OVERVIEW

The Director may prohibit video lottery sales agents (VLSA) from engaging in certain advertising and promotions deemed inappropriate by the Director. The Video Lottery Sales Agent (VLSA) agrees to be bound by the decision of the Director relating to advertising and promotions. The Director may initiate advertising and promotional programs relating to video lottery gaming and may provide promotional materials to the video lottery sales agents.

REFERENCE DOCUMENTS

Ohio Administrative Code 3770:2-6-05
Video Lottery Sales Agent Terms and Conditions
NASPL Advertising Guidelines, Approved March 19, 1999 at www.naspl.org

ADVERTISING PROGRAMS

The VLSA advertising program shall be created with consideration of the NASPL Advertising Guidelines. The program must not target children; contain political, religious, or ideological content; contain material that disparages any person or group of people; contain material that would be offensive to an ordinary reasonable person; or contain controversial or inflammatory messages.

The VLSA shall present an annual advertising plan which shall describe at a high level the main components of the advertising program. The VLSA shall agree that its plan does not conflict with the NASPL standards.

The use of the word "casino" is strictly prohibited in any marketing or advertising materials.

PROMOTIONAL CREDIT PROGRAM

The issuance of promotional credits is subject to approval of the Director. The VLSA shall present an annual promotional credit plan which shall propose the quantity of promotional credits to be awarded and shall describe the allocation of credits amongst programs (e.g. direct mail, player loyalty).

Each promotional offering request must be submitted and approved at least 30 days in advance. The request must include a description of the promotion, rules and any other specifics about the promotion.

CONTACT

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