



**OPERATING STANDARDS  
ADVERTISING AND PROMOTION  
EFFECTIVE DATE: APRIL 1, 2022**

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**OVERVIEW**

The Director may prohibit Video Lottery Sales Agents (VLSA) from engaging in certain advertising and promotions deemed inappropriate by the Director. 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 VLSA.

**REFERENCE DOCUMENTS**

Ohio Administrative Code [3770:2-6-05](#)

Ohio Revised Code [3770.21](#)

Video Lottery Sales Agent Terms and Conditions

North American Association of State and Provincial Lotteries (NASPL) Advertising Guidelines, Approved March 19, 1999 at [www.naspl.org](http://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 (free play) 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). The specific requirements are detailed in the Annual Plan operating standard.

Each promotional offering request shall be submitted and approved at least 30 days prior to initiating the promotional offering. The request must include the following:



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1. A description of the promotion.
2. Eligibility guidelines identifying the metrics as well as the audience size.
3. Expected ROI / Budget for the promotion.
4. A set of customer-facing promotional rules.
5. A breakdown of how monies are divided and awarded to the patrons for promotions that have a specific dollar value attached.
6. Artwork for mailings for Regulation Manager review / identification of paid media. If artwork is not available at the time of submission, submit prior to production and/or public distribution.
7. Any other specifics about the promotion.

Promotional credits cannot be offered as an alternate option for any prize.

The Ohio Lottery Commission (OLC) shall be added to the mailing list for all customer facing physical and electronic mailing at the highest tier status. If telemarketing will be used to communicate promotional efforts, include mention of that method in rules submissions. All electronic mail should be sent to [vlt@lottery.ohio.gov](mailto:vlt@lottery.ohio.gov) and physical mail addressed to 615 W. Superior Avenue, Cleveland, OH 44135.

Promotional rules that list prizes which are fulfilled by third parties (i.e. airlines, hotels, cruise lines, vacation rentals, car dealerships, etc.) must include any and all restrictions, disclaimers, blackout dates, terms and conditions that apply to the successful fulfillment and satisfactory acceptance of such a prize by the selected winner. In addition, if a cash alternative or other substitute prizes will not be offered in lieu of prizes listed for a promotion, statements advising participants of such must be included in the promotional rules and available for customer review. Promotional credits cannot be offered as an alternate option for any prize.

The OLC may allow points garnered from credit card transactions to be converted to promotional credits by Ohio VLSAs. Promotional gaming credit offers and/or programs must be submitted to the OLC and approved prior to any promotional gaming credit offers and/or programs being implemented. Additional requirements for submissions are included in the Annual Plan operating standard.

Any request to modify a promotional offering, already approved by OLC, must be submitted with the original requested promotional offering, as well as the modified promotional offering, including highlighted changes.

Any and all rules for promotional offerings that gives the VLSA final authority on determining interpretation, should also include OLC approval within the rule.



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**REPORTING REQUIREMENTS**

The VLSA shall provide the following reports to the OLC monthly:

- Monthly promotional spend forecast report (due 30 days in advance).
  - The forecast shall include the projected spend for each planned promotion and/or promotion category.
  - Include the projected issuance of discretionary promotional credits.
- Monthly promotional credit spend/redemption report (due the 15<sup>th</sup> of each month for the prior month).
  - The spend/redemption report shall include the issuance and/or redemption of promotional credits for each completed promotion and/or promotion category.
  - Include the issuance/redemption of discretionary promotional credits.

**CONTACT**

For further information contact: [VLT@lottery.ohio.gov](mailto:VLT@lottery.ohio.gov)