

# Maryland Lottery and Gaming Control Agency

Wes Moore, Governor • John Martin, Director



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TO: Maryland Lottery and Gaming Control Commission  
John Martin, Director

FROM: Solomon Ramsey, Managing Director, Sales and Marketing

DIVISIONS: Sales and Marketing

DATE: December 19, 2024

SUBJECT: Report for the December 2024 Commission Meeting

Following is the status update of ongoing and special projects in Sales, Product Development and Creative Services, for November.

## 1. Sales

### November 2024, Year over Year Comparison Product Category by Store Segment

		Draw	Monitor	Fast Play/Instant	Combined
<b>STATE</b>	2024	\$71,552,174	\$46,427,437	\$91,884,302	\$209,863,913
	2023	\$68,686,296	\$45,054,327	\$89,175,382	\$202,916,004
	Difference	\$2,865,878	\$1,373,110	\$2,708,920	\$6,947,908
	%YoY +/-	4.2%	3.0%	3.0%	3.4%
<b>INDEPENDENT</b>	2024	\$50,873,628	\$38,655,592	\$55,124,523	\$144,653,743
	2023	\$48,632,426	\$37,483,323	\$53,255,449	\$139,371,197
	Difference	\$2,241,203	\$1,172,270	\$1,869,074	\$5,282,546
	%YoY +/-	4.6%	3.1%	3.5%	3.8%
	% of State Sales	71.1%	83.3%	60.0%	68.9%
<b>CORPORATE</b>	2024	\$20,678,546	\$7,771,845	\$36,759,779	\$65,210,170
	2023	\$20,053,870	\$7,571,004	\$35,919,933	\$63,544,807
	Difference	\$624,676	\$200,841	\$839,846	\$1,665,362
	%YoY +/-	3.1%	2.7%	2.3%	2.62%
	% of State Sales	28.9%	16.7%	40.0%	31.1%

Instant ticket sales are based on recorded weekly settlements and may not agree with other Instant ticket sales displayed in other reports that may reflect activations or validations.

#### a) Sales Management

##### i. Key accomplishments last period:

1. The monthly sales meeting was conducted virtually November 13, 2024.

- a. One (1) scratch off was soft launched November 18<sup>th</sup>. It was an additional \$1 Holiday game, Snowflake Cash.
  - b. In conjunction with our instant products, we highlighted three upcoming promotions in the form of our *Holiday Keno Sprinkler* promotion, *Pick3/4/5 Let It Snow* promotion and a *Friday the 13<sup>th</sup>* promotion.
2. District Managers with the best sales by region/territory (year-over-year) for November:

- Jon Braithwaite T-11
- Chuck Hamrick T-25
- **Tim Perry T-37 (Awarded the DM of the month)**
- Steve Corbin T-45

3. Launch Team initiative meeting was conducted. This month's focus was on the development of a strategic sales plan for our December instant games.
4. Conclusion of our biennial XCAP renewal submission process.

**ii. Upcoming tasks for this period:**

1. Execution of launch strategies and initiatives for the January instant ticket launch. The January launch will feature five (5) tickets at the \$1, \$2, \$5, \$10 & \$20 price points.
2. Review of the XCAP renewal applications for compliance and enforcement of any penalties if needed.

**b) Field Activities**

**i. Key accomplishments last period:**

1. District Managers made 5,276 retailer communication contacts during November, which includes store visits, phone calls and emails.
2. District Managers assisted in completion of the biennial XCAP renewal process and achieved 100% retainment.
3. The Sales Department supported selling with our retailer(s) at two (2) events: Baltimore Ravens home games on 11/3 and 11/7.

**ii. Upcoming tasks for this period:**

1. The Sales Department will be supporting selling with our retailer(s) at two (2) events: Baltimore Ravens home games on 12/1 & 12/21.
2. District Managers continue updating contact information (email and cell phone numbers) as well as store photos.
3. Sales continues to work with the OAG to terminate inactive retailers and recover lottery equipment.

**c) Retail Recruitment**

**i. Key accomplishments last period:**

1. Recruitment results: Fifteen (15) independent applications were processed and locations installed in the month of November.

**ii. Upcoming tasks for this period:**

1. We continue monitoring turnaround time for application processing to allow us to identify any issues or possible areas of improvement which in turn will facilitate more efficient processing.
2. Recruitment will continue to focus on high foot traffic locations and chain accounts where rapid development and retailer expansion opportunities exist.

**d) Sales Support/Self-Service Vending Units**

**i. Key accomplishments last period:**

1. Preparation for and execution of merchandising initiatives for our January instant ticket launch which includes development of POS as well as identification of both types and quantities of pieces to be distributed to the field.
2. Preparation for the launch of our Digital Menu Board pilot program to begin in January of 2025.
3. In conjunction with our Regional Management team, we continue vetting, planning and allocating PHD and PEX self-service units.

**ii. Upcoming tasks for this period:**

1. Continued preparation for phase two of our XCAP rebranding initiative. Phase two will include LED signage and outdoor advertising flags with distribution slated for January of 2025.
2. Continued preparation for distribution of our jackpot towers designed to increase national jackpot game awareness with a target launch of the beginning of CY 2025. All units need to be tagged for tracking purposes.
3. Prepare and meet with Sales Management team to finalize distribution plans for the Digital Menu Board pilot and coordinate scheduling of training to coincide with the to be determined launch date in January.
4. Continued vetting, scheduling and distribution of the self-service units.

**e) Corporate Sales**

**i. Key accomplishments last period:**

1. Fiscal YoY Performance (as of 11/30/24):
  - a. FY '25- \$332,364,090
  - b. FY '24- \$362,557,234
    - Down 8%
2. The Corporate Sales team successfully launched the Holiday Second Chance promotion with Giant Foods. The promotion began on November 11<sup>th</sup> and will run thru January 7, 2025. To date, the promotion has received 1,800 entries.
3. Corporate executed to completion the Sheetz Second Chance promotion which gained approximately 3,000 entries.
4. The Corporate Sales team continues to execute plans and actions to maximize equipment in the field.

**ii. Upcoming tasks for this period:**

1. Corporate will continue to work with stakeholders of respective chains on improvements for inventory replenishment within vending locations. Continued conversations are being had regarding the implementation of delegated task for store associates to complete specific tasks on a proposed regular basis.

**f) Sales Force Automation**

**i. Key accomplishments last period:**

1. Gem Office:
  - a. Biennial XCAP renewal submission period ended on 11/22/24 with 100% completion of both the renewal applications and Responsible Gaming training.
    - Applications are being processed by Sales and Agent Administration.
2. Gem Retailer:
  - a. The program overall continues to expand with over several dozen retailers having been added over the last couple of months.
3. Training

- a. Preparation for training/onboarding of a new Sales District Manager with a start date of 12/2.
  - b. The Sales Training Manager worked with the EEO Director to set up the Sexual Harassment Prevention training via Workday. The process is working well and functioning.
- ii. **Upcoming tasks for this period:**
1. Completion of training of new District Manager.

## 2. Product Development

### a) Scratch-Off Products and Promotions

#### i. **Key accomplishments last period:**

1. December Scratch-Off Launch (12/2/24):
  - \$2 – *Magic 8 Ball™*
  - \$5 – *Cash To Go*
  - \$10 – *Mega Bucks*
  - \$30 – *Monopoly™ X200*
2. *Holiday 2024 Second-Chance Promotion*: The third drawing was held 11/14/24, 3,214,693 entries were received. The fourth drawing was held 11/20/24, 4,122,867 entries were received. The fifth drawing was held 11/26/24, 5,043,168 entries were received. The sixth drawing was held 12/5/24, 6,471,549 entries were received. The seventh drawing was to be held 12/10/24; as of 12/8/24, 6,923,135 entries were received. The eighth drawing was to be held 12/16/24.
3. *Ravens Second-Chance Promotion*: The fourth drawing of 11 winners was held on 11/12/24, 833,322 entries were received. The fifth drawing of 10 winners was held 12/2/24, 500,020 entries were received.
4. *Game of Thrones™ Second-Chance Promotion*: The second drawing was held on 11/19/24, 1,409,645 entries were received. The third drawing was to be held 12/17/24; as of 12/8/24, 764,860 entries were received.

#### ii. **Upcoming tasks for this period:**

1. January Scratch-Off Launch (1/13/25):
  - \$1 – *Monopoly™ X5*
  - \$2 – *Monopoly™ X10*
  - \$5 – *Monopoly™ X20*
  - \$10 – *Monopoly™ X50*
  - \$20 – *Monopoly™ X100*
2. *Monopoly™ Second-Chance Promotion*: Starting 1/13/25, players may enter eligible non-winning MONOPOLY™ instant tickets into their My Lottery Rewards for a chance to win cash prizes. A Rolling Cash Jackpot prize will be awarded to one winner per every other drawing (3 total). There will also be smaller cash prizes of \$5,000 that will be awarded to 5 winners per drawing (30 total). Entries will be cumulative.
3. *Holiday 2024 Second-Chance Promotion*: The ninth drawing will be held 12/23/24.
4. *Ravens Second-Chance Promotion*: The sixth drawing of 12 winners will be held 12/22/24; as of 12/8/24, 154,846 entries were received.
5. *Game of Thrones™ Second-Chance Promotion*: The fourth and final drawing will be held on 1/14/25.

**b) Draw and Monitor Game Products and Promotions**

**i. Key Accomplishments last period:**

1. *Giant Holiday Gift Card Giveaway* [11/11 – 1/8/25]: The first drawing for eight winners to each receive a \$250 Giant Gift Card was held 11/19/24, 443 entries were received. The second drawing for eight winners to each receive a \$250 Giant Gift Card was held 11/26/24, 1,102 entries were received. The third drawing for eight winners to each receive a \$250 Giant Gift Card was held 12/5/24, 2,338 entries were received.
2. *Holiday Keno Sprinkler* [12/2 – 12/29/24]: The Holiday Keno Sprinkler promotion is back! From 12/2 through 12/29, players could receive Doubler or Tripler messages on their Keno tickets – any prizes won on those tickets will be doubled or tripled.
3. *Pick 3 Pick 4 Pick 5 Let it Snow* [12/2 – 12/29/24]: Any Pick 3, Pick 4 or Pick 5 purchase may generate (on an Nth basis) a \$2 or \$5 instant win voucher, or free \$5 Merry Money Match FAST PLAY tickets, just for playing their favorite Pick games.
4. *Friday the 13<sup>th</sup> Promotion* [12/13/24]: For one day, players were awarded \$5 and \$10 instant win vouchers on an Nth ticket basis, just by playing their favorite terminal games.

**ii. Upcoming tasks for this period:**

1. *Giant Holiday Gift Card Giveaway* [11/11 – 1/8/25]: The fourth drawing for eight winners to each receive a \$250 Giant Gift Card was to be held 12/10/24; as of 12/8/24, 2,866 entries were received.
2. *Racetrax Race Into 2025* [12/30 – 1/5/25]: The popular \$6 for \$5 Racetrax promotion will help ring in the new year. Beginning 12/30, players who purchase \$6 increments of Racetrax will receive \$1 discounts – maximum discount is \$5 on purchases of \$30 or more.
3. *Ice Cold Cash Keno Second-Chance Promotion* [1/13/2025 - 2/9/2025]: This 4-week promotion will award a variable prize based on the lowest recorded temperatures at BWI the previous week! Players may enter winning and non-winning Keno tickets into My Lottery rewards and receive one (1) entry per every \$1 in Keno tickets entered. 5 winners will be selected each week (20 winners total) to win a cash prize ranging from \$2,500 - \$10,000. Entries will be cumulative. The first drawing will be held 1/20/25.

**c) FAST PLAY Products and Promotions**

**i. Key accomplishments last period:**

1. *Holiday 2024 Second-Chance Promotion:* See section a)i.)2. for the latest My Lottery Rewards entry data for this promotion.
2. *Closed Game Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
047	\$1	Gold Fish Progressive	\$3,660,332	\$2,316,466	\$1,343,866	11/11/2024

**ii. Upcoming tasks for this period:**

1. January FAST PLAY Launch (1/6/25):
  - \$1 – \$100 Super Cash Blowout
  - \$2 – \$200 Super Cash Blowout
  - \$5 – \$500 Super Cash Blowout
  - \$10 – \$1,000 Super Cash Blowout
  - \$20 – \$2,500 Super Cash Blowout

2. *Holiday 2024 Second-Chance Promotion*: The ninth drawing will be held 12/23/24.

### 3. Creative Services

#### a) Traditional Advertising

##### i. Key accomplishments last period:

1. *Holiday Scratch-Offs*:
  - a. Launched marketing campaign for *Holiday Scratch-Offs* on November 25<sup>th</sup>. Advertising will continue through December 25<sup>th</sup> with internal assets supporting the *Second Chance Promotion* through mid-January.
2. *Monopoly FOG Scratch-Offs*:
  - a. GKV completing production of the television spot to support the *Monopoly FOG*, as well as radio spots, OOH designs and various digital materials. POS is in production and is due to be delivered to the Lottery before the end of the year.
  - b. 9 Rooftops is placing media for the *Monopoly FOG campaign*, which includes television, radio, streaming audio, various digital properties and OOH elements.
3. *Mega Millions High Jackpot*:
  - a. Supporting the *Mega Millions* high jackpot with Radio and Out-of-Home; if the jackpot continues to roll, Television advertising will begin the week of December 9<sup>th</sup>.
4. *FY'25 Sports Sponsorships*:
  - a. Met with 9 Rooftops and representatives from both the *Orioles* and *MASN* to review the Lottery's sponsorships for the 2024 season and discuss 2025.

##### ii. Upcoming tasks for this period:

1. *Monopoly FOG Scratch-Offs*:
  - a. Work with GKV to complete production of any remaining creative materials and traffic to media outlets.
  - b. 9Rooftops to finalize media buys for a January 20<sup>th</sup> start.
2. *FY'25 Planning*:
  - a. Lottery to work with GKV and 9Rooftops on the campaign planning for several upcoming initiatives that launch from February through June 2025. These include a new *\$5,000,000 Fortune Scratch-Off*, the *Back to the Future Scratch-Off and Second Chance Promotion*, the *Let's Make a Deal Scratch-Off and Second Chance Promotion*, and planned changes to *Mega Millions*.
  - b. Prepare graphics and web landing page for the *Keno Ice Cold Cash Second Chance Promotion*, which launches in early January.
3. *FY'25 Sports Sponsorships*:
  - a. Lottery to work with 9 Rooftops to finalize sponsorships with the *Orioles* and *MASN* for the 2025 season. The featured FAST PLAY ticket for 2025 will be *Home Run Riches, 7<sup>th</sup> Winning Stretch*. Adjustments to the *Contestant of the Game* contest are being discussed to highlight this featured ticket.

#### b) Web, Digital and Social

##### i. Key accomplishments last period

1. Promoted the *Holiday Scratch-Offs and Second-Chance Promotion, Gift Responsibly* campaign, and various winners and events through social media and the website.
2. Continued work on the redesign of the *Retailer Corner* website by reviewing and refining wireframe designs of the new site.
3. Conducted a giveaway on social media to award five people with 5,000 Prize Points in the *My Lottery Rewards* program.

**ii. Upcoming tasks for this period:**

1. Develop social media and digital plans for the *Monopoly Scratch-Offs FOG and Second Chance Promotion*.
2. Continue work on the *Retailer Corner* website redesign project.
3. Showcase our second-chance winners' experience on the *Ravens Away Trip* to the 12/17 Giants game on social media.

**c) My Lottery Rewards**

**i. Key accomplishments last period:**

1. There were almost 41,000 active *MLR* users in October, which is a slight increase from the prior month.
2. We had 2,141 new players that registered for the program in November, representing a 12% increase from October. Half of these new registrants were in the 25-44 age range. Total *MLR* registered users is now 445,191.
3. The most entered scratch-off ticket for November was the *Holiday Luck Doubler*, with 160K entries from 16K unique players. The most entered draw game ticket continues to be *Pick 4* with approximately 1.2M tickets entered by 11k unique players.

**ii. Upcoming tasks for this period:**

1. Finalize preparations for FY 25 Q3 *Points for Drawings®* launching on January 6, 2025.
2. Prepare for the launch on the *Monopoly Second Chance Promotion* on January 13, 2025.