



TO: Ohio Video Lottery Sales Agents
FROM: Ohio Lottery, Office of VLT Management
RE: **Racino Sports Betting Guidance**
DATE: November 22, 2022

The Lottery appreciates the challenges of implementing sports betting within existing racinos under the regulation of the Ohio Casino Control Commission. While sports betting operations are subject to ORC 3775 and the accompanying administrative rules, the Lottery maintains responsibility for the facility as a whole and the overall guest experience. The agency has the following expectations for the racinos.

Sports Betting kiosk / equipment: Shipments should be considered gaming equipment shipments subject to advanced notice to the Lottery. The shipments will not be subject to Lottery approval but should be communicated and appropriate receiving documentation maintained. Please refer to the Shipment Operating Standards.

Surveillance Systems: Access privileges must be documented, and an updated camera schematic provided to the onsite Investigators including designating remotely accessible cameras.

Sports Betting Marketing Materials: Must conform to administrative code provisions set out in 3775-16-08. Promotions and Bonuses may be offered subject to 3775-16-09. These materials are also subject to the Marketing and Advertising Operating Standards currently in place.

The Lottery requires that racinos submit for our review and approval any marketing and promotional components which meet the following requirements.

1. The marketing messaging is contained within a multi-purpose mailing including email which also include video lottery messaging subject to the approval of the Lottery.
2. The marketing messaging will be displayed within the facility at large.
3. The marketing messaging will be included in digital messaging on the website.
4. Promotional Credits (Free Play) awarded as a result of wagers placed for sports betting purposes, either directly (participants are required to place a sports bet to qualify) or indirectly (attendance at a sports gaming function without the requirement of placing a sports bet).

In addition, the Lottery requires that a full set of rules be submitted for any promotional offering which is offered in the multi-purpose mailing and any promotional offering which includes an on-site component.



Finally, racinos have provided details regarding the earning of rewards tiers or loyalty program status levels based on spending and other events (birthdays). Any changes to the award of video lottery tiers or loyalty program status levels based on sports gaming activity or any other activity must be communicated in advance and approved by the Lottery.

<https://codes.ohio.gov/ohio-administrative-code/rule-3775-16-08>

<https://codes.ohio.gov/ohio-administrative-code/rule-3775-16-09>