

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: January 23, 2025

SUBJECT: Report for the January 2025 Commission Meeting

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

1. Sales

December 2024, Year over Year Comparison Product Category by Store Segment

		Draw	Monitor	Fast Play/Instant	Combined
STATE	2024	\$92,840,534	\$54,681,163	\$96,984,976	\$244,506,673
	2023	\$83,545,196	\$53,603,399	\$97,112,028	\$234,260,623
	Difference	\$9,295,338	\$1,077,764	(\$127,052)	\$10,246,050
	%YoY +/-	11.1%	2.0%	-0.1%	4.4%
INDEPENDENT	2024	\$62,799,242	\$45,569,410	\$58,369,415	\$166,738,067
	2023	\$57,771,017	\$44,560,912	\$58,701,650	\$161,033,579
	Difference	\$5,028,225	\$1,008,498	(\$332,235)	\$5,704,488
	%YoY +/-	8.7%	2.3%	-0.6%	3.5%
	% of State Sales	67.6%	83.3%	60.2%	68.2%
CORPORATE	2024	\$30,041,293	\$9,111,753	\$38,615,561	\$77,768,607
	2023	\$25,774,180	\$9,042,487	\$38,410,378	\$73,227,044
	Difference	\$4,267,113	\$69,266	\$205,183	\$4,541,562
	%YoY +/-	16.6%	0.8%	0.5%	6.20%
	% of State Sales	32.4%	16.7%	39.8%	31.8%

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 December 11, 2024.

- a. Four (4) scratch offs were launched, featuring \$2, \$5, \$10 and \$30 price points.
 - b. In conjunction with our instant products, we highlighted three promotions in the form of our *Holiday Keno Sprinkler* promotion, *Pick3/4/5 Let It Snow* promotion and a *Friday the 13th* promotion.
2. Launch Team initiative meeting was conducted. This month's focus was on the development of a strategic sales plan for our January instant games.

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. The Sales team will develop focus sales groups for Cash Pop and all Pick games.

b) Field Activities

i. Key accomplishments last period:

1. District Managers made 5,128 retailer communication contacts during December, which includes store visits, phone calls and emails.
2. The Sales Department supported selling with our retailer(s) at two (2) events: Baltimore Ravens home games on 12/1 and 12/21.

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 1/4 & 1/11 (playoffs).
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: Five (5) independent applications were processed and locations installed in the month of December.

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. Continued preparation for the launch of our Digital Menu Board pilot program to begin in January of 2025. All game artwork has been uploaded to the TMS site, boards have been tagged with State ID tags for tracking purposes and training will be scheduled in the near future.
3. Continued preparation for phase two of our XCAP rebranding initiative. Phase two includes LED signage. We have placed State asset tags on the equipment and are formally formulating a distribution plan with the Field Sales Manager slated to begin the latter half of January.

4. Working with our Creative Services team we have began creation and development of point of sale pieces surrounding the upcoming game changes to Mega Millions.
5. 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. Begin/execute distribution plans for our Digital Menu Board pilot program as well as our XCAP LED signage.
2. Continued vetting, scheduling and distribution of the self-service units with a priority placed on PEX units.

e) Corporate Sales

i. Key accomplishments last period:

1. Fiscal YoY Performance (as of 12/31/24):
 - a. FY '25- \$410,132,696
 - b. FY '24- \$435,785,478
 - Down 6%
2. The Corporate Sales team successfully executed the Holiday Second Chance promotion with Giant Foods. The promotion began on November 11th and ran thru January 7, 2025. The promotion received over 10,000 entries.
3. 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. In conjunction with our central systems vendor, we are working on the development of a new application for internal use only to aid with the Retailer Bonus Program. This application will allow better tracking and flow of the process.
2. Gem Retailer:
 - a. We continue to work with our vendor to analyze the scope of providing more reporting options for our self-service terminals which has been an ask from our retailer base.
3. Training
 - a. Completed training of a new Sales District Manager who started on 12/2.
 - b. The Sales Training Manager continues to work with the EEO Director to complete the Sexual Harassment Prevention training for the agency.

ii. Upcoming tasks for this period:

1. Continue to work with our vendor on several initiatives including application development for the Retailer Bonus Program as well as additional reporting for self-service units.

2. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last 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. *Holiday 2024 Second-Chance Promotion*: The seventh drawing was held 12/10/24, 7,196,581 entries were received. The eighth drawing was held 12/16/24, 7,956,594 entries were received. The ninth drawing was held 12/23/24, 9,043,866 entries were received. The tenth drawing was held 1/2/25, 11,176,881 entries were received. The eleventh drawing was held 1/9/25, 12,139,210 entries were received. The twelfth and final drawing was to be held 1/16/24; as of 1/12/25, 12,561,007 entries were received.
3. *Ravens Second-Chance Promotion*: The sixth drawing of 12 winners was held 12/23/24, 518,518 entries were received.
4. *Game of Thrones™ Second-Chance Promotion*: The fourth and final drawing was to be held on 1/14/25; as of 1/12/25, 912,520 entries were received.
5. *Closed Game Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
633	\$20	Hot 777	\$32,706,840	\$24,885,439	\$7,821,401	12/2/2024
635	\$2	Hot 7s Doubler	\$5,134,558	\$3,233,881	\$1,900,677	12/2/2024
636	\$3	Red Hot Cash	\$4,943,268	\$3,271,998	\$1,671,270	12/2/2024
637	\$5	Hot 7s Tripler	\$14,853,075	\$10,528,290	\$4,324,785	12/2/2024
638	\$10	Hot 7s Multiplier	\$19,338,400	\$14,262,501	\$5,075,899	12/2/2024
656	\$1	OH, SNAP	\$2,836,094	\$1,703,642	\$1,132,452	12/2/2024
659	\$5	Holiday Cash	\$16,475,520	\$11,887,088	\$4,588,432	12/2/2024

ii. Upcoming tasks for this period:

1. February Scratch-Off Launch (2/10/25):
 - \$3 – Bonus Crossword 7th Edition
 - \$5 – Big Money
 - \$10 – Money Bags
 - \$20 – Bonus Bingo X20
 - \$50 – \$5,000,000 Fortune
2. *Monopoly™ Second-Chance Promotion*: The first drawing will be held 2/11/2025.
3. *Ravens Second-Chance Promotion*: The seventh and final grand prize drawing for the winner of Season Tickets for 20 Years has yet to be determined.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. *Racetrax Race Into 2025* [12/30 – 1/5/25]: To ring in the new year, players who purchased \$6 increments of Racetrax, received \$1 discounts – maximum discount was \$5 on purchases of \$30 or more.
2. *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 held 12/10/24, 3,082 entries were received. The fifth drawing for eight winners to each receive a \$250 Giant Gift Card, and four winners to each receive a \$1,000 Giant Gift Card was held

12/16/24, 4,289 entries were received. The sixth drawing for eight winners to each receive a \$250 Giant Gift Card was 12/23/24, 5,977 entries were received. The seventh drawing for eight winners to each receive a \$250 Giant Gift Card was held 1/2/25, 9,831 entries were received. The eighth and final drawing for eight winners to each receive a \$250 Giant Gift Card, as well as two winners to each receive a \$1,500 Giant Gift Card was held 1/9/25, 10,776 entries were received.

3. *Mega Millions Jackpot Trigger Promotion* [12/31 – 1/13/25]: The \$1.22 Billion Mega Millions jackpot was hit on Friday 12/27 which initiated the Jackpot Reset promotion. From 12/31 – 1/13/25, Nth ticket Mega Millions purchases could trigger a free \$2 Powerball ticket.
4. *Keno Ice Cold Cash 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 entry into the promotion for every \$1 in Keno tickets entered. Five 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.
5. *CASH POP 1,000th POP Promotion* [1/10/25]: On January 10th, the 11pm CASH POP drawing will be the 1,000th winning POP. This 1-day promotion will mark the occasion by awarding players free CASH POP tickets just by playing their favorite draw games. On an Nth ticket basis, \$1, \$2, \$5 or \$10 CASH POP tickets may be awarded with the purchase of any terminal game.

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

1. *FAST PLAY Fridays Promotion* [2/7, 2/14, 2/21 and 2/28]: The FAST PLAY Fridays promotion is back – every Friday in February, players will have the opportunity to win free \$1, \$2, \$3, \$10, \$20 and \$30 FAST PLAY tickets on an Nth ticket basis, when purchasing \$5 FAST PLAY games.
2. *Pick 3, Pick 4, Pick 5 Double Pay on Box Play Promotion* [2/10 – 3/9/25]: For four weeks, players may receive doublers on their Pick 3, Pick 4, and Pick 5 box play tickets. Doublers will be awarded on an Nth ticket basis. If the players numbers are winners, their boxed winnings will be doubled. Boxed/Straight tickets are not eligible.
3. *CASH POP Doubler Promotion* [2/10 – 3/9/25]: For weeks, players will have the chance to double their prizes when playing CASH POP. On an Nth ticket basis, any CASH POP purchase made during the promotional period may trigger a doubler. Any prizes won on tickets with the Doubler top of ticket graphic will be doubled.

c) **FAST PLAY Products and Promotions**

i. **Key accomplishments last 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*: See section a)i.)2. for the latest My Lottery Rewards entry data for this promotion.

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

1. *FAST PLAY Fridays Promotion* [2/7, 2/14, 2/21, 2/28/25]: Every Friday during the month of February, players who purchase any \$5 FAST PLAY game could receive free \$10 or \$20 FAST PLAY tickets. Tickets will be awarded on an Nth ticket basis.

3. Creative Services

a) Traditional Advertising

i. Key accomplishments last period:

1. *Monopoly FOG Scratch-Offs:*
 - a. GKV completing production of the television and radio spots to support the *Monopoly FOG*. All out-of-home designs and digital materials are already complete. POS has been delivered and is being distributed to retailers.
 - b. 9 Rooftops has placed all media for the *Monopoly FOG* campaign, which includes television, radio, digital and OOH elements. The campaign will launch on 1/20.
2. *Mega Millions High Jackpot:*
 - a. Supported the high *Mega Millions* jackpot with television, radio and out-of-home until it was hit on December 27th.
3. *\$5,000,000 Fortune:*
 - a. GKV completed the POS designs for *\$5,000,000 Fortune* and the files have been released for production.
4. *Mega Millions Game Changes:*
 - a. The Lottery, GKV and 9 Rooftops began planning marketing support for the launch of the new *Mega Millions* game in early April.

ii. Upcoming tasks for this period:

1. *Monopoly FOG Scratch-Offs:*
 - a. GKV to complete production of any remaining creative materials and traffic to media outlets.
2. *\$5,000,000 Fortune:*
 - a. POS to be printed and distributed to Lottery retailers.
 - b. GKV to develop additional creative materials, including radio, out-of-home and digital.
 - c. 9 Rooftops to present a media plan that supports the launch of *\$5,000,000 Fortune*.
3. *Mega Millions Game Changes:*
 - a. The Lottery and GKV to finalize all POS pieces that support the new *Mega Millions* game format.
 - b. Lottery to work with GKV and 9 Rooftops to develop the advertising and marketing plan to support changes to *Mega Millions*.
4. *FY'25 Planning:*
 - a. Lottery to work with GKV and 9Rooftops to plan marketing support for several initiatives that launch through the end of the fiscal year. These include the *Back to the Future Scratch-Off* and *Second Chance Promotion*, the *Let's Make a Deal Scratch-Off* and *Second Chance Promotion* and *CASH POP*.
5. *FY'25 Sports Sponsorships:*
 - a. Lottery to work with 9 Rooftops to finalize sponsorships with the *Orioles* and *MASN* for the 2025 season, as well as the *minor league* baseball teams.
 - b. The Lottery has post-season sponsorship elements with the *Baltimore Ravens* and the *Washington Commanders*. The Lottery and GKV will continue to traffic materials to both teams through the post-season.
 - c. The Lottery and GKV will continue to traffic creative materials to the *University of Maryland*, *Morgan State University* and *Towson University* throughout the basketball season.

b) Web, Digital and Social

i. Key accomplishments last period

1. Promoted the *Monopoly Scratch-Offs* and *Second-Chance Promotion, CASH POP 1,000th Draw Promotion*, new *FAST PLAY* games, *Keno Ice Cold Cash Promotion*, and various winners and events through social media and the website.
2. Continued work on the redesign of the *Retailer Corner* website by refining contents and designs of the new site.

ii. Upcoming tasks for this period:

1. Develop social media and digital plans for the \$5,000,000 Fortune Scratch-Off.
2. Continue work on the *Retailer Corner* website redesign project.

c) My Lottery Rewards

i. Key accomplishments last period:

1. The large Mega Millions jackpot drove active My Lottery Rewards users up to over 51,300 in December; a 25% increase from the prior month.
2. We saw almost 6,200 new registrations for the program in December; representing a 189% increase from the prior month. Of these new registrants, 49% fall into the 25-44 age range. We now have a total of 450,960 registered My Lottery Rewards users.
3. In December, there were 88,037 active mobile app users; 78.6% were iOS users and 21.4% were Android users.
4. The most entered scratch-off ticket was \$5- Holiday Luck Doubler, with 160K entries from 21K unique players,
5. The most entered draw ticket continues to be Pick 4, with 1.38M entries from 13K unique players.

ii. Upcoming tasks for this period:

1. Monopoly™ and Keno Ice Cold Cash second-chance promotions are set to launch on January 13th.
2. Prepare for upcoming *Back to the Future*, *Home Run Riches*, and *Let's Make a Deal* second-chance promotions.
3. FY25 Q3 PFDs launch on January 6th, featuring an Outdoor Kitchen Package as the top tier prize.