

Maryland Lottery and Gaming Control Commission

STAFF AGENDA MEMORANDUM

DATE OF MEETING: November 19, 2020

AGENDA ITEM: Contract Modification for “Lottery Central Monitoring & Control System Contract (#2015-01)”

PRESENTER: Leo Mamorsky, Managing Director, Chief Marketing Officer

ISSUE SUMMARY: Lottery Central Monitoring and Control System Contract (#2015-01) with Scientific Games Incorporated, Inc.: Modification #2 in the amount of \$910,400 for the term January 2021 (upon BPW approval) – 3/31/23 to provide under the Lottery Plus rewards program (1) a license to use the Willy Wonka Golden Ticket™ imagery, marks and logos for an Instant Ticket Lottery Game, and for supporting marketing materials at Retailer locations selling the tickets, advertising for the tickets, digital materials, and music associated with the brand to promote the game; and (2) related prizes to be awarded to winners of the Instant Ticket game and related second chance promotion. Upon approval by the Commission, this modification will be submitted to DGS to appear on the BPW Agenda in January 2021.

COMMISSION ACTION REQUIRED/REQUESTED: Discussion, consideration, and possible action.

STAFF RECOMMENDATIONS: Staff recommends approval.