



**Application** – Submission of Application Form, Metrics Exhibit A and an initial proposal.

**Minimum Requirements for Application to Ohio Lottery Partnership** – Check each one when fulfilled.

Tell us about the company/event/organization (who they are, what they do, etc.).

How many annual partners do you have?

- 0-10
- 11-20
- 21-30
- 31-40
- 41-50
- More than 50

Please list the key partner relationships you have, plus relationships in a comparable industry to the Lottery.

**OHIO PRESENCE**

- Company has an Ohio presence
  - Company has an Ohio presence, but not an Ohio focus, and is based outside of Ohio
  - Company is Ohio-focused, but based outside of Ohio
  - Company has an Ohio presence and is based in Ohio

**Locations**

- Single location in Ohio  
Address: \_\_\_\_\_
- Multiple locations in Ohio; number of locations \_\_\_\_\_  
ZIP Codes: \_\_\_\_\_



**AUDIENCE**

- Company's audience is adults 18 and up; company does not primarily appeal to children under 18

**MARKS AND LOGOS**

- Company is willing to give the Ohio Lottery rights to marks and logos
- Company is willing to give the Ohio Lottery some rights to marks and logos
- Company is not willing to give the Ohio Lottery rights to marks and logos (Ability to authorize? If not, who?)

Do you have the ability to authorize that logo usage?

- Yes
- No (If no, who will provide confirmation/authorization?)  
\_\_\_\_\_

**METRICS**

- Company is willing and able to share all metrics on promotional activity (see Exhibit A)

**PARTNER METRICS**

1. **Audience size** – Number of customers, event attendees, etc.

2. **Affiliates** – List of affiliates, resulting exposure

3. **Audience demographics** – Psychographics, lottery behaviors, receptivity to sponsors and partners and any additional demographics (if available)

**Estimated Reach** – Please estimate your exposure to Ohioans (include events, promotions, communications, etc.)

**Brand Alignment**

- Aligns with at least one of the following Ohio Lottery objectives (check all that apply)
  - Generates play
  - Generates engagement
  - Generates positive associations with the Ohio Lottery brand
  - Generates top-of-mind awareness
  - Satisfies community commitments
  - Fuels MyLotto Rewards® membership and/or activity
- Aligns with the Ohio Lottery brand values – positivity, convenience, variety, fairness, entertainment, fun, education, diversity, citizenship, teamwork, responsible gaming, transparency, honesty, law-abiding, advancement



Would you like to include any additional information for the Lottery's consideration?

**PUBLIC STANDING**

In the past 1-3 years, have you been in the news for any accomplishments that align with the Ohio Lottery's values?

- No
- Yes (Please explain)

In the past 1-3 years, have you been in the news for any activities that may reflect negatively on the Ohio Lottery?

- No
- Yes (Please explain)

**MISCELLANEOUS**

Are you currently an Ohio Lottery retailer?

- Yes
- No (If no, are you able to become an Ohio Lottery retailer?)
  - Yes
  - No



Have you done business with the Lottery in the past?

No

Yes (Please explain)

Representative contact information:

Name/title \_\_\_\_\_

Email address \_\_\_\_\_

Phone number \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Date range of proposed sponsorship \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_