

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: October 23, 2025

SUBJECT: Report for the October 2025 Commission Meeting

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

1. Sales

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

		Draw	Monitor	Fast Play/Instant	Combined
STATE	2025	\$90,890,244	\$49,823,591	\$91,785,258	\$232,499,093
	2024	\$72,508,329	\$49,010,696	\$87,573,432	\$209,092,457
	Difference	\$18,381,915	\$812,895	\$4,211,826	\$23,406,636
	%YoY +/-	25.4%	1.7%	4.8%	11.2%
INDEPENDENT	2025	\$59,479,250	\$41,523,084	\$54,710,305	\$155,712,639
	2024	\$51,127,859	\$41,010,609	\$52,361,431	\$144,499,898
	Difference	\$8,351,392	\$512,475	\$2,348,874	\$11,212,741
	%YoY +/-	16.3%	1.2%	4.5%	7.8%
	% of State Sales	65.4%	83.3%	59.6%	67.0%
CORPORATE	2025	\$31,410,994	\$8,300,507	\$37,074,953	\$76,786,454
	2024	\$21,380,471	\$8,000,087	\$35,212,001	\$64,592,559
	Difference	\$10,030,524	\$300,420	\$1,862,952	\$12,193,896
	%YoY +/-	46.9%	3.8%	5.3%	18.88%
	% of State Sales	34.6%	16.7%	40.4%	33.0%

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 September 17, 2025.
 - a. Four (4) scratch offs were launched, featuring \$5 (2), \$10 & \$30 price points.

- b. In conjunction with our instant products, two promotions were highlighted in the form of our *Hall-o-WIN Promotion* and *FAST PLAY Fridays Promotion*.
- 2. District Managers with the best new launch week numbers by region/territory (year-over-year) for September:
 - Jon Braithwaite T-11
 - **Cindy Limbert T-27 (Awarded the DM of the month)**
 - Stan Lundy T-39
 - Steve Corbin T-45
- 3. Sales Management continues to prioritize the illegal “gray” machine initiative. A process has been developed and put into action to address these machines located at Maryland Lottery retailers.

ii. Upcoming tasks for this period:

- 1. Execution of strategies and initiatives for the October instant ticket launch. The October launch will feature six (6) tickets at the \$1, \$2, \$3, \$5, \$10 and \$20 price points.
- 2. Continued action regarding the “gray” machine initiative.

b) Field Activities

i. Key accomplishments last period:

- 1. District Managers made 6,771 retailer communication contacts during the month of September, which includes store visits, phone calls and emails.
- 2. The field sales team continues to make progress identifying illegal “gray” machines located at Maryland Lottery retailers. Once identified, they are tagging them in Gem Intelligence and reporting them to the Sales Management team.
- 3. The field sales team supported the Ravens Home Opener on September 14, 2025 and Monday Night Football on September 22, 2025 at M&T Bank Stadium.
- 4. The Sales team participated in The Maryland Wine Festival in Westminster on September 13, 2025 with Liquor Barn as the selling retailer.

ii. Upcoming tasks for this period:

- 1. District Managers continue to update contact information (email and cell phone numbers) as well as store photos.
- 2. Sales continues to work with the OAG and Lottery Security to identify any “gray” machines located at lottery retailer locations.
- 3. The field sales team is assisting with targeting prime retailer locations for Digital Menu Boards and Debit Card Readers for the Debit on the Counter expansion.
- 4. During home games, the field sales team will support sales on RavensWalk. Retailer J Convenience will be selling through the rest of the Ravens season.
- 5. Retailers will begin to receive communication about upcoming holiday promotions through January 2026.

c) Retail Recruitment

i. Key accomplishments last period:

- 1. Recruitment results: Ten (10) independent applications were processed and locations installed in the month of September.

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 October holiday games 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 and completion of communication strategies, retailer information sheets and point of sales for our upcoming *Holiday Raffle* to be launched November 3, 2025.
3. Continued execution of the recruitment strategy and expansion of the SCiQ instant ticket ecosystem program. The utilization of our central systems vendor partners marketing team to help cast a wider net has proven beneficial for recruitment and will continue for the foreseeable future.
4. Execution of the first two Fall Retailer Advisory Board meetings (four sessions) located in Aberdeen and Frederick.
5. Continued distribution of the Lottery jackpot towers. This new marketing tool has received a great response from retailers and players alike.
6. Ongoing allocation of our self-service vending units. With limited inventory now available due to the resounding success of the self-service program, our focus will be to identify underperforming units/locations across our network to develop strategic plans for supporting sales growth. If sales growth cannot be achieved, our focus will then shift to relocating said units to retail locations with greater sales potential to maximize revenue.

ii. Upcoming tasks for this period:

1. Execution of the remaining three Retailer Advisory Board meetings (six sessions) located in College Park, Waldorf and Linthicum, Maryland.
2. Support and execution of three Baltimore Ravens home game selling events.
3. Begin initial implementation of our adjusted self-service allocation plan.
4. Continue working with our Corporate and Field Sales teams to expand both our SCiQ instant ticket ecosystem and Digital Menu Board programs to additional retailer locations.

e) Corporate Sales

i. Key accomplishments last period:

1. Fiscal YoY Performance (as of 9/30/25):
 - a. FY26 - \$222,515,110
 - b. FY25 - \$200,629,680
 - Up 11%
2. The Corporate Sales team continues to hold retailers accountable for out-of-stock occurrences with regard to inventory replenishment at their respective vending locations.
3. 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 completed on a proposed regular basis.

4. Business reviews were completed with the following chains:
 - a. 7-Eleven
 - b. High's of Baltimore
 - c. Sheetz
 - d. Walmart
 - e. Wawa
5. Corporate Sales, in conjunction with Creative Services and Product Development, is continuing to build Corporate's second-chance promotion calendar and is preparing to launch a Holiday promotion with a large grocery chain, Giant Foods.

ii. Upcoming tasks for this period:

1. Corporate will continue to facilitate the launch of multiple promotions throughout FY26.
2. Corporate is continuously working to onboard new retail chains.
3. Corporate continues to monitor out-of-stock rates and is prioritizing Lottery equipment/resources away from underperforming retailers.

f) Sales Force Automation

i. Key accomplishments last period:

1. Gem Intelligence:
 - a. Efforts to identify and eradicate retailer profiles with missing email addresses and pictures have been initiated with assistance from Sales Management and the Gem group. Update to Windows 11 coming this month.
2. Gem Office:
 - a. All JIRA's were installed successfully and have improved current processes.
3. Bonus Checks:
 - a. New process for bonus check payments through Annapolis has been a great benefit.

ii. Upcoming tasks for this period:

1. Continue to collect missing data in retailer profiles and update GOV Delivery mailing list.

2. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. October Scratch-Off Launch (10/17/25)
 - \$1 – *Just 1 Buck*
 - \$2 – *Snow Much Fun*
 - \$3 – *Candy Cane Cash*
 - \$5 – *Festive Fortune*
 - \$10 – *Silver Bell Bucks*
 - \$20 – *Gifts of Green* (2 pulses)
2. October Scratch-Off Soft-Launch (10/27/25)
 - \$1 – *Cash Tripler*
3. *Ravens Second-Chance Promotion*: The second drawing was held 9/23/25, 1,098,266 entries were received. The third drawing was held 10/16/25; as of 10/13/25, 760,480 entries were received.
4. *Unlock the Cash Live Game Second-Chance Promotion*: The second drawing was held 10/9/25; 126,130 entries were received.

5. *JURASSIC PARK Second-Chance Promotion*: The first drawing was held 10/14/25; as of 10/13/25, 1,552,685 entries were received.

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

1. *Ravens Second-Chance Promotion*: The fourth drawing will be held 11/14/25.
2. *Unlock the Cash Live Game Second-Chance Promotion* [8/22/25 – 11/5/25]: The third and final drawing will be held 11/6/25; as of 10/13/25, 132,262 entries have been received.
3. *JURASSIC PARK Second-Chance Promotion*: The second drawing will be held 11/13/25.
4. *Holiday 2025 Second-Chance Promotion*: The first drawing will be held 10/28/25.

b) Draw and Monitor Game Products and Promotions

i. **Key Accomplishments last period:**

1. *Hall-o-WIN* [10/1/25 – 10/30/25]: For the month of October, players may enter \$1 worth of Pick 3, Pick 4 or Pick 5 tickets purchased during the promotional period into My Lottery Rewards for a chance to win cash prizes of either \$5,000 or \$10,000. Entries are dollar for dollar (\$0.50 tickets are eligible for entry; two \$0.50 tickets will equal one entry). Additionally, with the purchase of any Pick game, players could win a free \$2 Mummy Money FAST PLAY ticket on an Nth ticket basis. Second-chance drawing will take place on 10/31/25.

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

1. *ThanksWINNING All-Games Promotion* [11/3/25 – 11/30/25]: The All-Games Promotion, *ThanksWINNING* is back! Beginning on 11/3, on an Nth ticket basis, players could receive \$2 or \$5 Instant Win Vouchers or free \$1 Reindeer Riches FAST PLAY tickets automatically, just by playing their favorite terminal-based games.
2. *2025 Holiday Raffle* [11/3/25 – 1/1/26]: Maryland Lottery will be launching a Holiday Raffle which will feature over 10,000 winners, with a \$1 Million top prize. Tickets will be sold starting 11/3/25 and ending 1/1/26 or until all tickets (325,000 total) are sold, whichever comes first. Tickets will cost \$20. There will be three early bird drawings (11/24, 12/8, 12/22) and one final drawing on 1/2/26; winners of early bird drawings will be eligible to win in the final drawing, but cannot win a second early bird drawing.

c) FAST PLAY Products and Promotions

i. **Key accomplishments last period:**

1. *Unlock the Cash Live Game Second-Chance Promotion* [8/22/25 – 11/5/25]: Please see section a)ii)2. above for details regarding this promotion
2. *FAST PLAY Fridays* [10/3, 10/10, 10/17, 10/24, 10/31]: Every Friday during the month of October, players who purchased any \$5 FAST PLAY game had the chance to win free \$1, \$2, \$3, \$10, \$20 or \$30 FAST PLAY tickets. Tickets were awarded on an Nth ticket basis.

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

1. November FAST PLAY Launch (11/3/25):
 - \$1 – *Reindeer Riches (Relaunch)*
 - \$5 – *Snowflake Ca\$h (Relaunch)*
 - \$10 – *Holiday Money Match (Relaunch)*
2. *Holiday 2025 Second-Chance Promotion*: The first drawing will be held 10/28/25.

3. Creative Services

a) Traditional Advertising

i. Key accomplishments last period:

1. *Mega Millions*:
 - a. The Lottery began advertising the Mega Millions jackpot the week of 10/6 with radio and digital out-of-home.
2. *Jurassic Park Scratch-Off*:
 - a. The media plan for *Jurassic Park* began on 9/29 and will run through 11/2. The plan includes television, cable, radio, streaming audio, various out-of-home and digital elements
 - b. All *Jurassic Park* creative elements were finalized and produced in time for the 9/29 launch.
3. *Holiday Scratch-Offs*:
 - a. All *Holiday* point-of-sale has been delivered.
 - b. The Lottery's *Holiday Scratch-Off* television commercial was filmed on 10/7. We have made significant progress on all other creative elements, including radio, out-of-home and digital.
 - c. The Lottery is in the process of reviewing the media plan, which will begin the week of 11/24.
4. *Holiday Raffle*:
 - a. All *Holiday Raffle* point-of-sale has been delivered.
 - b. The Lottery's *Holiday Raffle* television commercial is in production and will be ready to air on 11/3. All other creative elements, (radio, out-of-home, digital, etc.) are in various stages of production.
 - c. The Lottery has provided feedback on the *Holiday Raffle* media plan and is working with Media Works to finalize the plan that will begin on 11/3.
5. *Harlem Globetrotters*:
 - a. The Lottery has reviewed the *Harlem Globetrotters* creative materials (radio and several graphic components) and provided feedback to GKV.
6. The *University of Maryland Sponsorship*:
 - a. The Lottery has worked with *UMD* and *SCA* to finalize the on-field promotion scheduled for October 11, 2025 where one *My Lottery Rewards* participant will win a cash prize up to \$100,000.

ii. Upcoming tasks for this period:

1. *Mega Millions*:
 - a. The Lottery will continue to monitor the rolling jackpot and provide media support.
2. *Holiday Scratch-Offs & Holiday Raffle*
 - a. The Lottery to complete production of the *Holiday Scratch-Off* television commercial and produce all radio, out-of-home and digital elements in advance of the 11/24 start.
 - b. The Lottery to finalize the media plan.
3. *Holiday Raffle*:
 - a. The Lottery to complete production of the *Holiday Raffle* television commercial, as well as all other creative elements (i.e., radio, out-of-home and digital).
 - b. The Lottery to finalize the *Holiday Raffle* media plan.
4. *Harlem Globetrotters*:
 - a. The Lottery to finalize all *Harlem Globetrotters* creative materials.
 - b. The Lottery to provide feedback on the media planning brief.

5. *FY'26 January – June Planning:*

- a. The Lottery will continue working through its plans for the back half of the fiscal year and finalize the priorities.

b) Web, Digital and Social

i. Key accomplishments last period

1. Promoted the *Holiday Scratch-Offs* and *Second-Chance Promotion*, *Ravens Scratch-Offs* and *Second-Chance Promotion*, *Jurassic Park Scratch-Offs* and *Second-Chance Promotion*, *Unlock the Cash Second-Chance Promotion*, *FAST PLAY Fridays Promotion*, *Hall-o-Win Second-Chance Promotion* and the *Mega Millions* jackpot as well as various winners and events through social media and the website.
2. Updated the *Keno* and *Racetrax* results pages on the website to modernize the user experience.
3. Promoted the *University of Maryland On-Field Activation* with video and photos from the event.

ii. Upcoming tasks for this period:

1. Execute social and digital plans for the *Holiday Raffle*.
2. Work with GKV to develop and implement an influence campaign for *Holiday Scratch-Offs*.
3. Develop social media and digital plans for the *Harlem Globetrotters Scratch-Off* and *Second-Chance Promotion*.

c) My Lottery Rewards

i. Key accomplishments last period:

1. In September, the program saw 49,556 Monthly Active Users, a 17.57% increase from the previous month, likely driven by the rising *Powerball* jackpot.
2. There were 5,935 new registrations in September, a 108.03% increase from the previous month. The largest number of new registrants are in the 25-35 and 35-44 age ranges.
3. Along with the expected increase in player participation during the *Powerball* jackpot run, we implemented achievements featuring *Powerball* and *Mega Millions* and continued a CRM campaign targeting players that have not completed registration. The program currently has 470,356 members.
4. *Break the Bank* was the most entered scratch-off ticket during September with 152.8K entries.
5. *Pick 4* was the most entered draw game ticket again in September with 1.15M entries.
6. The MLR mobile app saw 102,446 total users in September, a 20.56% increase from the previous month. The users are split 76.2% iOS and 23.8% Android.

ii. Upcoming tasks for this period:

1. Begin planning for FY26 Q3 *Points for Drawing* promotions.
2. Prepare for upcoming launch of the *Holiday 2025*, *Giant Holiday Giveaway*, *Neon FOG* and *Keno Team USA Second-Chance Promotion*.