

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: March 27, 2025

SUBJECT: Report for the March 2025 Commission Meeting

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

1. Sales

February 2025, Year over Year Comparison Product Category by Store Segment

		Draw	Monitor	Fast Play/Instant	Combined
STATE	2025	\$64,523,698	\$44,852,547	\$96,962,032	\$206,338,277
	2024	\$70,939,929	\$46,075,170	\$103,012,594	\$220,027,693
	Difference	(\$6,416,232)	(\$1,222,623)	(\$6,050,562)	(\$13,689,416)
	%YoY +/-	-9.0%	-2.7%	-5.9%	-6.2%
INDEPENDENT	2025	\$45,642,459	\$37,461,725	\$55,727,277	\$138,831,461
	2024	\$49,522,440	\$38,222,390	\$60,159,395	\$147,904,225
	Difference	(\$3,879,981)	(\$760,665)	(\$4,432,118)	(\$9,072,763)
	%YoY +/-	-7.8%	-2.0%	-7.4%	-6.1%
	% of State Sales	70.7%	83.5%	57.5%	67.3%
CORPORATE	2025	\$18,881,239	\$7,390,822	\$41,234,755	\$67,506,815
	2024	\$21,417,490	\$7,852,780	\$42,853,199	\$72,123,468
	Difference	(\$2,536,251)	(\$461,958)	(\$1,618,444)	(\$4,616,653)
	%YoY +/-	-11.8%	-5.9%	-3.8%	-6.40%
	% of State Sales	29.3%	16.5%	42.5%	32.7%

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 February 6, 2025.

- a. Five (5) scratch offs were launched, featuring \$3, \$5, \$10, \$20 and \$50 price points.
 - b. In conjunction with our instant products, we highlighted five promotions in the form of our *Fast Play Fridays*, *Cash Pop Doubler*, *Pick 3/4/5 Double Pay on Box Play*, *Spring Fling* and *Keno Sprinkler* promotions.
2. District Managers with the best new launch week numbers by region/territory (year-over-year) for February:
 - Jon Braithwaite T-11
 - Chuck Hamrick T-25
 - **Tim Perry T-39 (Awarded the DM of the month)**
 - David Rogers T-49
3. Launch Team initiative meeting was conducted. This month's focus was on the development of a strategic sales plan for our March instant games.
4. Sales Management has been tasked with and prioritized the illegal "gray" machine initiative. A process has been developed and put into action to address these machines located in Maryland Lottery retailer accounts.
5. Threshold monitoring updated to \$5,000 per retailer location for *FastPlay* put into place to deter excessive play.

ii. Upcoming tasks for this period:

1. Execution of launch strategies and initiatives for the March instant ticket launch. The March launch will feature four (4) tickets at the \$2, \$5 & \$10 (2) price points with one of the \$10 games being our newest oversized ticket offering.
2. Finalization of plans for our Spring Retailer Advisory Board meeting to be held April 10 in Ocean City, MD.
3. Continued action regarding the "gray" machine initiative.

b) Field Activities

i. Key accomplishments last period:

1. District Managers made 6,776 retailer communication contacts during February, which includes store visits, phone calls and emails.
2. The field sales team continues identifying illegal "gray" machines located in Maryland Lottery retailer accounts. Once identified they are tagging them in Gem Intelligence, and reporting them to the Sales Management team.
3. The field sales team continues to update all photos of retailer accounts during their visits with the goal of having all accounts with 205 photos.
4. The field sales team began distribution of phase 2 of our XCAP rebranding initiative which included the XCAP LED signs.

ii. Upcoming tasks for this period:

1. The field sales team will continue distribution of XCAP LED signs to all XCAP retailers to aid in identification and further establish their presence in the market.
2. The sales team will continue to communicate with retailers regarding the game changes coming to *Mega Millions* in April.
3. District Managers in Region 2, more specifically Eastern Shore territories 27, 28 & 29, will begin communicating and signing up retailers for the upcoming Spring Retailer Advisory Board meeting to be held April 10 in Ocean City, MD.
4. District Managers continue updating contact information (email and cell phone numbers) as well as store photos.

5. Sales continues to work with the OAG and Lottery Security to identify any “gray” machines located at lottery retailer locations.

c) Retail Recruitment

i. Key accomplishments last period:

1. Recruitment results: Seven (7) independent applications were processed and locations installed in the month of February.
2. Continued recruitment and discussions with two new restaurants in Region 2 are underway.

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 March 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. Continued preparation for upcoming *Mega Millions* game changes which includes the following: Point of sale pieces distributed to the field sales team for display at retail; Retailer facing information sheets have been created and distributed to our retailer network explaining the upcoming game changes; Informational posts have been developed and placed on Retailer Corner; and 07 terminal messages are being developed for distribution to the network closer to game launch.
3. We began initial distribution of our XCAP LED signs as of 2/17.
4. Final preparation completed for the launch of our Digital Menu Board pilot program. Locations have been selected, ticket management site training completed and logistics worked out for the installation team to begin installs starting 3/10.
5. In conjunction with our Regional Management team, we continue vetting, planning and allocating PHD and PEX self-service units.
6. Preparation is underway for the upcoming launch of the Lottery jackpot towers pilot program in select retail locations.

ii. Upcoming tasks for this period:

1. Execute distribution plan for the Digital Menu Board pilot program to begin on 3/10.
2. Continued development of the distribution plan for the Jackpot Tower pilot program (125 units).
3. Complete logistics and retailer communication for our upcoming Spring Retailer Advisory Board meeting scheduled for 4/10 in Ocean City.
4. Continued vetting, scheduling and distribution of the self-service units with a priority placed on PEX units in social establishments and locations with high monitor and online sales.

e) Corporate Sales

i. Key accomplishments last period:

1. Fiscal YoY Performance (as of 2/28/25):
 - a. FY '25- \$545,345,090
 - b. FY '24- \$573,372,970

- Down 5%
2. The Corporate Sales team has finalized preparation for the launch of our third retailer based second-chance promotion for the fiscal year; partnering with Royal Farms.
 3. Corporate is executing a strategy to reinforce our relationships with various retail partners, hence increasing partner buy-in with regard to Corporate sales initiatives across the state.
 4. The Corporate Sales team is currently onboarding the Wicomico County Liquor Board.
- ii. **Upcoming tasks for this period:**
1. Corporate is preparing for the addition of a third Corporate Account Manager. This will help to strengthen partnerships, give us an opportunity to focus more on proactively identifying and accommodating retailer needs, and empowers us to execute with more strategy.
 2. Completion of the onboarding process for the Wicomico County Liquor Board retail locations.
 3. 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 Intelligence:
 - a. Several new users were added as part of the “gray” machine initiative for monitoring purposes.
2. Gem Office:
 - a. Several JIRAS remain outstanding or in QA with the vendor. Working with the vendor to establish firm timelines for lottery testing.
3. Training
 - a. Sales training manager is developing outlines for new hires in three separate positions which include Corporate Account Manager, Business Analytics Manager and Business Development Manager.
 - b. All District Managers have been trained on the newly implemented instant ticket return process to the warehouse.

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

1. Continue to work with our vendor on several JIRAS awaiting testing.
2. Finalize onboarding and training process outlines for new position hires.

2. **Product Development**

a) **Scratch-Off Products and Promotions**

i. **Key accomplishments last period:**

1. March Scratch-Off Launch (3/24/25):
 - \$2 – *Back to the Future™*
 - \$5 – *Mosaic Money*
 - \$10 – *Bingo X10 8th Edition*
 - \$10 – *More Money (oversized)*

2. *Monopoly™ Second-Chance Promotion*: The second drawing was held 3/11/2025, 7,221,901 entries were received.
3. *Closed Game Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
640	\$5	Ca\$h Multiplier	14,347,585	10,258,528	\$4,089,057	12/30/2024
648	\$2	Ravens X2	6,129,474	3,928,380	\$2,201,094	12/30/2024
649	\$5	Ravens X5	18,364,315	13,222,307	\$5,142,008	12/30/2024
658	\$3	Peppermint Payout Multiplier	6,735,342	4,554,438	\$2,180,904	12/30/2024
660	\$10	Snow Globe 7s	19,285,790	14,477,843	\$4,807,947	12/30/2024

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
639	\$3	Diamond Bingo 4th Edition	7,930,878	5,326,464	\$2,604,414	1/27/2025
650	\$10	\$100,000 Crossword 7th Edition	26,285,060	19,571,856	\$6,713,204	1/27/2025
651	\$10	Bonus Buck\$	16,076,540	12,070,266	\$4,006,274	1/27/2025

ii. Upcoming tasks for this period:

1. April Scratch-Off Soft Launch (4/14/25):
 - \$1 – *Lucky 13*
2. April Scratch-Off Launch (4/21/25):
 - \$3 – *Press Your Luck®*
 - \$5 – *Let's Make a Deal®*
 - \$10 – *Ice*
 - \$30 – *Fire*
3. *Monopoly™ Second-Chance Promotion*: The third drawing will be held 4/8/25; as of 3/16/25, 8,873,505 entries have been received.
4. *Back to the Future™ Second-Chance Promotion*: The first drawing will be held 4/22/25.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. *Spring Fling All-Games Promotion* [3/10 – 4/6/25]: For four weeks, beginning 3/10/2025, players could receive one of the newly launched FAST PLAY family of games tickets (\$1 \$100 Super Cash Blowout, \$2 \$200 Super Cash Blowout, \$5 \$500 Super Cash Blowout, \$10 \$1,000 Super Cash Blowout, or \$20 \$2,500 Super Cash Blowout) FREE, just by playing their favorite lottery games. Any terminal game purchase may trigger the Nth ticket award tiers.
2. *Keno Sprinkler Promotion* [3/17 – 4/13/25]: The Spring Keno Sprinkler promotion is back! For 4 weeks, players could receive Doubler or Tripler messages on their Keno tickets – any prizes won on those tickets will be doubled or tripled.

ii. Upcoming tasks for this period:

1. *Pick Games Play Every Day Promotion* [4/14 – 5/11/25]: For 4 weeks, players who purchase Pick 3, Pick 4 or Pick 5 tickets will have the chance to win a free Pick 3 ticket. Pick 3 tickets will be awarded on an Nth ticket basis. Players may win up to a 7 draw .50 box Pick 3 ticket.
2. *Cash Pop Birthday Party Promotion* [4/28 – 5/25/25]: This 4-week long all games promotion is designed to reinforce the drawing schedule for CASH POP. On an Nth ticket basis, players may receive a free \$1, \$2, \$5 or \$10 4-Draw CASH POP ticket just for playing their favorite terminal games!

3. *Racetrax Triple Crown \$6 for \$5 Promotion* [4/28 – 6/22/25]: The popular Racetrax \$6 for \$5 promotion is coming back for the 2025 Triple Crown racing season. This eight week-long promotional period will coincide with the Kentucky Derby, Preakness, and Belmont Races. This promotion will offer \$1 discounts on every \$5 purchase (maximum discount is \$5 on a purchase of \$30 or more).

c) FAST PLAY Products and Promotions

i. Key accomplishments last period:

1. March FAST PLAY Launch (3/3/25):
 - \$5 – *Home Run Riches Walk-Off Winnings*
2. *Contestant of the Game Second-chance Promotion*: The first drawing was to be held 3/24/25; as of 3/16/25, 22,254 entries were received.
3. *Closed Game Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
019	\$2	Blackjack	8,593,537	5,446,702	\$3,146,835	12/24/2024

ii. Upcoming tasks for this period:

1. April FAST PLAY Launch (4/7/25):
 - \$2 – *Roulette*
 - \$3 – *Scrabble®*
 - \$10 – *Willy Wonka & The Chocolate Factory™*
2. *Contestant of the Game Second-chance Promotion*: The second drawing will be held 4/22/25.

3. Creative Services

a) Traditional Advertising

i. Key accomplishments last period:

1. *CASH POP*:
 - a. *CASH POP* media began on 3/10 and will continue until 4/6. Elements include television, radio, out-of-home, digital media and social media.
 - b. GKV completed the production of all creative assets running in this March/April media flight.
2. *Back to the Future Scratch-Off*:
 - a. 9 Rooftops presented a media plan that will run from 3/31 – 4/27. The plan includes radio, streaming audio, out-of-home, digital media, and social media.
 - b. GKV is moving forward with the production of all creative assets.
3. *Fast Play Home Run Riches*:
 - a. 9 Rooftops presented a media plan that will run for 3-weeks in Baltimore from 4/7 – 4/27 and will include television, radio, streaming audio, out-of-home, newspaper, digital media, and social media.
 - b. GKV is moving forward with the production of all creative assets.
4. *Mega Millions Game Changes*:
 - a. 9Rooftops presented a media plan that will run from 3/31 – 5/4 and includes radio, streaming audio, out-of-home, at retail forms of advertising, digital media, and social media.
 - b. GKV is moving forward with the production of all creative assets.
5. *Let's Make a Deal Scratch-Off*:
 - a. The Lottery selected the creative direction for the *Let's Make a Deal* campaign including point-of-sale, television and radio.
6. *FY'25 Sports Sponsorships*:

- a. The Lottery finalized its sponsorship agreements with the *Baltimore Orioles* and *MASN-TV*.
- b. The Lottery finalized its sponsorship for the *150th Preakness*.
- c. The Lottery finalized a sponsorship with the *Baltimore Ravens* for the 2025 season.
- d. The Lottery met with the *University of Maryland* to recap the 2024-2025 season and to begin discussing the 2025-2026 season sponsorship.

ii. Upcoming tasks for this period:

1. *CASH POP*:
 - a. GKV to produce new radio spots that focus on the number CASH POP winners each day.
 - b. 9 Rooftops to present a media brief for the planning of the May flight of media in support of the *Birthday Party Promotion*.
2. *Back to the Future Scratch-Off*:
 - a. Lottery to approve the media plan and 9 Rooftops to move forward with placing all media.
 - b. GKV to produce all creative materials including radio, out-of-home, digital, and social media.
3. *FAST PLAY Home Run Riches*:
 - a. Lottery to approve the media plan and 9 Rooftops to move forward with placing all media.
 - b. GKV to produce all creative materials including television, radio, out-of-home, digital, and social media.
4. *Mega Millions Game Changes*:
 - a. Lottery to approve the media plan and 9 Rooftops to move forward with placing all media.
 - b. GKV to produce all creative materials including television, radio, out-of-home, digital, and social media.
5. *Fire & Ice Scratch-Offs*:
 - a. Lottery to move forward with the production of the *Fire & Ice* point-of-sale.
6. *Let's Make a Deal Scratch-Off*:
 - a. GKV to move forward with the production of the *Let's Make a Deal* television and radio spots. GKV to present out-of-home, digital and social media creative.
 - b. 9 Rooftops to provide a media plan that supports the scratch-off at launch.
7. *FY'25 Sports Sponsorships*:
 - a. GKV to work with the *Baltimore Orioles* to produce all in-stadium materials.
 - b. GKV to provide creative assets for the fulfillment of the Lottery's *Preakness* sponsorship.

b) Web, Digital and Social

i. Key accomplishments last period

1. Promoted *Problem Gambling Awareness Month*, *Back to the Future Scratch-Off* and second-chance promotion. *FAST PLAY Home Run Riches Walk-Off Winnings* game and *Contestant of the Game* second-chance promotion, *Spring Fling* promotion, *Keno Sprinkler* promotion, *CASH POP* and various winners and events through social media and the website.
2. Continued work on the redesign of the Retailer Corner website.

ii. Upcoming tasks for this period:

1. Develop social media and digital plans for the *Let's Make a Deal Scratch-Off* and Second-Chance Promotion.
2. Continue work on the Retailer Corner website redesign project.

3. Execute changes to be made to the website and mobile app for the *Mega Millions* game changes.

c) My Lottery Rewards

i. Key accomplishments last period:

1. In February, there were 40,084 *My Lottery Rewards* active users, a 10.1% decrease from last month, but still in the average range.
2. There were 1,277 new registrations in February.
3. The MLR mobile app saw 69,490 active users in February; 74.1% iOS and 25.9% Android.
4. In February, the most entered scratch ticket was \$5 - *Monopoly™ X20*, with 151.3K entries from 15.3K unique players
5. The most entered draw ticket continues to be *Pick 4*, with 1.24M entries from 11.4K unique players this month.
6. The overall coupon redemption rate continues to be 65%, and February's coupon redemption rate was 72% (2% higher than the previous month).

ii. Upcoming tasks for this period:

1. Prepare for the upcoming launches of *Back to the Future Scratch-Off*, *Let's Make a Deal Scratch-Off*, and *Royal Farms Free Gas Giveaway* second-chance promotions.
2. Continue targeted CRM campaigns to re-engage churn and dormant players.
3. Finalizing FY25 Q4 Points for Drawings® prizes and promotional documents.