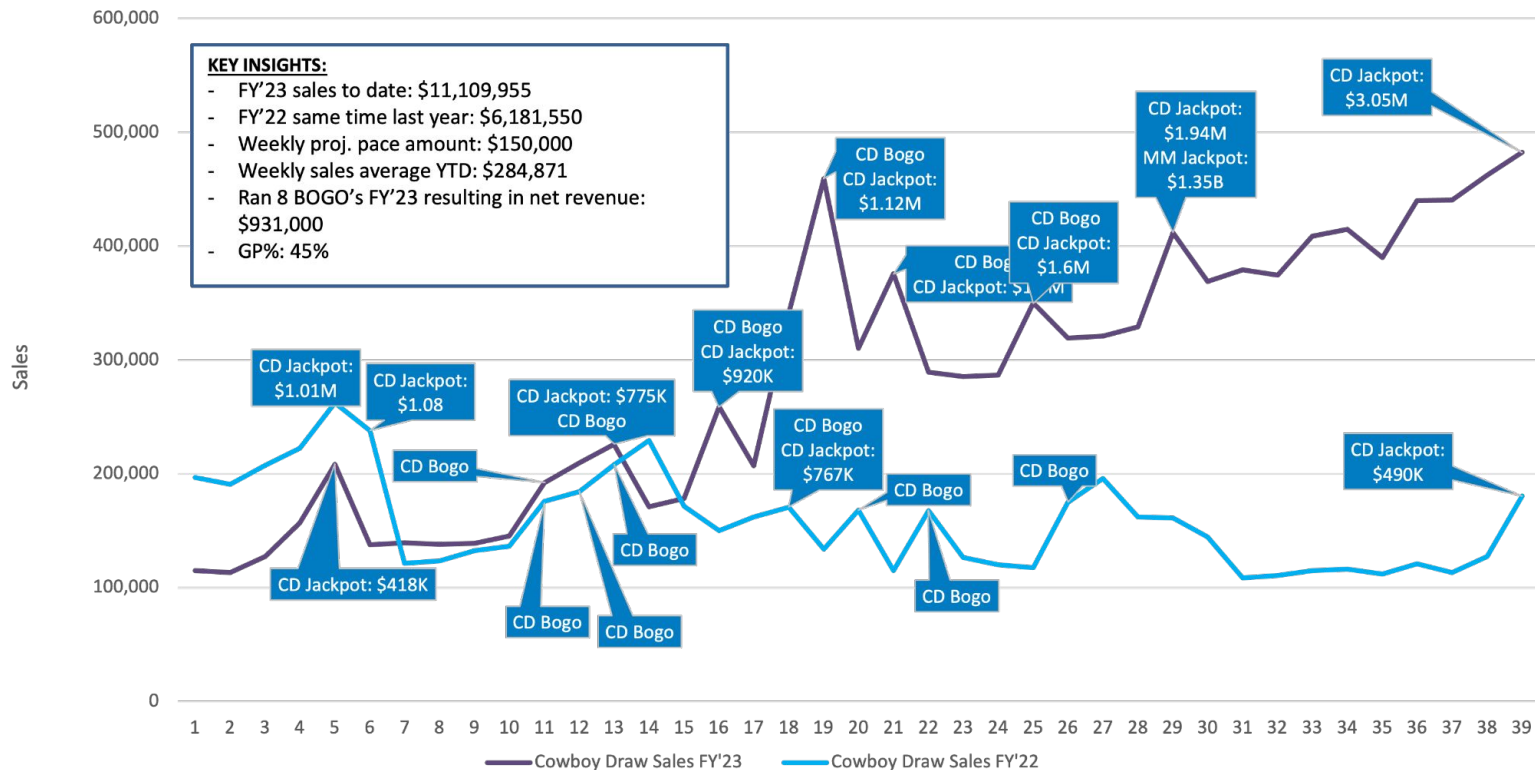
Sales Update

Mega Millions Sales - FY'23 vs. FY'22 Week Ending: 3/25/23



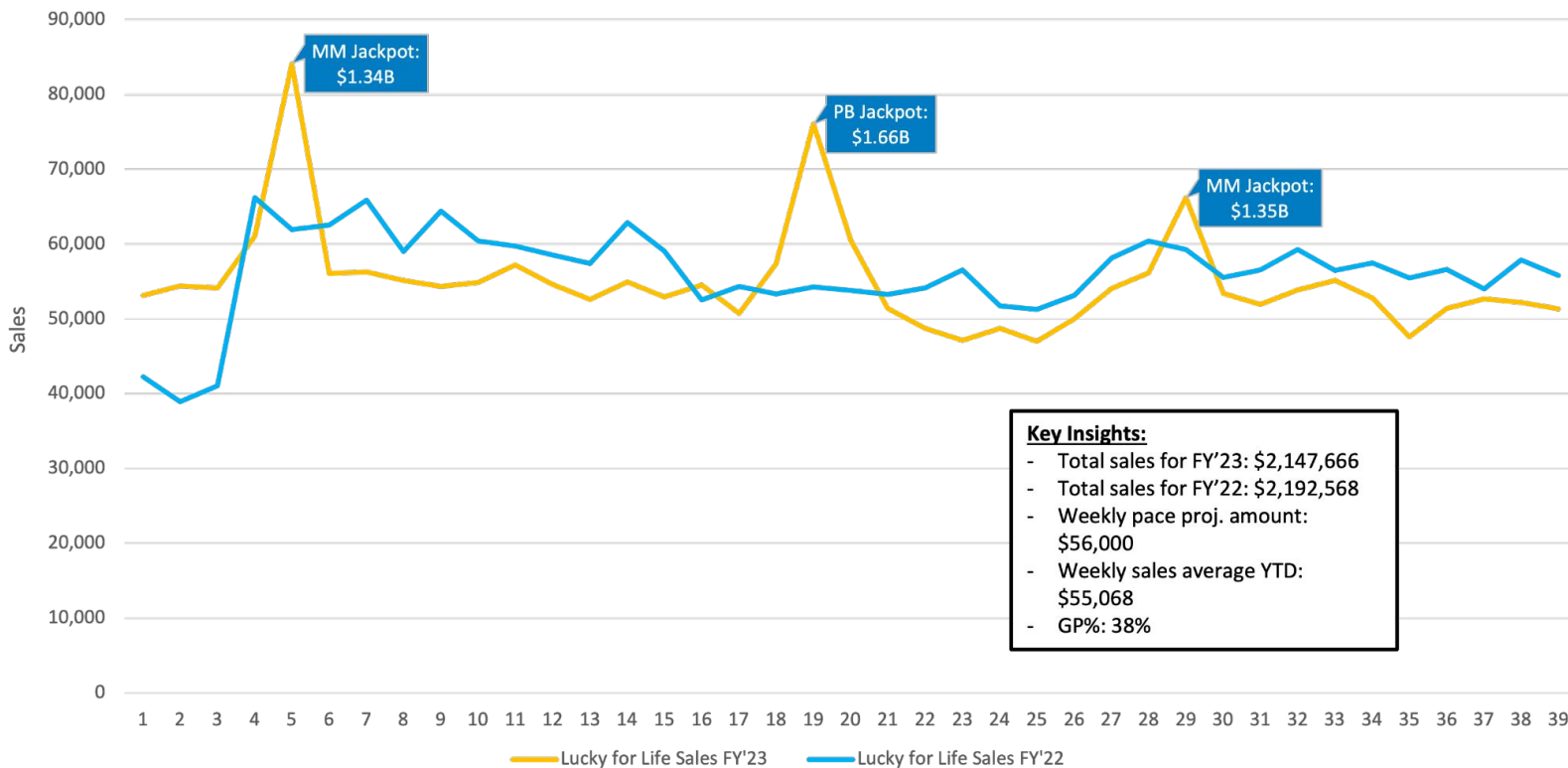
Sales Update

Cowboy Draw Sales - FY'23 vs. FY'22 Week ending: 3/25/23



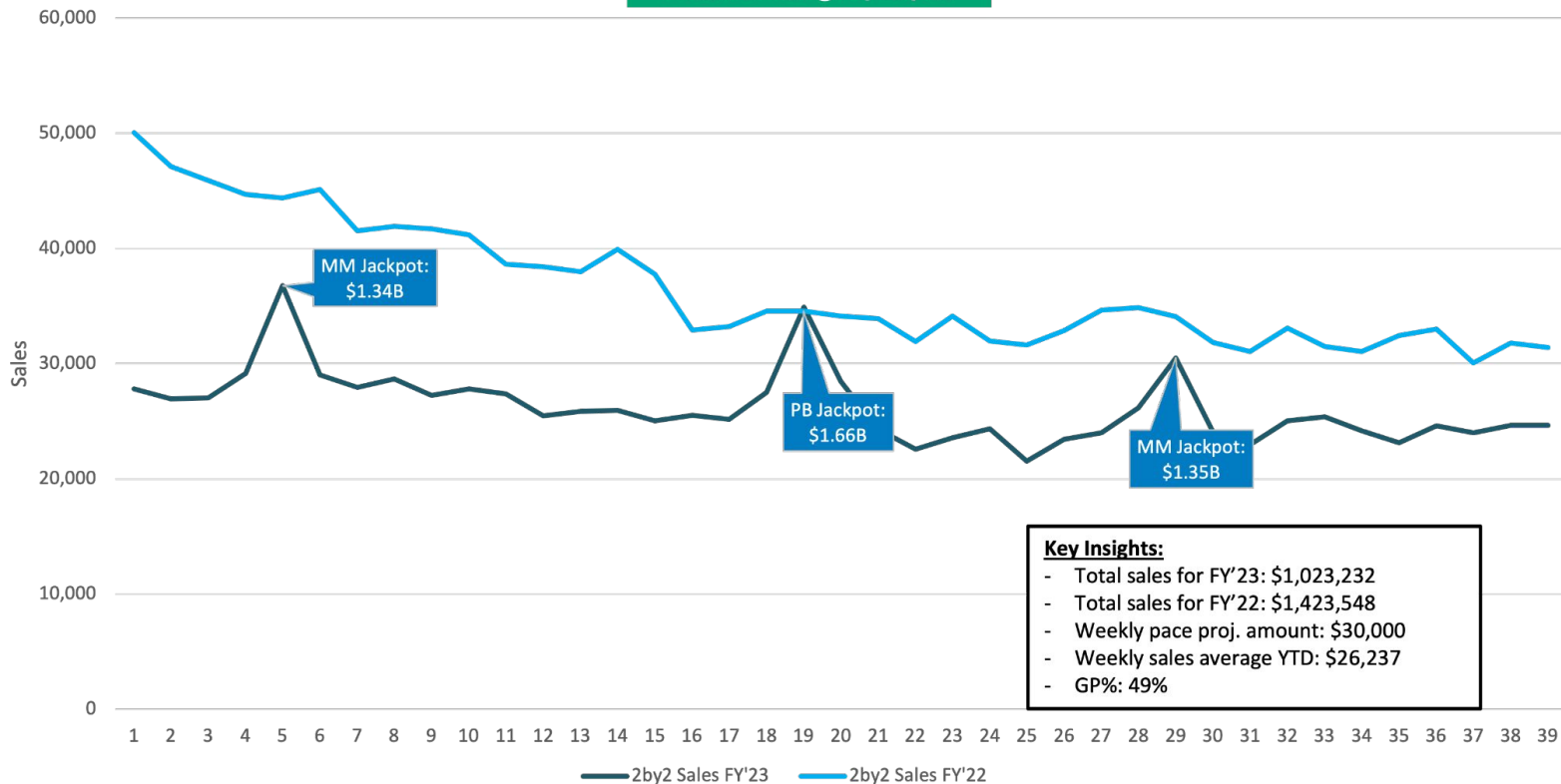
Sales Update

Lucky for Life Sales: FY'23 vs. FY'22 Week ending: 3/25/23



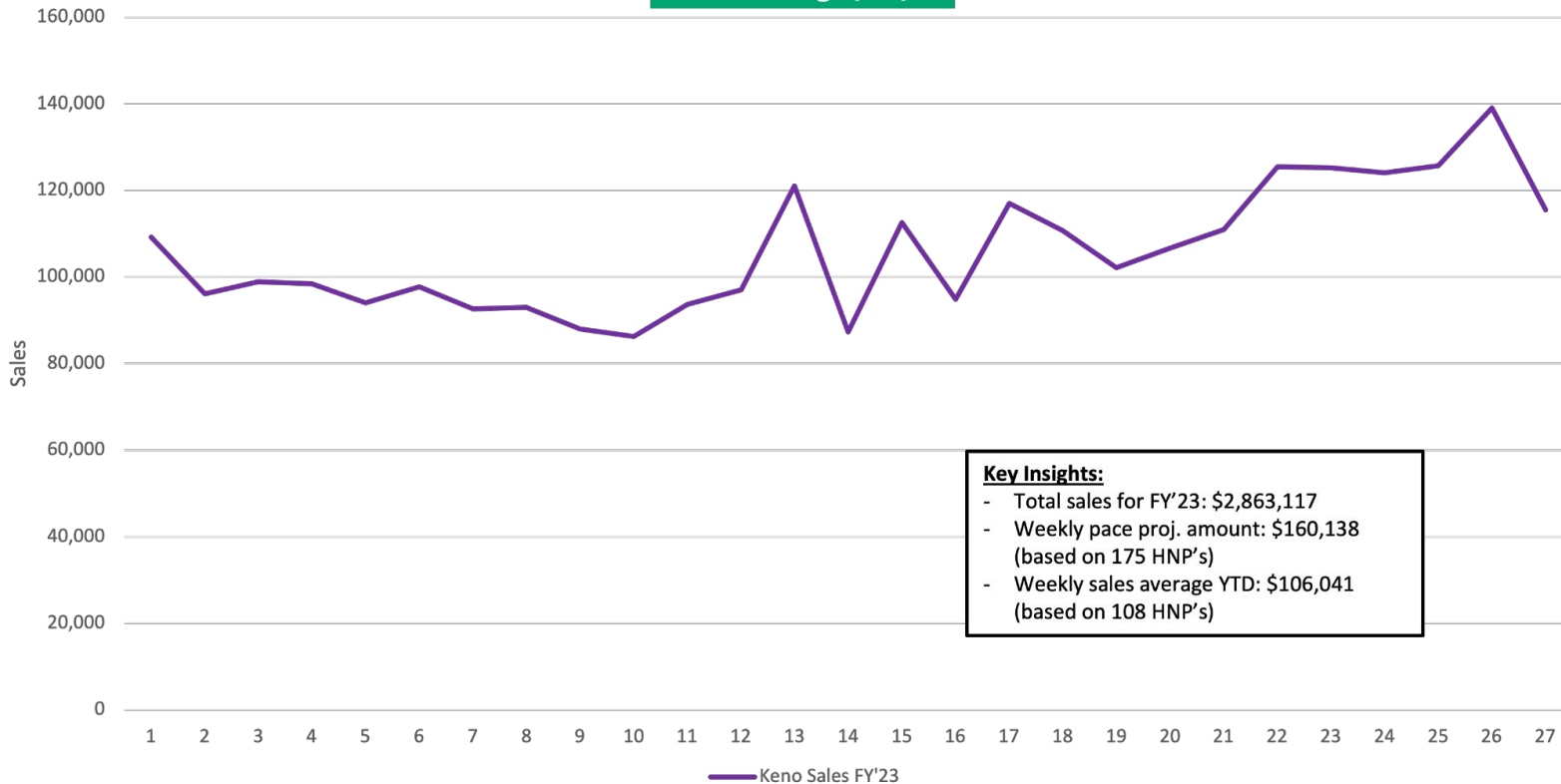
Sales Update

2by2 Sales: FY'23 vs. FY'22
Week ending: 3/25/23



Sales Update

Keno Sales FY'23
Week ending 3/25/23

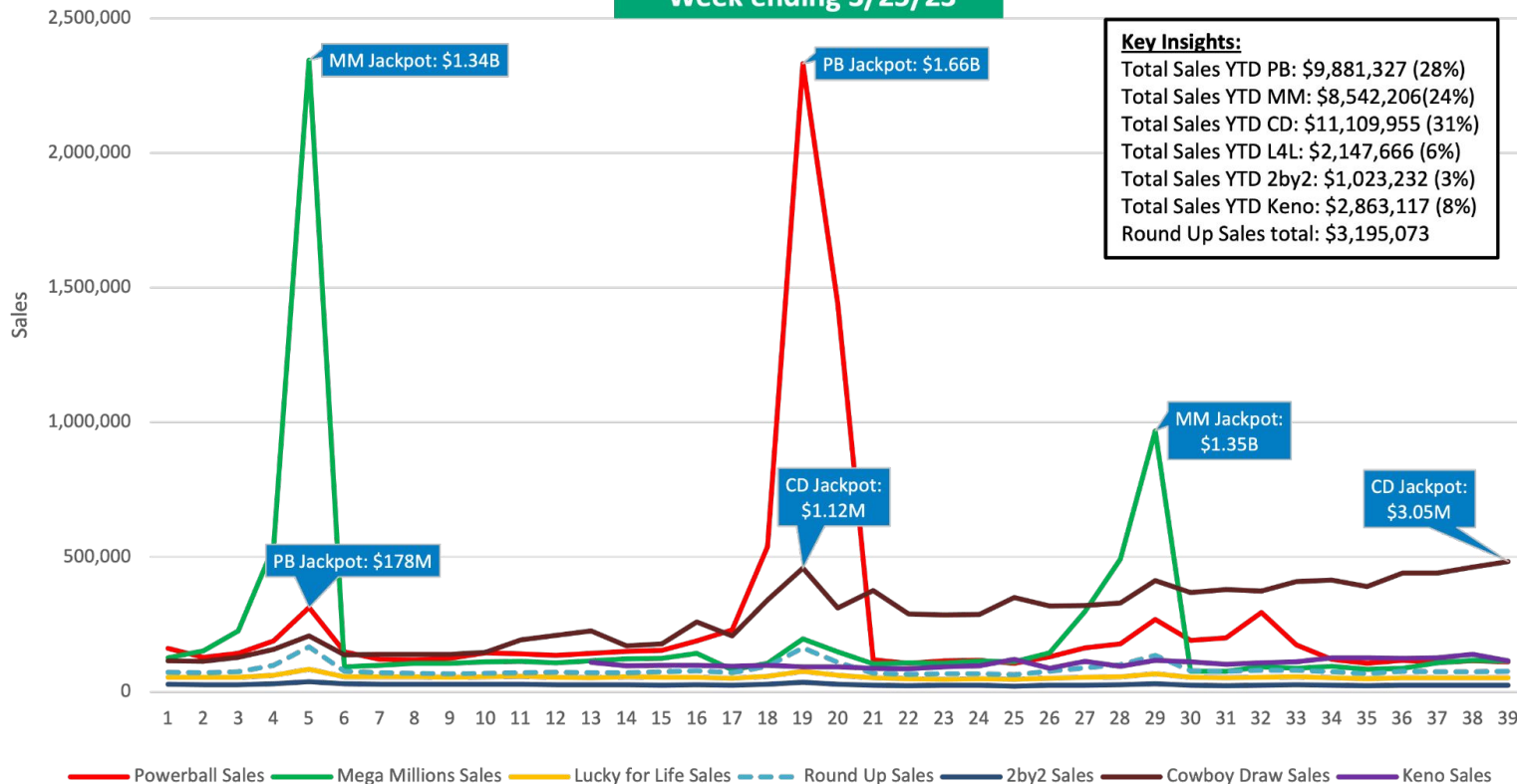


Key Insights:

- Total sales for FY'23: \$2,863,117
- Weekly pace proj. amount: \$160,138 (based on 175 HNP's)
- Weekly sales average YTD: \$106,041 (based on 108 HNP's)

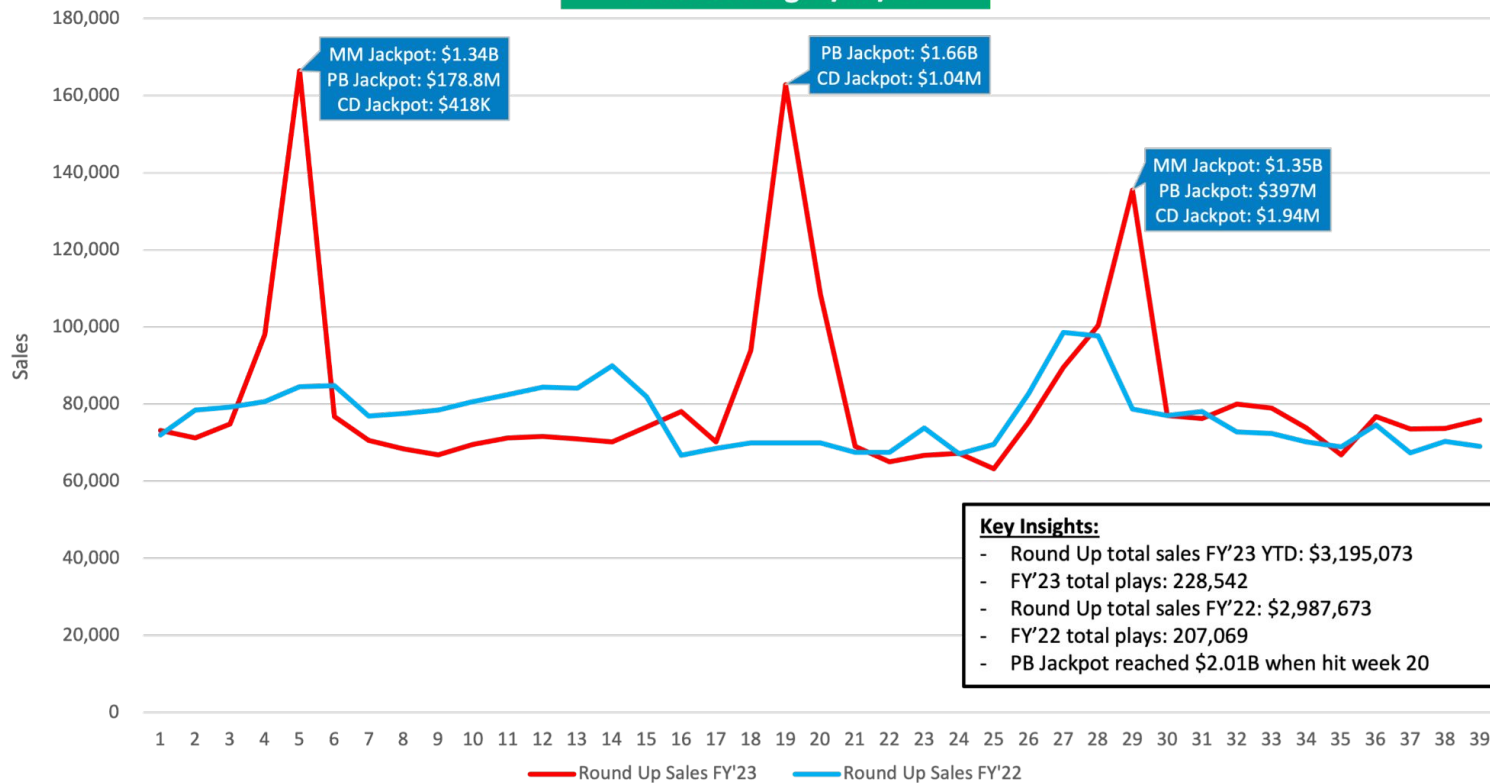
Sales Update

WyoLotto Product Sales YTD Week ending 3/25/23



Sales Update

Round Up Sales: FY'23 vs. FY'22 Week ending: 3/25/23



Marketing Update

KENO Campaign

- **Campaign Impressions - Goal of Awareness**
 - **Billboards** = 1.8M impressions
 - **Radio** = 815K impressions
 - **TV (sports targeting)** = 5.8M impressions
 - **Print** = 921K impressions
 - **Social** = 3.6M impressions
 - **YouTube** = 502K impressions
 - **Programmatic** = 2.9M impressions
 - **Wyoming websites (Wyoming Press Association)** = 824K impressions
- **Results:**
 - Exceeded awareness goal by meeting and/or exceeding impressions goals



KENO Parties

- **Testing phase of KENO Parties:**
 - Focus on supporting retailers by providing education and increasing awareness
 - **Feb. 14** AmVets Post 10 in Cheyenne
 - Great location to celebrate sales
 - **March 17** Hank's Roadside Bar & Grill in Wright
 - Has potential, but needs education
 - **March 24** One Eyed Buffalo Saloon in Thermopolis
 - One of the top KENO locations in the state!
 - **March 31** Johnny Mac's in Rock Springs
 - Been a great Hang n' Play location since launch



Upcoming KENO Promotion #1

KENO BOGO

- June 1
- **Goal is twofold:**
 1. Increase awareness for non-players and motivate trial play
 2. Incentivize an increase in play by existing players
- **How the promo works**
 - Buy \$5 KENO ticket and get a \$2, 4-spot ticket for **free**
 - During “happy hour” 5 pm to 7 pm every Friday in June and October
 - Statewide push at all locations
 - Marketing will be at all retailers with an extra focus at Hang n’ Play locations



Upcoming KENO Promotion #2:

Living Lucky with Luke Combs Giveaway

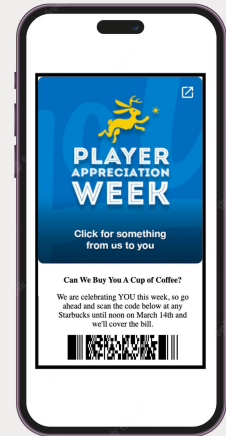
- July 1 - Aug. 19
 - Partnership with Atlas Experiences
 - Second chance promotion for any KENO ticket purchased during dates
 - One winner and guest will go to private concert in Nashville in February 2024
 - 3 days in Nashville
 - \$10,000
 - \$500 spending cash
 - Flight and meals
 - Chance to win \$500,000 (1:168)



Player Appreciation

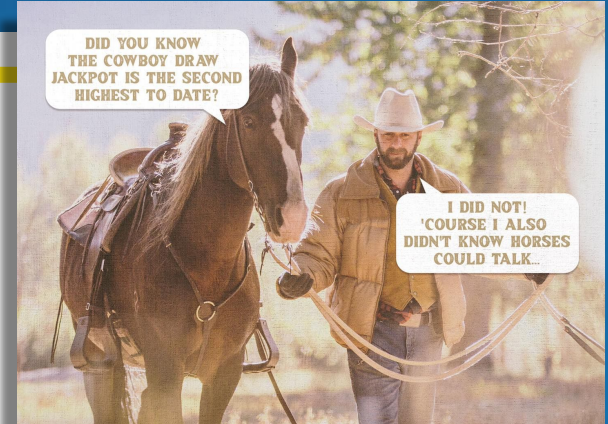
Ran from March 13th - March 17th

- Celebrated Cowboy Draw and 2by2 Anniversaries
- App exclusive Starbucks Coffee Card Promotion
 - Covered coffee tab for players all over the state including Casper, Rock Springs, Sheridan, etc.
 - Utah players participated as well
- Swag Bag Giveaways on Facebook for Cowboy Draw, 2by2 and St. Patrick's Day
 - Over 2,230 entries via comments



Big Jackpot Support

- **July:** Mega Millions jackpot - **\$1.34B**
- **November:** Powerball jackpot - **\$2.01B**
- **January:** Mega Millions jackpot - **\$1.35B**
- **April:** Cowboy Draw jackpot growing to highest ever at **\$3.5M**
- Seeing media jackpot fatigue, so extra efforts included:
 - Social posts
 - Facebook
 - Instagram
 - Player emails
 - CD Jackpot & Roundup messaging
 - Media alerts
 - CD Jackpot & Roundup messaging



A screenshot of the K2 Radio website. The top navigation bar includes links for HOME, NEWS, LISTEN, ON DEMAND, WIN STUFF, WEATHER, NEWSLETTER, CONTACT US, and MORE. Below the navigation bar is a banner for "Max refunds. Zero surprises — guaranteed." with a "File today" button. The main content area features a large advertisement for the "Wyolotto Cowboy Draw". The ad shows a pile of US dollar bills with a circular logo in the center that says "Wyolotto COWBOY DRAW". Below the logo, it reads "WYOLOTTO 'COWBOY DRAW' ALMOST AT THE HIGHEST JACKPOT EVER". At the bottom of the ad are buttons for "SHARE ON FACEBOOK" and "SHARE ON TWITTER". Below the ad, there is a paragraph of text: "The Wyoming-centric Wyolotto game, Cowboy Draw, has a current estimated jackpot of \$3,115,000. The highest the jackpot has ever been for the Cowboy Draw was \$3.3 million back on December 6th, 2018. That winning ticket was purchased at Ridley's Family Markets, located at 300 East Wyoming Blvd. in Casper. On Friday, the official Wyolotto Facebook page posted a photo and message that listed recent winners throughout the state, which stated:"

Game Updates

Cowboy Draw

This Quarter:

- 187,323 Total Winners
- \$1,516,130 Total Won
- 376 that won \$1,000
- 0 Jackpots Won

Since Launch:

- 3,196,364 Total Winners
- \$55,729,093 Total Won
- 6,153 have won \$1,000
- 34 Jackpot Wins



Powerball

This Quarter:

- 33,814 Total Winners
- \$417,074 Total Won
- 1 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,374,875 Total Winners
- \$17,117,648 Total Won
- 50 have won \$1,000 or more
- 0 Jackpot Wins

INCREASE
— your —
WINNINGS
1\$



Mega Millions

This Quarter:

- 43,856 Total Winners
- \$307,514 Total Won
- 13 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,289,174 Total Winners
- \$12,885,116 Total Won
- 145 have won \$1,000 or more
- 0 Jackpot Wins

INCREASE
— your —
WINNINGS
1\$



Lucky for Life

This Quarter:

- 44,538 Total Winners
- \$282,637 Total Won
- 6 that won \$1,000 or more
- 0 Jackpot Wins

You Could Win

\$1,000 EVERYDAY
FOR LIFE

Since Launch:

- 1,058,691 Total Winners
- \$13,947,023 Total Won
- 55 have won \$1,000 or more
- 1 Jackpot Wins



2by2

This Quarter:

- 118,227 Total Winners
- \$230,285 Total Won
- 7 Jackpot Wins



Since Launch:

- 1,122,254 Total Winners
- \$1,416,506 Total Won
- 36 Jackpot Wins



KENO

This Quarter:

- \$962,186.50 Total Won
- 26 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- \$1,925,695.50 Total Won
- 67 have won \$1,000 or more
- 0 Jackpot Wins



Up Next...

- **Responsible Gambling:**
 - **Verification and Coalition**
- **FY24 Marketing Plan**
- **Keno Revenue Generating Tactics**