



FY 2025  
Annual  
Report

We're excited to share with you the Wyoming Lottery's annual report and celebrate together our successes from this year!



# Operating with integrity

With continued regional and national respect as a lottery organization, WyoLotto® proudly presents our annual report for July 2024 to June 2025.

No matter the external factors, our organization and team have stayed committed to maximizing how we give back to Wyoming.

## PURPOSE

WyoLotto ultimately exists to be another revenue stream for the state of Wyoming while bringing fun, low-cost entertainment options to our residents. We take our mission seriously and are always looking for ways to give back to the state.

## MISSION

Generate revenue to benefit the people of Wyoming by providing lottery games with entertainment value and integrity.



## Thoughts from our CEO

This past year marked a major milestone for the Wyoming Lottery. On August 24, 2024, we proudly celebrated our 10-year anniversary—ten years of contributing to the state of Wyoming in a meaningful and measurable way. Over the past decade, WyoLotto has returned more than \$42 million directly to Wyoming’s cities, towns, and counties through net profit transfers. During that same time, we have paid out more than \$148 million in player winnings and \$21 million in commissions to our outstanding retail partners across the state.

While FY2025 was certainly a year worth celebrating, it was also a challenging one. By statute, the Wyoming Lottery is limited to draw-style lottery products, which means we can offer only a small number of non-progressive jackpot games alongside our flagship progressive games such as Powerball® and Cowboy Draw®. With six total games in our portfolio—half of them progressive—our sales are naturally tied to jackpot growth. When jackpots grow, excitement builds and sales follow. This year, however, jackpots were frequently won, keeping them relatively low and, as a result, slowing sales.

Even so, low jackpots didn’t slow our momentum. We leaned into creativity by launching new and different promotions for our players, while also researching additional games that could diversify our portfolio and introduce fresh excitement and new styles of play. These efforts are setting the stage for what’s ahead—more on that in the coming year.

FY2025 also brought progress beyond the draw schedule. We navigated a national upgrade to Mega Millions®, continued renovations at our new headquarters, and found meaningful ways to give back to the communities we serve.

Responsible gambling remains a cornerstone of everything we do. Our goal is for lottery games to be fun and entertaining—not stressful—and that means ensuring players understand game odds and feel empowered to play responsibly, today and for years to come.

I am also proud to report that this fiscal year marked our ninth consecutive successful audit, a reflection of our strong governance, sound financial practices, and commitment to operating efficiently and transparently.

Above all, we are grateful for Wyoming—for our players, our retailers, our partners, and the communities that make our work meaningful. It’s a privilege to serve this great state, and we look forward to what the next chapter brings.

Jon Clontz | CEO, Wyoming Lottery Corporation

**Celebrating 10 years of WyoLotto**

In recognition of our 10th anniversary on August 24th, 2024, we launched a year-long campaign celebrating our role in communities across the state and our mission to always drive revenue back to Wyoming. The campaign highlighted our impact from launch through August 2024, including over \$38 million given back to Wyoming cities, towns, and counties, over \$134 million distributed in player winnings, and over \$19 million paid in retailer commissions.

As we look toward the future, we remain focused on building on this momentum and expanding our positive impact across Wyoming.

**Responsible gambling**

WyoLotto is proud to be one of the 29 lotteries in North America to earn the Responsible Gambling Best Practices Verification from the North American Association of State and Provincial Lotteries (NASPL) and the National Council on Problem Gambling (NCPG). This recognition confirms that our core responsible gambling standards—from employee and retailer training to public awareness efforts—meet the highest industry expectations.

We founded and continue to help lead the Wyoming Responsible Gambling Coalition, reinforcing our long-standing commitment to responsible gambling practices statewide.

**Mega Millions game change**

A nationwide update in April 2025 raised the ticket price to \$5, increased the starting jackpot to \$50 million, and expanded non-jackpot winning opportunities through automatic multipliers.

While the changes were mandated, we remained mindful of players’ sensitivity to price increases and the impacts of the economy. To get ahead of this, we launched a proactive education and awareness campaign designed to generate excitement and clearly explain the updates, focusing on the value players would receive with these changes. This intentional effort minimized player frustration and helped Mega Millions continue to be a powerful asset in the WyoLotto portfolio.

**Operating expenses & investments**

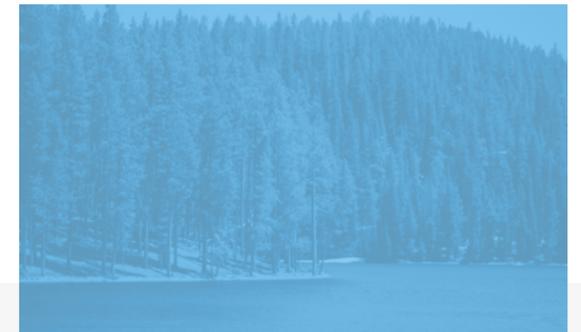
Since paying off our startup loan, we are required to transfer 75% of net profits to the State Treasurer. The 2019 legislative changes clarified that we may place the remaining 25% into savings, giving us the flexibility to plan responsibly for future needs. Although we typically transfer more than 75%, we have still been able to build a meaningful savings reserve.

With that strong foundation of savings, we secured a historic building in the West Edge of Cheyenne this year and initiated the RFP process for a general contractor to complete limited renovations to our new headquarters, with a move-in planned for FY26. The new location will better serve players and staff, consolidate storage, and reinforce financial stability for the years ahead—plus, we’re excited to breathe new life into this well-known building!

This reserve of savings also enabled us to invest in the proactive campaign supporting the nationwide Mega Millions game update that helped sales to remain steady during notable changes. Investments like these help safeguard our fiscal health and ensure we can continue delivering for our state.

ANNUAL OPERATING EXPENSES*	
FY2016 .....	\$3,755,823
FY2017 .....	\$3,889,940
FY2018 .....	\$3,424,220
FY2019 .....	\$3,069,111
FY2020 .....	\$2,692,999
FY2021 .....	\$3,344,495
FY2022 .....	\$3,358,640
FY2023 .....	\$4,344,269
FY2024 .....	\$4,212,819
<b>FY2025 .....</b>	<b>\$4,686,349</b>

\*Final audit values



**Upgrading our digital tools**

Through another RFP process, we selected and began a partnership with a new app vendor that specializes in the lottery industry. This collaboration will upgrade our app experience, open doors for future player features, and improve the digital tools we rely on to better serve and connect with our players.

**Another year of successful audits**

Since FY2015, WyoLotto has had successful annual audits in financial, security, and vendor compliance categories from these auditors:

- ✓ Accounting firm McGee, Hearne, & Paiz (MHP)
- ✓ Multi-State Lottery Association (MUSL)

Our new headquarters will better serve players and staff, consolidate storage, and reinforce financial stability for the years ahead.

## Annual revenue by fiscal year

Over the years, we have seen a change in player behavior when it comes to jackpots, which are the primary sales drivers of our products. The threshold for generating player excitement has shifted: \$500 million for a national game like Powerball or Mega Millions used to be a substantial jackpot, but player excitement is now typically seen only after jackpots rise closer to \$1 billion. FY2025 was the first year since FY20 that national jackpot games were won more frequently, thereby limiting jackpot growth and directly impacting sales.

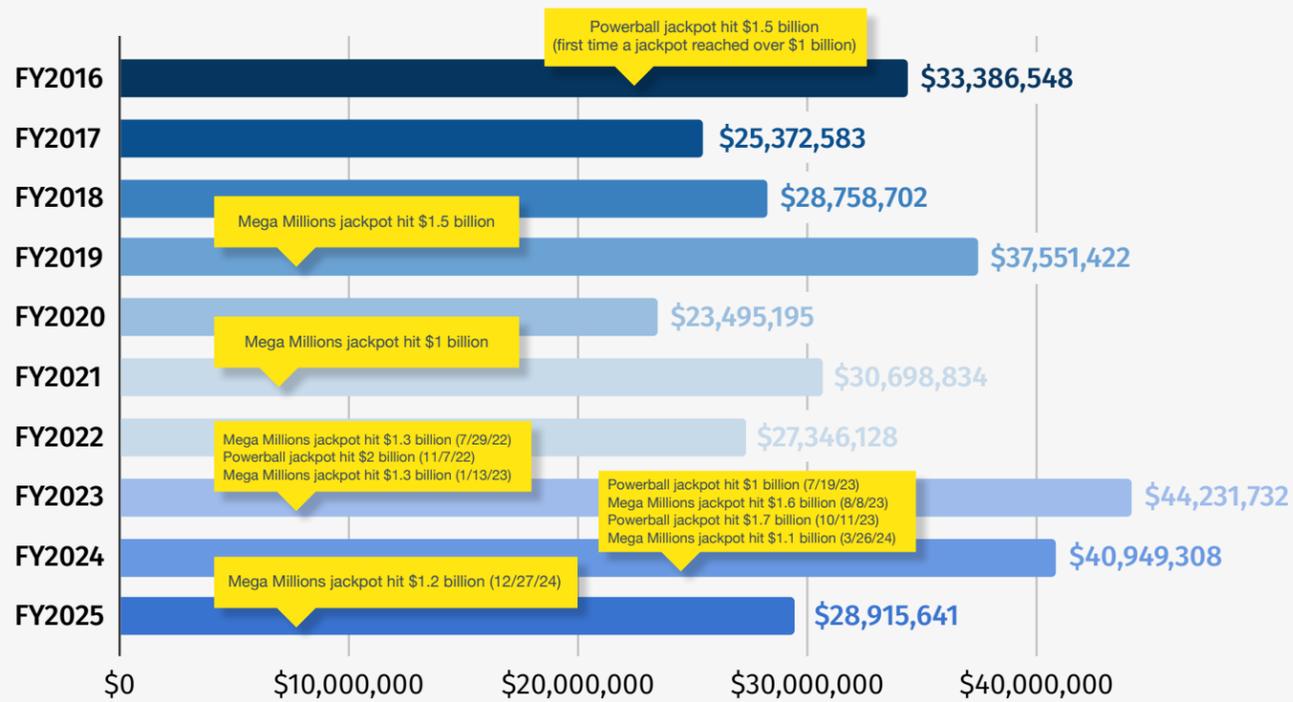
Without the significant sales spikes caused by high jackpots, while presenting a challenge, it provided a critical opportunity to evaluate underlying revenue trends and explore new promotions designed to reignite player excitement through our in-state game, Cowboy Draw. We also saw that many of the lottery hang-and-play locations that saw success in selling KENO in FY2024 experienced lower sales as they installed other gaming into their locations. Overall, due to the impacts of inflation in Wyoming, the lottery is experiencing lower sales as we are competing for limited discretionary income of our players.

After two years of repeated billion-dollar jackpots, Mega Millions hit that mark just once this year, resulting in noticeably lower player interest throughout the rest of the year.

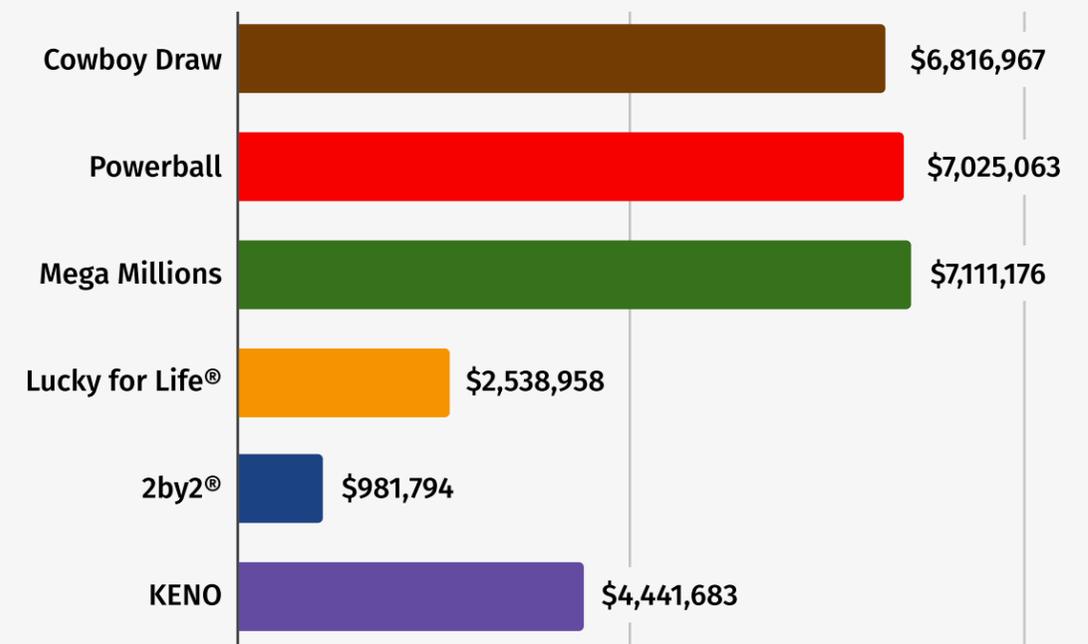


**A key to revenue stability**  
Diversifying our portfolio with non-jackpot games is essential to stabilizing sales and supporting revenue during low jackpot periods.

### ANNUAL REVENUE



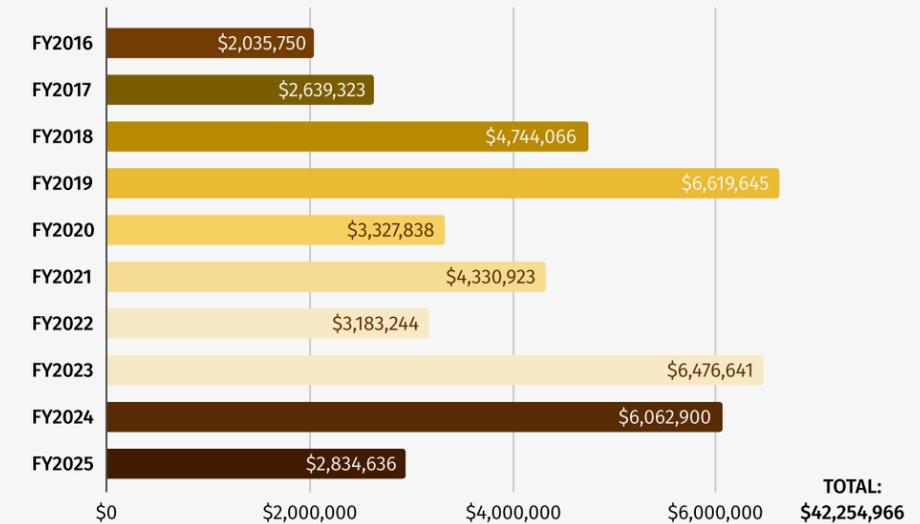
### FY2025 REVENUE BY GAME



The Wyoming Lottery has transferred  
**\$42,254,966**  
 to the state of Wyoming since FY2016, one of  
 several ways we support the state.

We are excited about our transfers to the state because we know that money gets dispersed to every city, town, and county. The local communities then get to determine what they want to do with those funds.

TRANSFERS TO THE STATE BY FISCAL YEAR



**How transfers to the state are calculated**

Our sales revenue is meticulously managed on a county-by-county basis to ensure transparency and fiscal responsibility. The financial model employs a 75/25 split. 75% is returned to the state to be distributed to all cities, towns, and counties in Wyoming, allocated based on the lottery sales percentage in each county. The remaining 25% of the funds are set aside as savings.

Notably, due to frequent visitors from Utah, Uinta County consistently records the highest sales, which results in a correspondingly higher transfer amount. Laramie County also has a high transfer rate due to having the highest population in Wyoming.

**TOTAL DISTRIBUTED TO EACH COUNTY**

Albany.....	\$73,582	Natrona.....	\$269,700
Bighorn.....	\$22,377	Niobrara.....	\$17,326
Campbell.....	\$167,240	Park.....	\$103,932
Carbon.....	\$79,633	Platte.....	\$39,512
Converse.....	\$58,843	Sheridan.....	\$108,452
Crook.....	\$29,629	Sublette.....	\$25,948
Fremont.....	\$89,564	Sweetwater.....	\$263,896
Goshen.....	\$40,652	Teton.....	\$47,870
Hot Springs.....	\$20,392	Uinta.....	\$763,339
Johnson.....	\$34,374	Washakie.....	\$24,308
Laramie.....	\$437,033	Weston.....	\$25,399
Lincoln.....	\$91,636	<b>FY2025 TOTAL.....</b>	<b>\$2,834,636</b>

# WINNERS

Our greatest joy comes from changing people's lives with big winnings, simply by playing a low-cost, entertaining game. It feels pretty incredible to know that, in only ten years, we've generated over **13.9 million winners** and paid out over **\$148.8 million in winnings.**

YEAR	# OF WINNERS	TOTAL WINNINGS
FY2016	950,078	\$18,436,379
FY2017	835,302	\$10,513,204
FY2018	842,344	\$11,380,062
FY2019	1,044,453	\$14,334,567
FY2020	688,677	\$10,753,244
FY2021	1,238,289	\$19,632,688
FY2022	1,428,559	\$12,977,630
FY2023	2,320,123	\$16,819,832
FY2024	2,331,572	\$15,846,272
<b>FY2025</b>	<b>1,820,587</b>	<b>\$13,638,338</b>

**TOTAL 13,984,526 \$148,887,913**

We love celebrating our big winners, but we see smaller prize winners on a daily basis. In FY2025 we saw 480 Cowboy Draw \$1,000 winners!

#### FY2025 WINNINGS BY GAME

Cowboy Draw	\$5,982,315
Powerball	\$958,282
Mega Millions	\$1,932,153
Lucky for Life	\$1,358,526
2by2	\$503,159
KENO	\$2,903,903



**Glen, Frank, & Tom** Afton, WY  
**\$1.4 million—three ways!**

Frank, his brother Glenn, and their friend of over 20 years, Tom, had been playing the lottery together for a long time. When they heard the “winner, winner” music at the lottery terminal, they expected a \$1,000 win—they were surprised to finally hit it so big!



**Anonymous** Gillette, WY  
**\$450,811 Cowboy Draw winner!**

While we love sharing stories, we also love giving our winners the option to share as much or as little as they want. In a small populated state like Wyoming, we, and the legislature, believed it necessary to allow our winners to remain anonymous.



**Craig** Douglas, WY  
**2by2 grand prize!**

Craig has been a loyal WyoLotto fan since we began and has only won a couple free tickets and a few dollars here and there, until finally hitting the 2by2 grand prize! He planned to pay off some debt and save the rest for a rainy day.



**Daniel** Lusk, WY  
**2by2 grand prize!**

Daniel is a big fan of the lottery and has played since WyoLotto began! He had been playing 2by2 every day for the year leading up to his big win. He was so excited and wanted to share the good news with everyone!

# RETAILERS

Retailers are the face of the Wyoming Lottery. Players depend on them and so do we!

From the bustling truck stops to the mom-and-pop shops, our presence in the Cowboy State is made great in part by our wonderful retailers.

They remain a critical part of how we reach players. Their participation in this year's efforts—including the 10-year anniversary, the Mega Millions game change, and other ongoing promotions—helped keep us visible, and with growing competition in the marketplace, their engagement is more important than ever.

We are dedicated to ensuring they have everything they need to be successful, giving retailers commissions back to them, and recognizing their indispensable contributions.



**515**  
RETAILERS

**Total:**  
**\$21,333,128**

COMMISSIONS/  
VALIDATIONS  
PAID

COMMISSIONS/VALIDATIONS PAID BY YEAR	
FY2016 .....	\$2,042,809
FY2017 .....	\$1,557,965
FY2018 .....	\$1,764,891
FY2019 .....	\$2,330,632
FY2020 .....	\$1,485,827
FY2021 .....	\$1,987,439
FY2022 .....	\$1,777,871
FY2023 .....	\$2,813,226
FY2024 .....	\$2,631,628
<b>FY2025 .....</b>	<b>\$1,852,307</b>

RETAILER	CITY
#1..... Border Beverage	Evanston
#2..... Maverik (350 Front Street)	Evanston
#3..... Flying J	Evanston
#4..... Discount Liquor	Evanston
#5..... Fast Stop (106 N 3rd)	Evanston
#6..... Harrison Chevron	Evanston
#7..... Cowboy Joe's Liquor Barn	Evanston
#8..... AmVets Post 10	Cheyenne
#9..... Harrison Shell	Evanston
#10..... King Soopers	Cheyenne

### Bringing in additional revenue from Utah

We are fortunate to have dedicated retailers statewide, with several of our top contributors based in Evanston, WY.

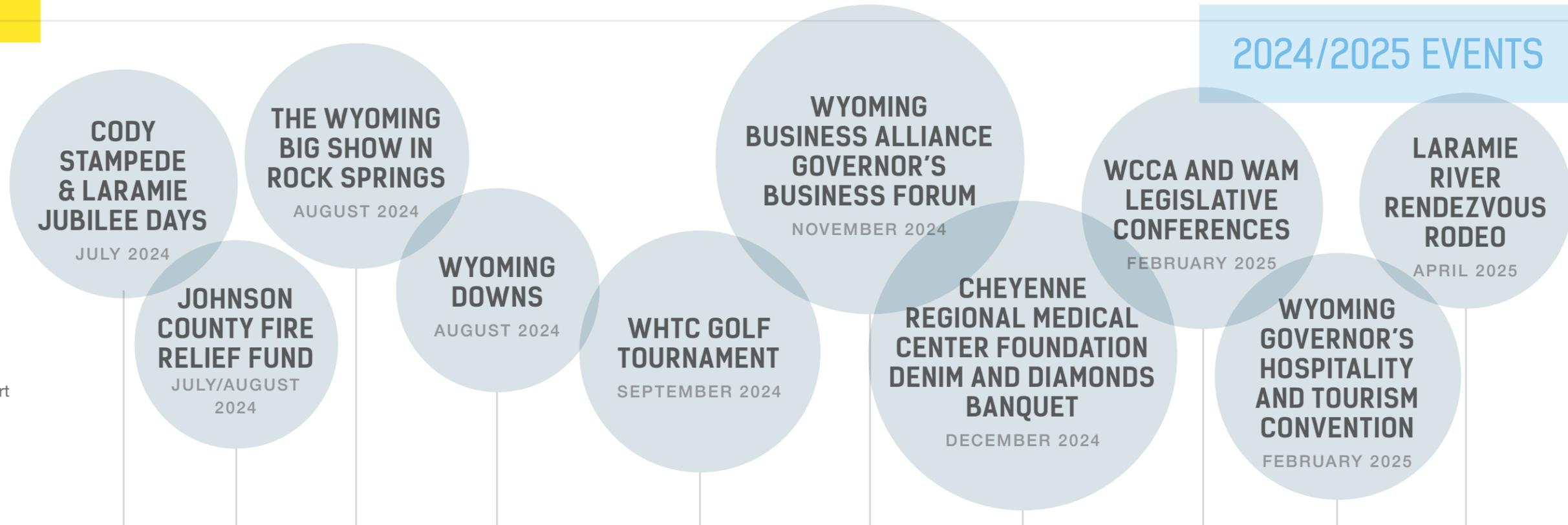
These retailers are serving the Utah population that drives across state lines to play our games, meaning that WyoLotto is bringing out-of-state revenue into the state that wouldn't otherwise be here.

# Giving back to Wyoming

## Local sponsorships & support

State transfers are one of our biggest ways to give back to Wyoming, but we also actively look for other ways to directly support events and organizations statewide.

In addition to sponsorships, we're proud to keep additional revenue in our state by distributing to Wyoming businesses as part of media buys. These media partnerships are a win-win for the entire state.



## 2024/2025 EVENTS

## Ongoing UW sponsorship



We are entering our tenth year of sponsorship with the University of Wyoming, and this partnership has been the cornerstone of some of our most successful BOGO promotions. Cowboy Draw, Wyoming's game, continues to drive sales following a UW football win, and this year we added a new level of engagement with an anniversary cash giveaway and live interactions with fans at games.

The 2024-2025 season delivered three BOGOs, generating a total of \$545,785 and averaging \$181,928 in gross revenue each Sunday the promotion was active. Along with this year's promotion, we introduced a new opportunity for players to win \$20,000 at the end of the season by entering a unique code found on BOGO-specific Cowboy Draw tickets, adding an additional layer of excitement and participation. Additionally, we were able to attend one of the football games to give away \$2,000 to five lucky players—anyone who purchased a ticket from the WyoLotto van was eligible to enter.

Our 10-year anniversary also marked an exciting year of sponsoring UW Rodeo, a growing program with deep Wyoming roots and a roster full of home-grown athletes. Beyond football and rodeo, we continue to proudly sponsor men's and women's basketball throughout the season. Through these efforts, we have achieved remarkable engagement, and we are grateful for our continued partnership with UW and look forward to ongoing success together.

## Our commitment to responsible gambling



At the core of our mission is the empowerment of individuals to engage in responsible play. We recognize that gambling addiction can affect anyone, regardless of age, gender, financial status, or social circle. While identifying those at risk is challenging, seeking support and treatment offers a promising path to recovery. Our dedication lies in promoting responsible gambling, striving to be part of the solution.

As a founding member of the Wyoming Responsible Gambling Coalition (WRGC) with the Wyoming Department of Health (WDH), we are committed to leading efforts in this area. We also take pride in being an active member of the National Council on Problem Gambling (NCPG). In March 2024, we achieved Responsible Gambling Verification from both the North American Association of State and Provincial Lotteries (NASPL) and the NCPG, underscoring our dedication to maintaining high standards. We are one of 29 lottery jurisdictions in the U.S. to achieve this level of verification.

We promote the availability of essential resources and services, like a 24-hour helpline, to ensure our players are aware of the support available to them. Our ongoing commitment is to adapt and contribute positively to responsible gaming initiatives. Every day, we prioritize steps that encourage players to participate responsibly and within limits. This reflects our deep-seated commitment to fostering a safe and informed gaming environment for everyone.

## A small lottery doing big things

We are one of the smallest lottery operations in the country. But that doesn't stop us from doing BIG things and being recognized amongst our fellow lotteries.

### Proud of our history

The Wyoming Lottery Corporation was formed in March of 2013 and shortly after started with a private loan. We sold our first ticket in August 2014, and have continued to hit major milestones ever since.

<b>March 2015:</b> Launched Cowboy Draw (a Wyoming-only game)	<b>October 2020:</b> Exceeded \$20 million total given back to the state
<b>January 2016:</b> Paid off our startup loan six months EARLY	<b>March 2021:</b> Launched 2by2 (Wyoming's first daily draw game)
<b>April 2016:</b> First transfer to the state (over \$1 million)	<b>September 2022:</b> Launched KENO (a social way to play)
<b>December 2016:</b> Launched Lucky for Life (a static-jackpot game)	<b>June 2023:</b> Reached highest number of retailers so far
<b>September 2020:</b> Launched the WyoLotto app	<b>March 2024:</b> Responsible Gambling verification

## New product analysis

We continually evaluate the Wyoming Lottery portfolio and research new products—a process that has grown our offerings from two games to six games over the years. During FY26, research will continue to identify potential games that will complement and not cannibalize the Lottery's current portfolio, as well as provide a competitive edge in the growing gaming landscape. Once a game is identified, revenue opportunities will be presented to the Board of Directors for consideration and approval.

## Leading the way with creative campaigns

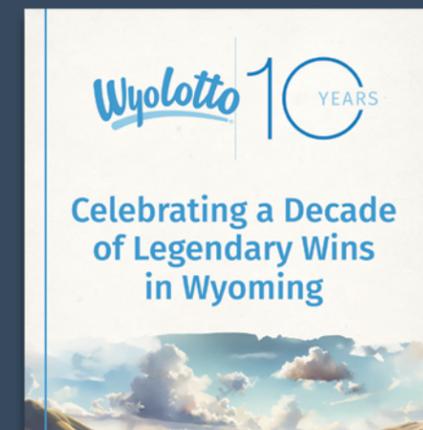
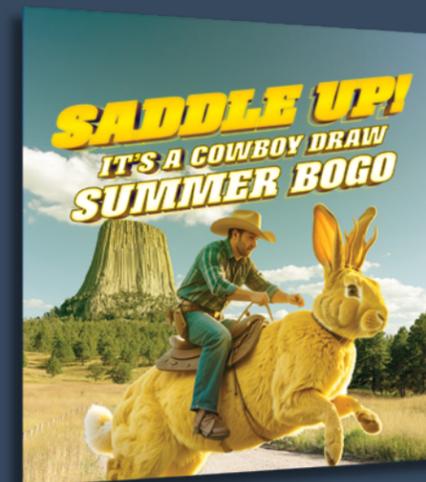
We like to raise the bar and create new, exciting, and memorable promotions for all of our games. From eye-catching graphics to vibrant colors, we aim to create a fun atmosphere for our players and retailers as we establish WyoLotto as a leading lottery organization. Heading into our 10th anniversary, growing and developing the WyoLotto brand was key to our game plan. We also got creative and figured out smart, affordable ways to hype up our state game, keeping the promotions fresh and interesting for our players.

### This year's promotional highlights include:

Cowboy Draw  
(Summer BOGO, Birthday  
BOGO, Football BOGO)

Corporate Campaign  
(10 years)

Mega Millions  
(game change)



# Excited about the future

There is a lot that we can celebrate about our past, but we are also excited to look for brand new ways to make our products even more fun and appealing to Wyoming and our visitors.

## Cowboy Draw BOGO refresh

In FY26 we'll have expanded one of our players' favorite promotions! Cowboy Draw BOGO will be available every Sunday following a University of Wyoming football game, rather than only after a win. We love the University of Wyoming and Ride for the Brand!



## A new "for life" game

Due to Lucky for Life going away nationally and as part of our commitment to offering fresh, rewarding play experiences, we are preparing to launch a new "for life" style game that will bring players exciting opportunities to win bigger. With this transition, we are modernizing our portfolio while ensuring WyoLotto continues to offer a long-standing favorite in an updated and elevated form.



## KENO added to Round Up

Historically, Round Up has included all lottery games except KENO—but this coming year, we're excited to add a \$1 KENO play to every Round Up purchase so that our players can experience every WyoLotto game in one purchase.

## Giving players more ways to win

As we look ahead, we're building a three-year strategy focused on introducing new, engaging ways to play—expanding and diversifying our portfolio so we can continue bringing even more fun and wins to our amazing players!



A small lottery doing big things for the state we love, all while entertaining the residents?

—That's what we call WINNING!



JUST MAYBE

[wyolotto.com](http://wyolotto.com)