



711 E. Wells Ave. • Pierre, SD 57501 • Phone: 605-773-5770 • Fax: 605-773-5786 • www.lottery.sd.gov

Video Lottery Promotions Policy

Effective January 2014

Standards and Claims

Lottery rules require that operators and establishments “conduct advertising and promotional activities of the video lottery in accordance with decency, dignity, honesty, and good taste that does not reflect adversely on the lottery or the state of South Dakota.” (ARSD 48:02:05:04(15) and 48:02:05:05(14))

Establishments may not make false or misleading claims like “hottest machines in town” or “highest payouts in the state” when advertising or conducting promotions. Game odds and win percentages are approved by the Lottery and do not vary between establishments. It is permissible to use location specific facts such as the amount won by players at a particular establishment.

Promotion Examples

The following examples are being provided for establishments who want to conduct promotions but may be in need of ideas. To avoid confusion and disputes, establishments are required to draft promotion rules and guidelines so that players understand the promotion and to ensure the information is made available through advertising, player hand-outs and signage posted in the establishment. It is at the establishment’s discretion as to whether the promotion will be restricted to only customers playing video lottery machines or be open to all customers.

- **Food or Drink Specials.** Food or drink specials, such as a happy hour.
- **Free Video Lottery Play to Certain Groups.** Designation of certain days and times (for example, Ladies’ Night) during which all members of a specific group receive a coupon for free video lottery play.
- **Coupons for Free Video Lottery Play.** Coupons should include the value of the offer, dates and times the offer is valid, the name of the establishment and specify that the recipient must be 21. Coupons could be included in print advertising that customers can clip and present, made available for downloading and printing on the establishment’s website, appear on flyers handed out at the door or outside the location, or be a prize in drawings at the establishment.
- **Free Video Lottery Play with Other Purchases.** Free video lottery play can be offered to customers who make other purchases at the establishment, except for the purchase of alcohol (ARSD 64:75:04:14 and 64:75:08:10). Example: buy 10 gallons of gas and get a coupon for \$2 of free video lottery play.
- **Players Clubs.** Customers could receive a free players club card which enables them to accumulate points every time the card is swiped; the points can be redeemed for free video lottery play, food or drink.

- **Rewards for Video Lottery Play.** Customers become eligible for “player rewards” such as free or discounted food or beverages while they are playing; “match play” in which the establishment will match \$5 of play if the player puts in \$5 of his own money; and coupons for free video lottery play for customers who play for a specified period of time.
- **Prize Wheels and Drawings.** Giveaways that involve wheel spins or drawings may include restrictions such as must be present to win, drawings at specified times, qualifications to enter, etc. as determined by the establishment.
- **Prize Awards Based on Video Lottery Play.** Establishments may award monetary or merchandise prizes other than prizes authorized in the pay tables or game rules, based upon player performance such as giving a free t-shirt to any player who hits four-of-a-kind on a specific game during a designated time period.

Use of Lottery Logo and Disclaimer

While establishments are not required to use the Lottery logo on their advertising, if you choose to use it, please abide by the following:

- Request a high-resolution version of the logo directly from the Lottery. You can do so by contacting the Director of Advertising and Public Relations at 605-773-5770 or by email to kelly.thompson@state.sd.us.
- The following disclaimer must appear adjacent to the logo: “Must be 21 or older to play. Please play responsibly.”

Lottery Resources Available

Establishments proposing promotions not covered in this policy or having questions regarding advertising and promotions in general can contact the Lottery’s Director of Advertising and Public Relations at 605-773-5770 or by email to kelly.thompson@state.sd.us.

Notification to the Lottery of any upcoming establishment promotion is appreciated. The Lottery has available limited quantities of video lottery merchandise (shirts, caps, mugs, etc.) that may be used for prize giveaways. We would also be happy to promote the event on our Lottery website (lottery.sd.gov) and through our Facebook and Twitter accounts. Requests for merchandise and details regarding your event can be sent to kelly.thompson@state.sd.us or by mail to South Dakota Lottery, Attn: Director of Advertising and Public Relations, P.O. Box 7107, 711 E. Wells Avenue, Pierre, SD 57501-7107.