

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: June 26, 2025

SUBJECT: Report for the June 2025 Commission Meeting

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

1. Sales

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

		Draw	Monitor	Fast Play/Instant	Combined
STATE	2025	\$70,965,022	\$58,260,333	\$105,961,834	\$235,187,189
	2024	\$76,097,097	\$54,562,238	\$102,746,963	\$233,406,297
	Difference	(\$5,132,075)	\$3,698,095	\$3,214,871	\$1,780,892
	%YoY +/-	-6.7%	6.8%	3.1%	0.8%
INDEPENDENT	2025	\$50,963,097	\$48,293,167	\$62,242,020	\$161,498,284
	2024	\$54,157,423	\$45,592,207	\$60,932,906	\$160,682,535
	Difference	(\$3,194,326)	\$2,700,961	\$1,309,114	\$815,749
	%YoY +/-	-5.9%	5.9%	2.1%	0.5%
	% of State Sales	71.8%	82.9%	58.7%	68.7%
CORPORATE	2025	\$20,001,926	\$9,967,166	\$43,719,814	\$73,688,906
	2024	\$21,939,674	\$8,970,031	\$41,814,057	\$72,723,762
	Difference	(\$1,937,749)	\$997,135	\$1,905,757	\$965,143
	%YoY +/-	-8.8%	11.1%	4.6%	1.33%
	% of State Sales	28.2%	17.1%	41.3%	31.3%

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 in person May 14, 2025.
 - a. Five (5) scratch offs were launched, featuring \$1, \$2, \$5, \$10 & \$20 price points.

- b. In conjunction with our instant products, we highlighted three promotions in the form of our *Racetrax Triple Crown \$6 for \$5*, *Buy \$5 Game of Life FAST PLAY - Get a Free Cash4Life* and *Friday the 13th* promotions.
 2. District Managers with the best new launch week numbers by region/territory (year-over-year) for May:

• Bryan Byers	T-12
• Chuck Hamrick	T-25
• Stan Lundy	T-39 (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 June instant games.
 4. Sales Management continues to prioritize the illegal "gray" machine initiative. A process has been developed and put into action to address these machines located in Maryland Lottery retailer accounts.

ii. Upcoming tasks for this period:

1. Execution of launch strategies and initiatives for the June instant ticket launch. The June launch will feature three (3) tickets at the \$3, \$5 & \$10 price points.
2. Sales Management will introduce the WILL (Women In Lottery Leadership) Program to the Sales Department and establish a point of contact for anyone who would like to learn more and/or participate in the program.
3. Continued action regarding the "gray" machine initiative.

b) Field Activities

i. Key accomplishments last period:

1. District Managers made 7,105 retailer communication contacts during May, which includes store visits, phone calls and emails.
2. The field sales team is assisting in identifying and targeting prime retailers for the Digital Menu Board project.
3. The Sales Department supported selling with our retailer at one (1) event during the month of May: Wine in the Woods on 5/17 and 5/18.
4. The field sales team continues to make progress identifying illegal "gray" machines located in Maryland Lottery retailer accounts and reporting them to the Sales Management team.
5. The field sales team continues to update all photos of retailer accounts during their visits with the goal of having all accounts with CY2025 photos.
6. The field sales team has completed distribution of phase 2 of our XCAP rebranding initiative which included distribution of XCAP LED signs to our XCAP retailer network.

ii. Upcoming tasks for this period:

1. The field sales team will continue to identify retailers for expansion of the Digital Menu Board project.
2. District Managers will work with retailers who have experienced security issues with their instant ticket inventory by providing information on our SCiQ program. Any interested retailers' information will be provided to Sales Support for follow up.
3. District Managers continue updating contact information (email and cell phone numbers) as well as store photos.
4. 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: Twenty-Four (24) independent applications were processed and locations installed in the month of May.

ii. Upcoming tasks for this period:

1. 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 June 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. Completed distribution and installation of our XCAP LED signs in the field.
3. Completed all end of fiscal year ordering and began final reconciliation of Sales Department budget for FY25. Began budget and spending forecasting process for FY26.
4. Continued preparation for the upcoming launch of the Lottery jackpot towers initiative. We have developed a list of locales to receive the units, are inputting work orders for their installation and are working with our vendor partner on a distribution schedule with the intent to begin installations in June.
5. In conjunction with our Regional Management team, we continue vetting, planning and allocating our inventory of PEX self-service units. Our focus will be on placement of available PEX units at social establishments.

ii. Upcoming tasks for this period:

1. Schedule meeting with our central systems vendor to discuss the SCiQ instant ticket ecosystem program and reforming our strategic plan regarding retail recruitment and opportunities for placement within our retailer network.
2. Working with our Corporate Sales team, Field Sales Manager(s) and Regional Manager team we will look to expand the Digital Menu Board pilot program to additional retailer locations.
3. Begin deployment of the Jackpot Tower pilot program (125 units). Work with our vendor partner to execute distribution and installation of units at the preselected retailer locations.
4. Initial planning and preparation for the upcoming Baltimore Ravens season. This includes budget planning and allocation; development and design of promotional items; ordering of large-scale promotional goods such as t-shirts to support our selling at Ravens home games and other stadium events; Working with our Creative Services department on point of sale advertising development which includes identification of both types and quantities of pieces to be distributed to the field.
5. Continued preparation for our Fall Retailer Advisory Board meetings to include selection of dates, regional locations, venues and other logistics.

e) Corporate Sales

i. Key accomplishments last period:

1. Fiscal YoY Performance (as of 5/31/25):
 - a. FY '25- \$760,773,658
 - b. FY '24- \$808,375,935
 - Down 6%

2. The Corporate Sales team has gained commitments from retail stakeholders to reduce out of stock occurrences with regard to inventory replenishment at their respective vending locations. Retailers are aware of the Lottery's recourse in the event that out of stock rates do not improve, and they have communicated this to their management teams. This has resulted in the implementation of delegated tasks for store associates to be complete on a proposed regular basis.
3. The Corporate Sales team, in partnership with Creative Services and Product Development, has executed the third of four retailer-based second chance promotions being offered in FY'25. This promotion, partnered with Royal Farms, is gaining additional traction and participation each week.
4. The Corporate Sales team executed business reviews with the following corporate chains:
 - a. 7-Eleven
 - b. Food Lion
 - c. High's of Baltimore
 - d. Walmart
 - e. Wawa

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

1. Final preparation before the execution of our first corporate retailer based second-chance promotion for fiscal year 2026; partnering with High's of Baltimore convenience chain.

f) **Sales Force Automation**

i. **Key accomplishments last period:**

1. Gem Intelligence:
 - a. Several Field Sales team members have encountered issues with the Surface units (tablets) not receiving update downloads causing tablets not to function properly. This was easily remedied by instructing sales staff to turn their tablets off at night while charging so that automatic downloads can be completed.
2. Gem Office:
 - a. In conjunction with our vendor, a meeting was held to review outstanding JIRA requests, provide opportunity for questions and answers and come to an agreement on priority and resolution.
3. Training
 - a. Sales training manager has completed preparation for and scheduling of training for our newly hired Corporate Account Manager.
 - b. Sales training manager continues to work with our Sales Coordinator to refine several internal processes including the tracking of customer complaints, work orders and retailer bonus program information.

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

1. Complete training of Corporate Account Manager.
2. Continue to work towards resolution with our vendor partner on our current JIRA list.

2. **Product Development**

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

i. **Key accomplishments last period:**

1. June Scratch-Off Launch (6/23/25):
 - \$3 – *Diamond Bingo 6th Edition*

- \$5 – *Cash Blast*
 - \$10 – *Win \$50, \$100 or \$200 3rd Edition*
2. *Monopoly™ Second-Chance Promotion*: The fifth drawing was held 6/3/25, 16,881,159 entries were received.
 3. *Back to the Future™ Second-Chance Promotion*: The second drawing was held 5/13/25, 7,752 entries were received. The third drawing was held 6/3/25, 31,658 entries were received. The fourth drawing was to be held 6/24/25; as of 6/16/25, 16,844 entries were received.
 4. *Let's Make A Deal® Second-Chance Promotion*: The first drawing was held 5/20/25, 158,904 entries were received. The second drawing was to be held 6/17/25; as of 6/16/25, 273,739 entries were received.
 5. *Closed Games Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
653	\$5	Deluxe Crossword 8th Edition	\$14,572,985	\$10,416,770	\$4,156,215	5/5/2025
672	\$1	5X The Cash	\$3,202,933	\$1,923,361	\$1,279,572	5/5/2025

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

1. July Scratch-Off Launch (7/18/25):
 - \$1 – *CA\$H*
 - \$5 – *Cash Scratch Fever*
 - \$5 – *Gold Bar Bingo 6th Edition*
 - \$10 – *Double Your Money*
 - \$20 – *All About Cash*
2. *Monopoly™ Second-Chance Promotion*: The sixth and final drawing will be held 7/1/25; as of 6/16/25, 17,815,393 entries have been received.
3. *Back to the Future™ Second-Chance Promotion*: The fifth drawing will be held 7/15/25.
4. *Let's Make A Deal® Second-Chance Promotion*: The third drawing will be held 7/15/25.

b) Draw and Monitor Game Products and Promotions

i. **Key Accomplishments last period:**

1. *June Friday The 13th Promotion* [6/13/25]: For one day only, players who purchased their favorite terminal games had the chance to win free \$5 and \$10 instant win vouchers. Vouchers were awarded on an Nth ticket basis.
2. *NASCAR® Powerball Promotion* [5/12 – 6/30/25]: Starting on 5/12/25, any Powerball tickets purchased during the promotional period are eligible for entry into My Lottery Rewards. This is a national promotion; each participating state selects finalists to be entered into the Playoff Drawings to win cash prizes or a VIP trip to Phoenix for the 2025 NASCAR Championship Weekend at Phoenix Raceway™. There are two parts to this promotion:
 - *Maryland Drawings*: The Maryland Lottery will select 35 finalists, all of whom will receive \$1,000 for being selected. They then go on to participate in the Playoff Drawings, conducted by MUSL.
 - *MUSL Drawings*: The Playoff Drawings are a series of drawings from a national pool of entrants that mirror the elimination rounds of the NASCAR Playoffs. They will determine the four finalists who will win a VIP trip for two to NASCAR Championship Weekend at Phoenix Raceway, 10/31 – 11/3/25, and entry into the \$1 million drawing. Maryland is not guaranteed to send a player to the event.

3. *Buy \$5 Game of Life™ FAST PLAY, Get free Cash4Life Promotion [6/2 – 6/29/25]:*
During the promotional period, any player purchasing a \$5 Game of Life™ FAST PLAY ticket, will receive a free \$2 Cash4Life ticket.

ii. Upcoming tasks for this period:

1. *FAST PLAY Fireworks All-Games Promotion [6/30 – 7/27/25]:* For 4-weeks, players purchasing their favorite terminal games will have the chance to win free FAST PLAY tickets. On an Nth ticket basis, any terminal game purchase during the promotion period could trigger one of the following four prize tiers:
 - FREE \$1 *Press Your Luck* FAST PLAY Ticket
 - FREE \$2 *Roulette* FAST PLAY Ticket
 - FREE \$5 *\$500 Super Cash Blowout* FAST PLAY Ticket
 - FREE \$20 *Monopoly Properties 2nd Edition* FAST PLAY Ticket
2. *CASH POP BOGO Promotion [7/7 – 8/3/25]:* During this 4-week promotional period, any player purchasing a CASH POP – 5 POP ticket, will receive another CASH POP – 5 POP ticket for free! All 4 price points (\$1, \$2, \$5 & \$10) will be eligible for this BOGO promotion - Total ticket cost (\$5, \$10, \$25 & \$50).
3. *Lottery Week Promotion [7/14 – 7/20/25]:* In celebration of NASPL's National Lottery Week, comes the return of our Lottery Week Promotion! During this 1-week period, players could receive a free game ticket, just by playing their favorite terminal game. Eligible purchases (any terminal game, any price point) could trigger the award of a free draw game on an Nth ticket basis. Games included as awards: \$1 Cash Pop (1 POP), \$1 Keno (4 Spot), \$1 Maryland Lottery Pick 3 FAST PLAY Edition FAST PLAY ticket and \$2 Multi Match.

c) FAST PLAY Products and Promotions

i. Key accomplishments last period:

1. *Home Run Riches Walk-Off Winnings Contestant of the Game Second-chance Promotion:*
The third drawing to select 27 contestants was held 5/27/25, 179,023 entries were received.
2. *Closed Games Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
080	\$1	Cobweb Cash	\$742,272	\$464,439	\$277,833	5/26/2025

ii. Upcoming tasks for this period:

1. *July FAST PLAY Launch (7/7/25):*
 - \$1 – *Maryland Lottery Pick 3 FAST PLAY Edition*
 - \$5 – *Chili Pepper Payout Progressive (Relaunch)*
 - \$10 – *Lucky Numbers (Relaunch)*
 - \$30 – *Ultimate Payday*
2. *Home Run Riches Walk-Off Winnings Contestant of the Game Second-chance Promotion:*
The fourth drawing to select 24 contestants was to be held 6/24/25; as of 6/16/25, 206,902 entries have been received.
3. *Home Run Riches Walk-Off Wednesdays Promotion:* On Wednesdays only, from 7/23 – August 20th (final Contestant of the Game Drawing 8/26) players who purchase a \$5 Home Run Riches Walk-off Winnings tickets will receive an additional ticket for free! (while supplies last). The dates of the 5 Wednesdays will be 7/23, 7/30, 8/6, 8/13, and 8/20/25. Each Wednesday, the promotion will run until 6,000 tickets (\$30,000) have been given away before shutting off.

3. Creative Services

a) Traditional Advertising

i. Key accomplishments last period:

1. *Ravens Scratch-Offs:*
 - a. GKV presented new television and point-of-sale concepts for the Lottery to choose from for the 2025 season.
2. *High Jackpot Campaigns:*
 - a. GKV is in production with a new advertising campaign that will be used when *Mega Millions* jackpots reach higher levels.
 - b. The Lottery has also approved a new animated campaign concept to use when *Powerball* jackpots are high. Production is in the early stages.
 - c. Should the *Mega Millions* jackpot continue to roll, the Lottery will support the growing jackpot with radio and out-of-home beginning June 12th and add television on June 19th.
3. *Pick Games and Multi Match Campaign:*
 - a. A 4-week radio, out-of-home and digital media plan will run from June 2nd – June 20th to provide support for *Pick 3*, *Pick 4*, *Pick 5* and *Multi Match*.
 - b. GKV has produced updated *Pick 3*, *Pick 4*, *Pick 5* and *Multi Match* creative for this initiative.
4. *Responsible Gambling Video:*
 - a. The Lottery has been working with the Maryland State Advertising Agency and the UMMC Center of Excellence to develop a series of videos focusing on four demographic groups that could be particularly vulnerable to problem gambling behaviors.
 - b. Rough cut of the first video version has been received. Comments to MPT pending.
5. *FY'25 Sports Sponsorships:*
 - a. The Lottery is continuing to work with the *University of Maryland* to finalize a sponsorship for the 2025-2026 season. Proposals have also been received from *Towson University* and *Morgan State University*.
 - b. The Lottery and 9Rooftops continue discussions with the *Washington Commanders* for a 2025-2026 season sponsorship.
6. *FY'26 Planning:*
 - a. The Lottery met with GKV to discuss planning for the first 6-months of FY'26. Upcoming initiatives include support for the *Ravens Scratch-Offs*, *Jurassic Park Scratch-Off*, *Holiday Scratch-Offs* and the *Holiday Countdown Raffle* ticket.
 - b. The Lottery is working with GKV to develop new point-of-sale to support Keno and Racetrax promotions.

ii. Upcoming tasks for this period:

1. *Advertising Agency Transition:*
 - a. Lottery to continue sending materials to our new media agency, Media Works, in advance of the 7/1 transition. 9Rooftops will provide support through 6/30 and will finalize several media proposals that have a 7/1 start date.
2. *High Jackpot Campaigns:*
 - a. Complete production of the *Mega Millions* high jackpot television campaign and begin production of the new *Powerball* high jackpot television campaign.
3. *Ravens Scratch-Offs:*
 - a. Lottery to select the creative direction for this season's television and point-of-sale materials and begin production.
4. *Responsible Gambling Video:*

- a. The Lottery to continue working with the Maryland State Advertising Agency to complete production of a new video that focuses on four demographic groups that could be particularly vulnerable to problem gambling behaviors.
- 5. *FY25 Sports Sponsorships:*
 - a. The Lottery to finalize the sponsorship agreement with the *University of Maryland*. 9Rooftops to negotiate sponsorship terms with *Towson University* and *Morgan State University*.
 - b. The Lottery and 9Rooftops to finalize the sponsorship terms for the *Washington Commanders* 2025-2026 season.

b) Web, Digital and Social

i. Key accomplishments last period

- 1. Promoted the *Lucky 7s Scratch-Offs*, *Buy GAME OF LIFE get Cash4Life Promotion*, *Friday the 13th Promotion*, *NASCAR Powerball Playoff Promotion*, *Royal Farms Free Gas Giveaway Promotion*, and various winners and events through social media and the website.
- 2. Finalized social media concepts for the new *Mega Millions* high jackpot campaign that is in development.
- 3. Continued work on the redesign of the *Retailer Corner* website including a preliminary build.

ii. Upcoming tasks for this period:

- 1. Develop social media and digital plans for the *Maryland Treasures* art submission outreach effort.
- 2. Ongoing development and review of all copy that will be included in the *Retailer Corner* website redesign.

c) My Lottery Rewards

i. Key accomplishments last period:

- 1. In May, there were 40,128 active *My Lottery Rewards* users, a slight decrease from last month.
- 2. There were 1,774 new program registrations in May, which represents a 17% decrease from the previous month. This metric is often up and down, but we have asked SG for help in determining if there is an underlying cause.
- 3. The MLR mobile app saw 69,953 active users in May; 74% iOS and 26% Android.
- 4. In May, the most entered scratch ticket was \$5 – *Let's Make a Deal*, with 166K entries from 15.3K unique players.
- 5. The most entered draw ticket continues to be *Pick 4*, with 1.2M entries from 11.1K unique players this month.

ii. Upcoming tasks for this period:

- 1. Implement FY 26 Q1 PFDs and *High's Second Chance* promotion.
- 2. Apply results of a recent MLR survey to upcoming *Points for Drawings* prize options.