



STATE OF ARKANSAS
**Department of Finance
and Administration**

OFFICE OF THE ARKANSAS LOTTERY

Post Office Box 3238
Little Rock, Arkansas 72203-3238
Phone: (501) 683-2000
Fax: (501) 683-1878
<http://myarkansaslottery.com>

September 10, 2024

The Honorable Sarah Huckabee Sanders
Governor of Arkansas
State Capitol
Little Rock, AR 72201

RE: Monthly Disclosure Report

Dear Governor Sanders:

On behalf of the Arkansas Department of Finance and Administration and the Office of the Arkansas Lottery, pursuant to A.C.A. § 23-115-206 and 23-115-302, please accept the attached disclosure reports for the month of August 2024. The report contains the following:

1. Net Position
2. Revenues and Expenses
3. Lottery Scholarship Trust Account
4. Unclaimed Prizes Report
5. Retailer Losses
6. Debt Set-Off/Taxes Withheld
7. Lottery Sales by County
8. Total Number of Retailers
9. Arkansas Department of Higher Education (ADHE)
10. Instant Ticket Games – Releases
11. Contracts
12. Internal Auditor Reports
13. Minority Report

Please contact me if you have any questions or need additional information.

Respectfully submitted,

A handwritten signature in blue ink that reads "Sharon Strong". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Sharon Strong
Executive Director

cc: Jim Hudson, Secretary of the Department of Finance and Administration



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September 10, 2024

The Honorable Ronald Caldwell, Co-Chair
The Honorable Mindy McAlindon, Co-Chair
Lottery Oversight Subcommittee
One Capitol Mall, Room R-501
Little Rock, AR 72201

RE: Monthly Disclosure Report

Dear Senator Caldwell and Representative McAlindon:

On behalf of the Arkansas Department of Finance and Administration and the Office of the Arkansas Lottery, pursuant to A.C.A. § 23-115-206 and 23-115-302, please accept the attached disclosure reports for the month of August 2024. The report contains the following:

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Respectfully submitted,

Sharon Strong
Executive Director

cc: Jim Hudson, Secretary of the Department of Finance and Administration



Arkansas
Scholarship Lottery



NET POSITION

Arkansas Department of Finance and Administration
Office of the Arkansas Lottery
Statement of Net Position
August 31, 2024

ASSETS

Current assets:

Cash and cash equivalents	\$ 13,715,332.19
Restricted assets:	
Cash and cash equivalents	332,504,698.19
Accounts receivable	15,603,165.32
Prepaid items	65,528.77
Total current assets	<u>361,888,724.47</u>

Non-current assets:

Restricted assets:	
Cash and cash equivalents	20,520,912.50
Deposits with Multi-State Lottery Association	1,965,159.32
Capital assets, net	649,471.14
Total non-current assets	<u>23,135,542.96</u>

Total assets	<u>385,024,267.43</u>
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Deferred outflows of resources:

Related to pension	1,870,807.78
Related to OPEB	649,285.42
Total deferred outflows of resources	<u>2,520,093.20</u>

Total assets and deferred outflows of resources	<u><u>\$ 387,544,360.63</u></u>
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LIABILITIES

Current liabilities:

Accounts payable	\$ 11,330.78
Prizes payable	31,710,994.90
Accrued and other liabilities	8,021,357.67
Due to other funds of the State	1,358,825.45
Due to Lottery Scholarship Trust Account	329,972,635.19
Lease Liability	270,765.08
Compensated absences	437,965.43
Total other post employment benefits	99,509.08
Unearned revenue	251,230.77
Total current liabilities	<u>372,134,614.35</u>

Long-Term liabilities:

Total other post employment benefits	2,628,941.25
Total pension liability	4,990,011.00
Lease Liability	296,351.81
Total long-term liabilities	<u>7,915,304.06</u>

Total liabilities	<u>380,049,918.41</u>
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Deferred inflows of resources:

Related to pension	215,173.00
Related to OPEB	1,227,745.22
Total deferred inflows of resources	<u>1,442,918.22</u>

Total liabilities and deferred inflows of resources	<u>381,492,836.63</u>
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NET POSITION

Net position:

Net investment in capital assets	82,354.25
Restricted for:	
Scholarship shortfall reserve	20,000,000.00
Retailer bond reserve	517,262.50
Deposits with Multi-State Lottery Association	1,965,159.32
Unclaimed prizes reserve	2,532,063.00
Unrestricted (deficit)	<u>(19,045,315.07)</u>

Total net position	<u>6,051,524.00</u>
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Total liabilities, deferred inflows of resources and net position	<u><u>\$ 387,544,360.63</u></u>
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Arkansas
Scholarship Lottery



REVENUES & EXPENSES

Arkansas Department of Finance and Administration
Office of the Arkansas Lottery
Statement of Revenues, Expenses and Change in Net Position
For the Two Months Ended August 31, 2024

	Current month	Year to date
Operating revenues:		
Instant ticket sales	\$ 39,809,318.00	\$ 80,211,981.00
Online ticket sales	10,572,830.50	19,756,300.00
Retailer application, fidelity, bond and service fees	50,983.39	102,603.86
Other revenue	<u>3,718.02</u>	<u>1,320.89</u>
 Total operating revenues	 <u>50,436,849.91</u>	 <u>100,072,205.75</u>
 Operating expenses:		
Instant game prizes	28,541,170.17	58,635,425.60
Online game prizes	6,008,477.49	10,842,711.65
Retailer commissions	2,839,031.48	5,654,450.83
Gaming contract costs	2,469,010.21	5,016,634.71
Compensation and benefits	508,890.71	1,006,211.59
Marketing, advertising and promotions	328,137.11	841,672.79
General and administrative expenses	101,948.54	169,192.14
Services provided by Arkansas Department of Education - Division of Higher Education	62,500.00	125,000.00
Services provided by Arkansas Legislative Audit	13,800.00	27,600.00
Amortization - GASB 87 Leases	22,652.65	45,305.29
Depreciation	<u>31,553.57</u>	<u>63,108.02</u>
 Total operating expenses	 <u>40,927,171.93</u>	 <u>82,427,312.62</u>
 Operating income (1)	 9,509,677.98	 17,644,893.13
 Non-operating revenue:		
Interest income	1,251,018.38	2,512,434.00
Other income/expense	<u>(763.81)</u>	<u>(1,558.45)</u>
 Income before transfers	 10,759,932.55	 20,155,768.68
 Transfers to:		
Lottery Scholarship Trust Account (2)	<u>(9,246,902.78)</u>	<u>(17,629,092.78)</u>
 Change in net position	 <u>\$ 1,513,029.77</u>	 2,526,675.90
 Total net position - beginning		<u>3,524,848.10</u>
Total net position - ending		<u>\$ 6,051,524.00</u>

1) Includes all GAAP related accounting items including unclaimed prizes.

2) Reflects adjustment of sales and prizes expense to a modified cash basis and does not include unclaimed prizes.

UNAUDITED PRELIMINARY DRAFT

Arkansas Department of Finance and Administration
Office of the Arkansas Lottery
Statement of Revenues and Expenses Budget Comparisons
For the Two Months Ended August 31, 2024

	CM Actual	%	CM Budget	%	CM Variance	YTD Actual	%	YTD Budget	%	YTD Variance
Operating revenues:										
Instant games	\$ 39,809,318.00	78.93	\$ 39,500,000.00	82.66	\$ 309,318.00	\$ 80,211,981.00	80.15	\$ 78,000,000.00	82.47	\$ 2,211,981.00
Online games	10,572,830.50	20.96	8,235,000.00	17.23	2,337,830.50	19,756,300.00	19.74	16,470,000.00	17.41	3,286,300.00
Retailer fees	50,983.39	0.10	52,000.00	0.11	(1,016.61)	102,603.86	0.10	112,000.00	0.12	(9,396.14)
Other revenue	3,718.02	0.01	200.00	0.00	3,518.02	1,320.89	0.00	300.00	0.00	1,020.89
				0.00%						
Total operating revenues	<u>50,436,849.91</u>	100.00	<u>47,787,200.00</u>	100.00	<u>2,649,649.91</u>	<u>100,072,205.75</u>	100.00	<u>94,582,300.00</u>	100.00	<u>5,489,905.75</u>
Operating expenses:										
Instant game prizes	28,541,170.17	56.59	28,704,500.00	60.07	(163,329.83)	58,635,425.60	58.59	56,668,000.00	59.91	1,967,425.60
Online game prizes	6,008,477.49	11.91	4,485,500.00	9.39	1,522,977.49	10,842,711.65	10.83	8,971,000.00	9.48	1,871,711.65
Retailer commissions	2,839,031.48	5.63	2,697,000.00	5.64	142,031.48	5,654,450.83	5.65	5,338,000.00	5.64	316,450.83
Gaming contract costs	2,469,010.21	4.90	2,410,000.00	5.04	59,010.21	5,016,634.71	5.01	4,770,000.00	5.04	246,634.71
Compensation & benefits	508,890.71	1.01	535,000.00	1.12	(26,109.29)	1,006,211.59	1.01	1,095,000.00	1.16	(88,788.41)
Marketing, advertising & promotions	328,137.11	0.65	439,000.00	0.92	(110,862.89)	841,672.79	0.84	928,000.00	0.98	(86,327.21)
General and administrative expenses	101,948.54	0.20	118,600.00	0.25	(16,651.46)	169,192.14	0.17	224,200.00	0.24	(55,007.86)
Services provided by other agencies	76,300.00	0.15	84,400.00	0.18	(8,100.00)	152,600.00	0.15	168,800.00	0.18	(16,200.00)
Amortization - GASB 87 Leases	22,652.65	0.04	22,650.00	0.05	2.65	45,305.29	0.05	45,300.00	0.05	5.29
Depreciation	31,553.57	0.06	15,850.00	0.03	15,703.57	63,108.02	0.06	31,700.00	0.03	31,408.02
Total operating expenses	<u>40,927,171.93</u>	81.15	<u>39,512,500.00</u>	82.68	<u>1,414,671.93</u>	<u>82,427,312.62</u>	82.37	<u>78,240,000.00</u>	82.72	<u>4,187,312.62</u>
Operating income	9,509,677.98	18.85	8,274,700.00	17.32	1,234,977.98	17,644,893.13	17.63	16,342,300.00	17.28	1,302,593.13
Non-operating revenue:										
Interest income	1,251,018.38	2.48	950,000.00	1.99	301,018.38	2,512,434.00	2.51	1,875,000.00	1.98	637,434.00
Interest expense	<u>(763.81)</u>	(0.00)	<u>(1,000.00)</u>	(0.00)	<u>236.19</u>	<u>(1,558.45)</u>	(0.00)	<u>(2,000.00)</u>	(0.00)	<u>441.55</u>
Income before transfers	<u>\$ 10,759,932.55</u>	21.33	<u>\$ 9,223,700.00</u>	19.30	<u>\$ 1,536,232.55</u>	<u>\$ 20,155,768.68</u>	20.14	<u>\$ 18,215,300.00</u>	19.26	<u>\$ 1,940,468.68</u>

Arkansas Department of Finance and Administration
Office of the Arkansas Lottery
Statement of Revenues and Expenses - GAAP
For the Two Month Ended August 31, 2024 Compared to August 31, 2023

	Current Month August 31, 2024	% Sales	Current Month August 31, 2023	% Sales	Variance	Year to Date August 31, 2024	% Sales	Year to Date August 31, 2023	% Sales	Variance
Operating revenues:										
Instant ticket sales	\$ 39,809,318.00	78.9%	\$ 41,912,849.00	74.7%	\$ (2,103,531.00)	\$ 80,211,981.00	80.2%	\$ 79,194,442.00	72.3%	\$ 1,017,539.00
Online ticket sales	10,572,830.50	21.0%	14,133,610.50	25.2%	(3,560,780.00)	19,756,300.00	19.7%	30,219,651.50	27.6%	(10,463,351.50)
Retailer fees	50,983.39	0.1%	50,879.48	0.1%	103.91	102,603.86	0.1%	110,577.71	0.1%	(7,973.85)
Other revenue	3,718.02	0.0%	(1,555.81)	0.0%	5,273.83	1,320.89	0.0%	(1,555.81)	0.0%	2,876.70
										-
Total operating revenues	50,436,849.91	100.0%	56,095,783.17	100.0%	(5,658,933.26)	100,072,205.75	100.0%	109,523,115.40	100.0%	(9,450,909.65)
Operating expenses:										
Instant game prizes	28,541,170.17	56.6%	28,416,791.84	50.7%	124,378.33	58,635,425.60	58.6%	56,290,513.70	51.4%	2,344,911.90
Online game prizes	6,008,477.49	11.9%	7,338,642.27	13.1%	(1,330,164.78)	10,842,711.65	10.8%	15,514,734.52	14.2%	(4,672,022.87)
Retailer commissions	2,839,031.48	5.6%	3,141,054.83	5.6%	(302,023.35)	5,654,450.83	5.7%	6,121,314.18	5.6%	(466,863.35)
Gaming contract costs	2,469,010.21	4.9%	2,638,698.18	4.7%	(169,687.97)	5,016,634.71	5.0%	5,137,673.32	4.7%	(121,038.61)
Compensation and benefits	508,890.71	1.0%	474,562.20	0.8%	34,328.51	1,006,211.59	1.0%	940,504.99	0.9%	65,706.60
Marketing, advertising and promotions	328,137.11	0.7%	397,417.42	0.7%	(69,280.31)	841,672.79	0.8%	840,301.19	0.8%	1,371.60
General and administrative expenses	101,948.54	0.2%	(17,663.69)	0.0%	119,612.23	169,192.14	0.2%	164,470.49	0.2%	4,721.65
Services provided by ADE - Division of Higher Education	62,500.00	0.1%	100,000.00	0.2%	(37,500.00)	125,000.00	0.1%	200,000.00	0.2%	(75,000.00)
Services provided by Legislative Audit Agency	13,800.00	0.0%	13,400.00	0.0%	400.00	27,600.00	0.0%	26,800.00	0.0%	800.00
Amortization - GASB 87 Leases	22,652.65	0.0%	22,652.64	0.0%	0.01	45,305.29	0.0%	45,305.29	0.0%	-
Depreciation	31,553.57	0.1%	35,194.19	0.1%	(3,640.62)	63,108.02	0.1%	70,641.34	0.1%	(7,533.32)
				0.0%						
Total operating expenses	40,927,171.93	81.1%	42,560,749.88	75.9%	(1,633,577.95)	82,427,312.62	82.4%	85,352,259.02	77.9%	(2,924,946.40)
Operating income	9,509,677.98	18.9%	13,535,033.29	24.1%	(4,025,355.31)	17,644,893.13	17.6%	24,170,856.38	22.1%	(6,525,963.25)
Nonoperating revenue:										
Interest income	1,251,018.38	2.5%	251,449.80	0.4%	999,568.58	2,512,434.00	2.5%	488,482.70	0.4%	2,023,951.30
Other Non Operating Income	(763.81)	-0.2%	(1,130.99)	-0.2%	367.18	(1,558.45)	-0.2%	(2,291.42)	-0.2%	732.97
Income before transfers	<u>\$ 10,759,932.55</u>	21.3%	<u>\$ 13,785,352.10</u>	24.6%	<u>\$ (3,025,419.55)</u>	<u>\$ 20,155,768.68</u>	20.1%	<u>\$ 24,657,047.66</u>	22.5%	<u>\$ (4,501,278.98)</u>
Net Proceeds (1)	<u>\$ 9,246,902.78</u>		<u>\$ 7,502,705.42</u>		<u>\$ 1,744,197.36</u>	<u>\$ 17,629,092.78</u>		<u>\$ 20,169,208.73</u>		<u>\$ (2,540,115.95)</u>

Arkansas Department of Finance and Administration
Office of the Arkansas Lottery
Net Proceeds Computation to Transfer to Lottery Scholarship Trust
Modified Cash Basis
For the Two Months Ended August 31, 2024

Year to date

Operating revenues:	
Instant ticket (Settlements)	\$ 79,007,185.00
Online ticket sales	19,756,300.00
Retailer application, fidelity and service fees	102,603.86
Other revenue	1,320.89
	<hr/>
Total operating revenues	98,867,409.75

Operating expenses:	
Instant game prizes (Settlements)	58,492,871.00
Online game prizes	10,842,711.65
Retailer commissions	5,654,450.83
Gaming contract costs	5,016,634.71
Compensation and benefits	1,006,211.59
Marketing, advertising and promotions	841,672.79
General and administrative expenses	169,192.14
Services provided by Arkansas Department of Education - Division of Higher Education	125,000.00
Services provided by Legislative Audit Agency	27,600.00
Amortization - GASB 87 Leases	45,305.29
Current year capital asset cost	
Total operating expenses	<hr/>
	82,221,650.00
Change in net proceeds from operations	
	16,645,759.75

Non-operating revenue:	
Interest income	2,512,434.00
Other non-operating income	(1,558.45)
EDUCATION TRUST FUNDING-Current Year	(8,382,190.00)
Less Act 1180 Unclaimed Prizes	(1,532,063.00)
Less current year Bond Reserve Fees	(17,262.50)
Add Bond Funds in excess of \$500,000	restricted reserves see 23-115-603(a)(5)
Add back Write Off Retailer Bad Debt	
Less current year MUSL Reserves	21,782.98
Add OPEB expense in Comp and Benefits	0.00
	<hr/>

NET PROCEEDS EARNED-Current Month	\$ 9,246,902.78
-Year to Date	\$ 17,629,092.78

Lottery Scholarship Trust Account		Transfer	Interest	Total
		\$ 312,022,031.02	\$ 17,950,604.17	\$ 329,972,635.19
Transfer to ADHE for FY 2024 Concurrent Scholarship Funding 7/14/23		\$ (2,500,000.00)		\$ (2,500,000.00)
Aug 8, 2023 ADHE Refund of FY 23 unused Scholarship Money		\$ 5,775,854.04		\$ 5,775,854.04
July 2023 funding 8/15/23		\$ 12,464,635.60	\$ 201,867.71	\$ 12,666,503.31
August 2023 funding 9/15/23		\$ 7,285,028.66	\$ 217,676.76	\$ 7,502,705.42
Transfer to ADHE for FY 2024 Workforce Scholarship Funding 9/28/233		\$ (750,000.00)		\$ (750,000.00)
Transfer to ADHE for FY 2024 Academic Scholarship Funding 9/28/23		\$ (30,000,000.00)		\$ (30,000,000.00)
September 2023 funding 10/15/23		\$ 9,266,597.78	\$ 864,374.07	\$ 10,130,971.85
October 2023 funding 11/15/23		\$ 8,615,141.08	\$ 911,767.62	\$ 9,526,908.70
November 2023 funding 12/15/23		\$ 8,313,139.36	\$ 886,147.40	\$ 9,199,286.76
December 2023 funding 1/15/24		\$ 7,958,190.71	\$ 893,502.76	\$ 8,851,693.47
January 2024 funding 2/15/24		\$ 9,688,101.19	\$ 1,043,247.95	\$ 10,731,349.14
Transfer to ADHE for FY 2024 Academic Scholarship Funding 2/28/23		\$ (30,000,000.00)		\$ (30,000,000.00)
February 2024 funding 3/15/24		\$ 6,092,946.95	\$ 940,220.39	\$ 7,033,167.34
Transfer to ADHE for FY 2024 Concurrent Scholarship Funding 3/15/24		\$ (2,500,000.00)		\$ (2,500,000.00)
March 2024 funding 4/15/24		\$ 11,472,242.22	\$ 870,311.23	\$ 12,342,553.45
April 2024 funding 5/15/24		\$ 10,739,878.17	\$ 997,871.23	\$ 11,737,749.40
May 2024 funding 6/15/24		\$ 8,566,636.78	\$ 1,010,742.05	\$ 9,577,378.83
June 2024 funding 7/15/24		\$ 18,930,681.29	\$ 948,333.90	\$ 19,879,015.19
Transfer to ADHE for FY 2025 Concurrent Scholarship Funding 7/26/24		\$ (4,000,000.00)		\$ (4,000,000.00)
Transfer to ADHE for FY 2025 Workforce Scholarship Funding 7/26/24		\$ (1,000,000.00)		\$ (1,000,000.00)
July 2024 funding 8/15/24		\$ 7,206,608.40	\$ 1,175,581.60	\$ 8,382,190.00
Aug 14, 2024 ADHE Refund of FY 24 unused Scholarship Money		\$ 4,753,294.29		\$ 4,753,294.29
August 2024 funding 8/15/24		\$ 8,142,984.91	\$ 1,103,917.87	\$ 9,246,902.78

UNAUDITED PRELIMINARY DRAFT

**Arkansas Department of Finance and Administration
Office of the Arkansas Lottery
Net Proceeds Analysis**

Month	2025 Net Proceeds	2025 Unclaimed Prizes	Total Net Proceeds	2025 Budget	Over/Under Budget	Cumulative Balance
July, 2024	\$ 8,382,190.00	\$ 121,702.00	\$ 8,503,892.00	\$ 8,991,600.00	\$ (487,708.00)	\$ (487,708.00)
August	9,246,902.78	1,410,361.00	10,657,263.78	9,223,700.00	1,433,563.78	945,855.78
September			-		-	
October			-		-	
November			-		-	
December			-		-	
January, 2025			-		-	
February			-		-	
March			-		-	
April			-		-	
May			-		-	
June			-		-	
Sub Total	\$ 17,629,092.78	\$ 1,532,063.00	\$ 19,161,155.78	\$ 18,215,300.00		
Reserve GPW						
Total	<u>\$ 17,629,092.78</u>	<u>\$ 1,532,063.00</u>	<u>\$ 19,161,155.78</u>	<u>\$ 18,215,300.00</u>		<u>\$ 945,855.78</u>



Arkansas
Scholarship Lottery



LOTTERY SCHOLARSHIP TRUST ACCOUNT

**Arkansas Department of Finance and Administration
Office of the Arkansas Lottery
Lottery Scholarship Trust Account**

**Fiscal Year
June 30,2024**

**Fiscal Year
June 30,2025
(YTD Aug 31 2024)**

Beginning Balance				\$	249,160,965	\$	317,343,542
Net Proceeds					129,179,283		17,629,093 (1)
Transfers to ADHE:							
	FY24	FY25					
Academic Challenge Scholarships - Fall	9/28/23				(30,000,000)		
Academic Challenge Scholarships - Spring	2/28/24				(30,000,000)		
Concurrent Challenge Scholarships	7/14/23	7/26/24			(2,500,000)		(4,000,000)
Concurrent Challenge Scholarships	3/15/24				(2,500,000)		
Workforce Scholarships	9/28/23	7/26/24			(750,000)		(1,000,000)
					<u>(65,750,000)</u>		<u>(5,000,000)</u>
Refund of Unused Scholarship Proceeds Requested:							
	FY24	FY25					
	8/14/2024				4,753,294		
Ending Balance				\$	317,343,542	\$	329,972,635

Note 1 - Does not include Unclaimed Prizes.



Arkansas
Scholarship Lottery



UNCLAIMED PRIZES REPORT

Arkansas Department of Finance and Administration
Office of the Arkansas Lottery
Unclaimed Prizes
August 31, 2024

	Monthly	Year to Date
Reserve Balance July 1, 2024		\$1,000,000.00
1. Unclaimed lottery prize money:	\$1,410,361.00	1,532,063.00
2. Expenditures from unclaimed lottery prize money:		
3. Reserved for future prizes, promotions or reserves:	1,410,361.00	1,532,063.00
4. Less Deposits to net lottery proceeds from unclaimed Lottery prize money:		
Reserve Balance August 31, 2024		\$2,532,063.00



Arkansas
Scholarship Lottery



RETAILER LOSSES

RETAILER LOSSES
(August 2024)

Retailer	Loss
None	\$0.00
Total Retailers = 2,041 (a/o 08/31/2024)	Total Loss = \$0.00



Arkansas
Scholarship Lottery



DEBT SET-OFF AND WITHHOLDINGS



**Department of Finance & Administration
Office of the Arkansas Lottery
Debt Set-off/Collections
And Retailer Losses
(August 2024)**

Arkansas Debt Set-Off	Aug-24	Total Since Inception
Department of Finance and Administration	\$ 10,266	\$ 1,887,610
Office of Child Support Enforcement	\$ 1,020	\$ 723,942
Total Debt Set-Off	\$ 11,286	\$ 2,611,552

Income Taxes Withheld	Aug-24	Total Since Inception
Federal	\$ 401,773	\$ 141,222,372
State	\$ 65,271	\$ 37,483,375
Total Income Taxes Withheld	\$ 467,044	\$ 178,705,747

As of 08/31/2024

Retailer losses \$0

This is
WINNING!



Arkansas
Scholarship Lottery



LOTTERY SALES BY COUNTY

ARKANSAS DEPARTMENT OF FINANCE AND ADMINISTRATION

OFFICE OF THE ARKANSAS LOTTERY

RETAIL SALES BY COUNTY

August 1 through August 31, 2024



COUNTY	CASH 3	CASH 4	FAST PLAY	INSTANT SETTLEMENTS	LOTTO	LUCKY FOR LIFE	MEGA MILLIONS	NATURAL STATE STATE	POWERBALL	TOTAL
ARKANSAS	\$16,189.50	\$10,972.50	\$22,348.00	\$471,939.00	\$9,018.00	\$3,470.00	\$15,101.00	\$5,039.00	\$11,610.00	\$565,687.00
ASHLEY	\$13,254.00	\$18,334.50	\$6,521.00	\$232,259.00	\$3,564.00	\$2,320.00	\$8,384.00	\$1,910.00	\$8,125.00	\$294,671.50
BAXTER	\$5,021.00	\$2,285.00	\$19,031.00	\$538,688.00	\$16,468.00	\$8,434.00	\$34,199.00	\$15,099.00	\$24,053.00	\$663,278.00
BENTON	\$7,570.50	\$4,479.50	\$32,479.00	\$1,710,862.00	\$80,558.00	\$25,232.00	\$172,935.00	\$41,965.00	\$112,034.00	\$2,188,115.00
BOONE	\$349.00	\$870.50	\$26,548.00	\$394,136.00	\$8,340.00	\$2,796.00	\$24,231.00	\$6,608.00	\$17,265.00	\$481,143.50
BRADLEY	\$2,935.00	\$6,418.50	\$4,205.00	\$191,100.00	\$2,618.00	\$1,018.00	\$4,617.00	\$1,691.00	\$3,628.00	\$218,230.50
CALHOUN	\$2,095.50	\$387.50	\$1,854.00	\$50,180.00	\$1,184.00	\$782.00	\$1,368.00	\$593.00	\$1,350.00	\$59,794.00
CARROLL	\$992.00	\$592.50	\$15,533.00	\$265,693.00	\$6,546.00	\$2,374.00	\$16,260.00	\$6,058.00	\$12,056.00	\$326,104.50
CHICOT	\$8,158.50	\$3,231.00	\$7,744.00	\$185,432.00	\$4,434.00	\$3,316.00	\$10,188.00	\$3,231.00	\$10,041.00	\$235,775.50
CLARK	\$4,008.00	\$1,206.00	\$15,898.00	\$382,483.00	\$9,210.00	\$2,796.00	\$14,308.00	\$4,945.00	\$10,750.00	\$445,604.00
CLAY	\$512.50	\$119.00	\$5,132.00	\$127,078.00	\$2,190.00	\$670.00	\$4,769.00	\$2,180.00	\$3,626.00	\$146,276.50
CLEBURNE	\$2,234.50	\$2,508.50	\$25,594.00	\$291,293.00	\$17,340.00	\$6,012.00	\$21,668.00	\$11,228.00	\$17,413.00	\$395,291.00
CLEVELAND	\$727.50	\$296.50	\$895.00	\$52,119.00	\$1,364.00	\$862.00	\$1,977.00	\$963.00	\$1,532.00	\$60,736.00
COLUMBIA	\$17,887.00	\$8,147.00	\$13,074.00	\$415,690.00	\$6,452.00	\$3,770.00	\$9,725.00	\$4,423.00	\$8,984.00	\$488,152.00
CONWAY	\$13,504.00	\$3,718.50	\$15,880.00	\$495,441.00	\$16,260.00	\$4,380.00	\$16,231.00	\$9,828.00	\$13,797.00	\$589,039.50
CRAIGHEAD	\$18,832.50	\$14,749.00	\$47,138.00	\$1,795,542.00	\$38,984.00	\$14,112.00	\$65,096.00	\$24,939.00	\$46,767.00	\$2,066,159.50
CRAWFORD	\$2,435.50	\$1,040.50	\$21,878.00	\$410,878.00	\$19,354.00	\$6,238.00	\$31,478.00	\$11,354.00	\$23,227.00	\$527,883.00
CRITTENDEN	\$50,197.50	\$32,530.00	\$20,650.00	\$835,476.00	\$12,356.00	\$12,824.00	\$52,210.00	\$15,022.00	\$46,971.00	\$1,078,236.50
CROSS	\$4,928.50	\$3,403.00	\$5,313.00	\$299,968.00	\$3,578.00	\$1,952.00	\$9,159.00	\$2,873.00	\$6,588.00	\$337,762.50
DALLAS	\$3,093.50	\$1,538.50	\$5,633.00	\$217,345.00	\$4,012.00	\$1,632.00	\$3,914.00	\$1,956.00	\$3,420.00	\$242,544.00
DESHA	\$4,835.00	\$2,849.00	\$3,196.00	\$278,082.00	\$3,714.00	\$1,472.00	\$8,728.00	\$3,238.00	\$7,184.00	\$313,298.00
DREW	\$3,914.50	\$3,253.00	\$7,526.00	\$348,745.00	\$5,920.00	\$3,674.00	\$12,116.00	\$4,440.00	\$10,218.00	\$399,806.50
FAULKNER	\$12,644.00	\$7,480.50	\$52,569.00	\$1,461,249.00	\$54,776.00	\$16,082.00	\$69,905.00	\$33,902.00	\$52,348.00	\$1,760,955.50
FRANKLIN	\$610.50	\$110.00	\$8,549.00	\$205,676.00	\$8,260.00	\$1,362.00	\$12,166.00	\$3,709.00	\$8,441.00	\$248,883.50
FULTON	\$213.00	\$633.50	\$10,157.00	\$51,875.00	\$1,412.00	\$804.00	\$3,266.00	\$1,166.00	\$3,261.00	\$72,787.50
GARLAND	\$11,881.50	\$7,578.00	\$48,756.00	\$1,294,984.00	\$61,572.00	\$18,306.00	\$95,257.00	\$61,882.00	\$66,157.00	\$1,666,373.50
GRANT	\$1,414.50	\$1,221.50	\$7,516.00	\$220,603.00	\$9,578.00	\$3,736.00	\$10,023.00	\$4,913.00	\$6,998.00	\$266,003.00
GREENE	\$1,727.50	\$591.50	\$32,116.00	\$738,079.00	\$12,350.00	\$4,958.00	\$24,393.00	\$8,947.00	\$20,058.00	\$843,220.00
HEMPSTEAD	\$58,640.00	\$25,942.00	\$13,579.00	\$415,105.00	\$4,454.00	\$3,562.00	\$12,522.00	\$3,614.00	\$9,488.00	\$546,906.00
HOT SPRING	\$3,446.50	\$1,394.00	\$12,733.00	\$367,962.00	\$14,050.00	\$5,292.00	\$15,104.00	\$7,052.00	\$13,351.00	\$440,384.50
HOWARD	\$66,704.00	\$19,046.50	\$9,857.00	\$255,235.00	\$3,622.00	\$3,184.00	\$8,571.00	\$3,036.00	\$6,261.00	\$375,516.50
INDEPENDENCE	\$2,018.50	\$811.00	\$39,266.00	\$612,701.00	\$11,916.00	\$4,274.00	\$19,717.00	\$7,553.00	\$16,550.00	\$714,806.50
IZARD	\$144.00	\$15.50	\$7,014.00	\$87,397.00	\$2,786.00	\$668.00	\$4,439.00	\$3,051.00	\$3,785.00	\$109,299.50
JACKSON	\$18,612.50	\$10,187.00	\$17,667.00	\$322,244.00	\$5,776.00	\$1,990.00	\$9,392.00	\$5,101.00	\$7,494.00	\$398,463.50
JEFFERSON	\$53,062.50	\$48,473.50	\$59,267.00	\$1,404,273.00	\$42,236.00	\$20,428.00	\$48,347.00	\$32,124.00	\$43,715.00	\$1,751,926.00
JOHNSON	\$463.50	\$987.00	\$6,994.00	\$295,314.00	\$8,198.00	\$2,830.00	\$14,022.00	\$5,936.00	\$10,650.00	\$345,394.50
LAFAYETTE	\$8,444.50	\$5,362.50	\$2,176.00	\$90,000.00	\$1,026.00	\$1,154.00	\$3,179.00	\$674.00	\$3,331.00	\$115,347.00
LAWRENCE	\$368.50	\$110.00	\$15,303.00	\$266,907.00	\$4,020.00	\$1,832.00	\$9,570.00	\$4,543.00	\$7,170.00	\$309,823.50
LEE	\$4,707.50	\$7,417.50	\$5,457.00	\$85,800.00	\$720.00	\$1,554.00	\$3,139.00	\$573.00	\$2,523.00	\$111,891.00
LINCOLN	\$475.50	\$277.00	\$2,444.00	\$106,565.00	\$3,472.00	\$1,942.00	\$3,682.00	\$2,366.00	\$3,895.00	\$125,118.50
LITTLE RIVER	\$7,430.00	\$3,538.00	\$13,985.00	\$149,696.00	\$1,542.00	\$978.00	\$7,243.00	\$1,287.00	\$4,547.00	\$190,246.00
LOGAN	\$753.00	\$31.00	\$18,659.00	\$263,436.00	\$10,002.00	\$2,034.00	\$10,752.00	\$5,406.00	\$8,554.00	\$319,627.00

ARKANSAS DEPARTMENT OF FINANCE AND ADMINISTRATION

OFFICE OF THE ARKANSAS LOTTERY

RETAIL SALES BY COUNTY

August 1 through August 31, 2024



COUNTY	CASH 3	CASH 4	FAST PLAY	INSTANT SETTLEMENTS	LOTTO	LUCKY FOR LIFE	MEGA MILLIONS	NATURAL STATE STATE	POWERBALL	TOTAL
LONOKE	\$17,214.00	\$10,732.50	\$53,321.00	\$1,140,650.00	\$44,330.00	\$10,628.00	\$52,377.00	\$27,234.00	\$40,769.00	\$1,397,255.50
MADISON	\$98.50	\$15.50	\$2,840.00	\$123,374.00	\$4,540.00	\$1,892.00	\$9,729.00	\$1,976.00	\$5,782.00	\$150,247.00
MARION	\$3,177.00	\$2,260.00	\$13,069.00	\$243,536.00	\$4,986.00	\$2,412.00	\$12,053.00	\$6,475.00	\$9,029.00	\$296,997.00
MILLER	\$37,013.50	\$14,936.00	\$15,871.00	\$543,986.00	\$9,568.00	\$8,042.00	\$22,797.00	\$8,044.00	\$17,209.00	\$677,466.50
MISSISSIPPI	\$59,327.50	\$24,221.00	\$14,791.00	\$802,672.00	\$6,100.00	\$4,436.00	\$24,561.00	\$6,101.00	\$19,837.00	\$962,046.50
MONROE	\$17,220.00	\$10,023.00	\$15,723.00	\$197,754.00	\$4,310.00	\$1,754.00	\$8,459.00	\$2,376.00	\$7,203.00	\$264,822.00
MONTGOMERY	\$87.00	\$1.00	\$4,000.00	\$37,701.00	\$2,174.00	\$602.00	\$3,960.00	\$1,133.00	\$2,396.00	\$52,054.00
NEVADA	\$4,199.50	\$2,950.50	\$1,666.00	\$173,424.00	\$2,226.00	\$952.00	\$4,938.00	\$1,741.00	\$3,354.00	\$195,451.00
NEWTON	\$177.00	\$116.00	\$5,194.00	\$47,341.00	\$1,406.00	\$660.00	\$3,117.00	\$1,250.00	\$2,565.00	\$61,826.00
OUACHITA	\$19,765.00	\$15,057.50	\$20,247.00	\$650,736.00	\$10,152.00	\$4,394.00	\$13,639.00	\$6,349.00	\$11,338.00	\$751,677.50
PERRY	\$819.00	\$948.00	\$6,177.00	\$115,386.00	\$4,414.00	\$1,824.00	\$5,967.00	\$3,289.00	\$4,936.00	\$143,760.00
PHILLIPS	\$26,442.50	\$8,327.50	\$4,858.00	\$180,479.00	\$2,234.00	\$3,188.00	\$10,563.00	\$3,754.00	\$9,769.00	\$249,615.00
PIKE	\$236.50	\$167.00	\$5,627.00	\$115,459.00	\$6,642.00	\$1,440.00	\$6,385.00	\$3,295.00	\$4,329.00	\$143,580.50
POINSETT	\$4,571.00	\$1,786.00	\$20,168.00	\$500,683.00	\$7,606.00	\$2,266.00	\$13,292.00	\$3,641.00	\$10,232.00	\$564,245.00
POLK	\$1,482.00	\$389.00	\$16,937.00	\$219,584.00	\$6,114.00	\$2,500.00	\$10,940.00	\$6,407.00	\$8,576.00	\$272,929.00
POPE	\$4,361.50	\$1,364.50	\$34,387.00	\$917,424.00	\$27,524.00	\$8,680.00	\$44,747.00	\$19,630.00	\$32,546.00	\$1,090,664.00
PRAIRIE	\$1,347.00	\$801.50	\$4,074.00	\$126,099.00	\$2,850.00	\$802.00	\$4,740.00	\$901.00	\$3,813.00	\$145,427.50
PULASKI	\$219,935.00	\$156,260.50	\$321,831.00	\$7,446,299.00	\$455,554.00	\$297,914.00	\$815,467.00	\$364,735.00	\$508,576.00	\$10,586,571.50
RANDOLPH	\$125.00	\$56.00	\$8,935.00	\$209,366.00	\$4,888.00	\$2,950.00	\$10,487.00	\$3,080.00	\$7,959.00	\$247,846.00
SAINT FRANCIS	\$30,791.00	\$10,963.00	\$15,511.00	\$374,945.00	\$4,896.00	\$2,916.00	\$14,606.00	\$5,409.00	\$12,442.00	\$472,479.00
SALINE	\$27,381.50	\$7,684.00	\$70,441.00	\$1,259,101.00	\$61,450.00	\$18,640.00	\$68,864.00	\$36,859.00	\$54,069.00	\$1,604,489.50
SCOTT	\$248.50	\$195.00	\$2,500.00	\$155,587.00	\$3,336.00	\$792.00	\$6,346.00	\$1,399.00	\$4,537.00	\$174,940.50
SEARCY	\$10.50	\$87.00	\$4,494.00	\$67,733.00	\$2,156.00	\$494.00	\$3,906.00	\$1,179.00	\$2,992.00	\$83,051.50
SEBASTIAN	\$12,908.00	\$4,556.50	\$31,819.00	\$909,731.00	\$49,522.00	\$19,970.00	\$89,645.00	\$36,428.00	\$65,819.00	\$1,220,398.50
SEVIER	\$6,608.50	\$363.00	\$1,546.00	\$177,340.00	\$3,096.00	\$1,478.00	\$9,499.00	\$3,196.00	\$5,392.00	\$208,518.50
SHARP	\$1,547.50	\$323.50	\$18,280.00	\$391,224.00	\$8,964.00	\$3,766.00	\$17,522.00	\$8,637.00	\$14,845.00	\$465,109.00
STONE	\$1,346.00	\$255.50	\$4,603.00	\$107,399.00	\$4,632.00	\$1,740.00	\$6,630.00	\$3,443.00	\$4,981.00	\$135,029.50
UNION	\$80,175.00	\$46,669.50	\$39,320.00	\$852,350.00	\$11,364.00	\$8,336.00	\$25,129.00	\$9,066.00	\$20,990.00	\$1,093,399.50
VAN BUREN	\$1,146.50	\$950.00	\$7,855.00	\$239,990.00	\$9,198.00	\$2,004.00	\$14,179.00	\$5,745.00	\$10,382.00	\$291,449.50
WASHINGTON	\$27,572.00	\$13,260.00	\$46,394.00	\$1,884,376.00	\$78,520.00	\$27,950.00	\$145,087.00	\$41,867.00	\$102,215.00	\$2,367,241.00
WHITE	\$12,412.50	\$5,602.00	\$64,887.00	\$1,066,699.00	\$31,732.00	\$7,996.00	\$41,462.00	\$18,936.00	\$32,370.00	\$1,282,096.50
WOODRUFF	\$1,751.00	\$1,443.50	\$5,115.00	\$135,163.00	\$3,592.00	\$916.00	\$5,093.00	\$1,463.00	\$3,725.00	\$158,261.50
YELL	\$141.50	\$411.50	\$7,561.00	\$274,011.00	\$7,766.00	\$2,150.00	\$10,239.00	\$5,212.00	\$8,990.00	\$316,482.00

GRAND TOTALS	*Cash 3	*Cash 4	*Fast Play	*Instant Settlements	*Lotto	*Lucky for Life	*Mega Millions	*Natural State Jackpot	*Powerball	*Total Sales
	\$1,059,075.50	\$607,314.50	\$1,598,176.00	\$40,373,132.00	\$1,423,074.00	\$663,590.00	\$2,459,776.00	\$1,026,668.00	\$1,753,183.00	\$50,963,989.00



Arkansas
Scholarship Lottery



**TOTAL NUMBER
OF RETAILERS**

August 2024

Retailer Count by Status	
Active	1,965
Renewal	76
Total	2,041

Terminal Count by Type	
Photon	2,120
TVM	126
DreamTouch Smart	84
Total	2,330

Monthly Highlights

- ▶ 4,855,453 Total transactions processed through the Arkansas Scholarship Lottery System in August
- ▶ 636 service tickets resolved by Field Service and the Call Center for the month of August
- ▶ 498 Preventative Maintenance Actions completed by Field Service Technicians for the month of August





Arkansas
Scholarship Lottery



**ARKANSAS
DEPARTMENT OF
HIGHER EDUCATION**



Division of Higher Education

101 E. Capitol Ave., Suite 300 • Little Rock, Arkansas • 72201-3827 • (501) 371-2000 • Fax (501) 371-2001

Jacob Oliva
Secretary

Ken Warden, Ed.D.
Commissioner

August 12, 2024

Ms. Sharon Strong,
Executive Director
Arkansas Scholarship Lottery
P.O. Box 3238
Little Rock, AR 72203-3238

Dear Ms. Strong:

Pursuant A.C.A. 6-85-212 (d)(2)(B)(i), the Arkansas Division of Higher Education is refunding the amount of \$4,753,294.29 to the Arkansas Scholarship Lottery for excess funds for fiscal year 2024. This amount reflects the deposits, refunds, and interest earned less scholarships awarded. We will transfer the funds to your account by Tuesday, August 13, 2024.

If you require additional information or have questions, please contact Nick Fuller at 501-371-2026.

Thank you for your consideration in this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Ken Warden", with a stylized flourish at the end.

Ken Warden, Ed.D.
Commissioner

.	Debit	Credit	Balance
1010106000 Cash In Transit	5,122.00	(5,122.00)	-
* Cash On Hand	5,122.00	(5,122.00)	-
1100002000 Non-AASIS House Bank	1,350,473,192.72	(1,345,683,605.94)	4,789,586.78
* Cash in Bank	1,350,473,192.72	(1,345,683,605.94)	4,789,586.78
1140003000 DT/DF Clearing	125.00	(125.00)	-
1140003100 Int Agy Due to/from	249,160,965.26	(249,160,965.26)	-
* Interfund Receivable	249,161,090.26	(249,161,090.26)	-
2110001000 Vendor AP	9,618,250.00	(9,618,250.00)	-
* Accounts Payable	9,618,250.00	(9,618,250.00)	-
2110007500 VENDOR OVRPMNT CLRG	76,510.26	(76,510.26)	-
* Other Liabilities	76,510.26	(76,510.26)	-
2110003000 Due To Other Funds	65,892,119.20	(65,892,119.20)	-
2110004100 Inter Agency Due To	17,327,562.12	(17,327,562.12)	-
* Interfund Due-To	83,219,681.32	(83,219,681.32)	-
3000000000 Fund Equity Clearing	11,551,708.08	(260,748,965.83)	(249,197,257.75)
* Fund Balance	11,551,708.08	(260,748,965.83)	(249,197,257.75)
4049003100 NBR Invest Earnings	-	(12,325.18)	(12,325.18)
4049006000 INT INC CKING ACCT	-	(180,121.01)	(180,121.01)
* OR - Investment Revenue	-	(192,446.19)	(192,446.19)
5100001000 04 Assist Grants Aid	75,510,369.20	(38,192.63)	75,472,176.57
* Assistance, Grants & Aids	75,510,369.20	(38,192.63)	75,472,176.57
6060002000 Intra-Agy Xfers In	-	(20,000,000.00)	(20,000,000.00)
6060003000 Inter-Agy Xfers In	-	(60,000,000.00)	(60,000,000.00)
6060006800 FS Adj Op Trans In	249,160,965.26	-	249,160,965.26
6061003000 Inter-Agy Xfers Out	5,775,854.04	-	5,775,854.04
6061006800 FS Adj Op Trans Out	5,775,854.04	(11,551,708.08)	(5,775,854.04)
* Transfers In/Out	260,712,673.34	(91,551,708.08)	169,160,965.26
6990003000 Prior Yr Ref to Exp	-	(38,146.67)	(38,146.67)
6990004500 PY Ref/Grant Ref NBR	5,122.00	-	5,122.00
* Prior Year Adjustment	5,122.00	(38,146.67)	(33,024.67)
** BALANCE	2,040,333,719.18	(2,040,333,719.18)	-

	FY2024
General Revenue Deposits	20,000,000.00
Lottery Net Proceeds Deposits	60,000,000.00
Interest Deposits	192,446.19
Prior Year Refunds	33,024.67
Scholarship Expenditures	(75,472,176.57)
Balance as of June 30	4,753,294.29



Arkansas
Scholarship Lottery



INSTANT TICKET RELEASES

DFA/Office of the Arkansas Lottery
Instant & Fast Play Games
August 2024

Sales for the following instant games began August 27, 2024. No ending dates have been determined for these games.

\$1 Piggy Bank

\$3 Jumbo Bucks Bingo

\$5 Money Rush

\$10 Triple Red 777

There were no new Fast Play games that started sales in August 2024.



Arkansas
Scholarship Lottery



CONTRACTS



STATE OF ARKANSAS

Page
1/2

Purchase Order

Vendor No. 700001005
Contact
Your reference 1001008066

LEGER MARKETING ALBERTA INC
507 PLACE CARMES STE 700
MONTREAL QC H2Y 2W8
CANADA

PO No. 4502237882
Date 08/30/2024

Contact Tara Hernandez
Telephone 501-682-2554
Fax 501-324-9070

Our ref. CB
Incoterms FOB
DESTINATION

Send Invoice To:

DFA--Administrative Services
PO Box 2485
Little Rock, AR 72203

Ship To:

DEPARTMENT OF FINANCE AND ADMINISTRAT
OFFICE OF THE ARKANSAS LOTTERY
124 W CAPITOL STE 1400
LITTLE ROCK AR 72201
USA

Valid from: 08/30/2024
Valid to: 06/30/2025
Delivery Date: 09/03/2024

Purchase Requisition: 1001008066
Reference Term Contract: N/A
Business Area: 0613
Cost Center: 390502
Internal Order: I0613006
WBS Element: N/A

TO ENSURE PROMPT PAYMENT, USE THE PURCHASE ORDER NUMBER NOTED ABOVE ON ALL INVOICES
AND INQUIRES. PLEASE SEND INVOICES TO THE BILL TO ADDRESS ABOVE.

Item	Material/Description	Quantity	UM	Net Price	Net Amount
0001	10090193 PRO SERVICE,CONSULTING,RESEARCH PROF.SERVICE MISCELANEOUS RESEARCH The Leger team will be conducting a questionnaire, the consistency is paramount when conducting brand tracking research. The survey structure and questions asked in the previous iterations of the study should be maintained as much as possible, within reason, to ensure that long-term trends can be observed accurately. That said, there are occasional instances where questions could be modified and updated to better capture the full picture of the current lottery market landscape in Arkansas. This will be a quantitative brand-tracking research project to be conducted in October 2024. Data from this research project will be used to develop marketing, advertising, and communications campaigns.	36,500.00	ZLS	1.00	\$ 36,500.00

GENERAL CONDITIONS AND INSTRUCTIONS TO VENDOR:

All purchasing rules and regulations defined by the State of Arkansas apply to this document.

Melanie M. Hayslip

Purchasing Official/Fiscal Officer

08/30/2024



STATE OF ARKANSAS

Page
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Purchase Order

Vendor No. 700001005
Contact
Your reference 1001008066

PO No. 4502237882
Date 08/30/2024
Our reference CB

Item	Material/Description	QuantityUM	Net Price	Net Amount
	Send Invoice To: DFA OFFICE OF THE ARKANSAS LOTTERY PO BOX 3238 LITTLE ROCK, AR 72203 Or Electronically To: ASL.Invoices@arkansas.gov CONTACT PERSON: K REYNOLDS REQUESTER: D EVANS			
			Net Value	\$ 36,500.00
			Sales Tax	\$ 3,148.13
Payment Terms:	Payable immediately Due net	Total net item value USD including tax		\$ 39,648.13

Any questions regarding this contract may be directed to Tara Hernandez at the number referenced above.

GENERAL CONDITIONS AND INSTRUCTIONS TO VENDOR:

All purchasing rules and regulations defined by the State of Arkansas apply to this document.

DFA - Office of the Arkansas Lottery



Research Proposal

2024 Brand Tracking Study

Submission Deadline: July 24, 2024

Leger

Karen
Reynolds

Digitally signed by Karen
Reynolds
Date: 2024.08.20 08:15:15
-05'00'

Sharon
Strong

Digitally signed
by Sharon
Strong
Date: 2024.08.2
13:05:49 -05'00'

Bidder Name: Leger

Contact:

Paul Lauzon,
Senior Vice-President
Email: plauzon@leger360.com
Phone: 403-209-4110

Address:

885 Dunsmuir St, Suite 230.
Vancouver, BC V6C 1N5 Canada

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BACKGROUND

Since its inception in 2009, the Arkansas Scholarship Lottery (ASL) has sold over \$7.4 billion in lottery products, and returned more than \$1.4 billion for scholarships to benefit Arkansas students. The lottery offers a variety of games, including multi-state games (Mega Millions and Powerball), in-state draw games, daily games and instant win games.

ASL is looking to update its brand tracking research, typically held twice a year, but moving to an annual study in 2024. Leger is pleased to provide an outline of the research specifications and a cost quotation for 2 sample size options, as well as the optional addition of MaxDiff Analysis, below.

Research Objectives

To inform the Arkansas Scholarship Lottery's future marketing strategies, brand tracking research provides critical strategic market information. The research will result in a deeper understanding of the attitudes and behaviors of lottery players in the state.

WHY CHOOSE LEGER?

Our Lottery and Gaming Research Expertise

Thanks to its dedicated Lottery and Gaming team, Leger is uniquely equipped to deliver insightful and actionable results for the ASL's brand tracking research. The team for this research has close to 50 years of accumulated lottery and gaming research experience and have personally managed or been involved in numerous brand tracking studies for lottery clients. Currently, Leger's Lottery and Gaming team manages tracking research for the Ohio, Virginia, New Jersey, Indiana and Colorado state lotteries, as well as several provincial lotteries in Canada.

Core Leger Arkansas Scholarship Lottery Team	Years in Market Research	Years of Lottery/Gaming Research
Key Account Manager & Project Lead		
Jennifer Fleming	21	17
Project Support		
Francesca Tamberi	3	2
Lauren Byrne	3	1
Strategic Advisor		
Paul Lauzon	32	26
Total	86	48

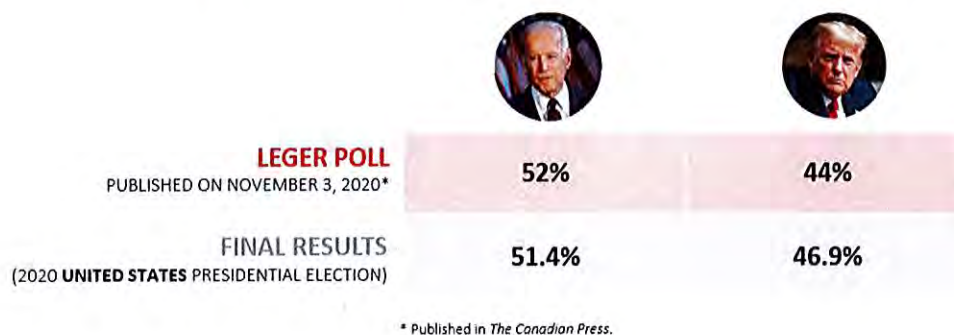
Our Commitment to Solving the Problem

One of the things that we credit our growth to is our constant focus on innovation. To this day we continue to develop our toolkit and lead the industry in terms of our approaches to research, all to serve our main objective: to solve our clients' problems in the most effective and efficient way possible.

Data Quality and Accuracy

Leger's quest to become the world's best polling company has earned it the status of most accurate polling company in Canada – bar none, having accurately predicted the last 6 major elections in the country. Further, Leger is also among the most accurate polling firms in the U.S. by these metrics, having correctly predicted the outcome of the popular vote of the U.S. 2020 election.

THE MOST ACCURATE POLLING FIRM IN CANADA



This accuracy is a result of the quality of our **LEO** (Leger Opinion) **web panel**, with more than **400,000 members**, and the expertise of our **600 employees** across Canada and the United States.

Leger offers the best of both worlds to our clients – a boutique shop orientation in terms of attention to our clients, with the infrastructure of a large-scale corporation. Our proprietary panel provides the most accurate data in the country, and our backend operations structure, wholly owned by Leger and executed in-house, is among the most efficient in the North American industry.

Our End-to-End Service Offering

We are a fully integrated research company, with in-house capabilities to achieve every element of our proposed project plan described below. This includes all software, data, and analytics functions, as well as delivery from our extremely well-versed research team. This means that we can fully guarantee the quality of our work throughout every aspect of the project and will have round-the-clock access to all resources involved in this project.

Comparisons to Other Lottery Jurisdictions

At Leger, we currently conduct tracking research for 5 other state lotteries. Where the survey questions align, we would be able to provide an overview of how the Arkansas Scholarship Lottery compares to these other regions on certain key metrics (lottery participation, opinion of the lottery, etc). This will provide invaluable knowledge as it will help to pinpoint areas of strength, where the ASL outpaces other state lotteries, and also where there is room for improvement for ASL.

Research Experience

We Know Research

Leger is proud to have 36 years in marketing research across a variety of different sectors and scopes including entertainment and consumer packaged goods, and has been delivering research services in the Lottery & Gaming industry for the past 23 years. Since being founded in 1986, Leger has steadily grown from a small, two-person operation into the largest Canadian-owned market research firm, with a devoted team of over 300 research professionals and 600 interviewing and data processing staff across our offices in Toronto, Calgary, Vancouver, Edmonton, Winnipeg, Montreal (head office), Quebec City, and New York.

We Know Research... with Lotteries

As we continue to expand our business through servicing clients across a vast range of different sectors, we also continue to develop subject matter expertise through our experience and acquiring personnel who are recognized as thought leaders in delivering research across their respective sectors. The team of researchers who will service this project, if awarded to Leger, are drawn from our dedicated Lottery and Gaming division, which includes some of the sector's long-standing research leaders, bringing forth several decades of experience specifically on behalf of clients in this industry.

Our ability to combine our technical expertise as one of North America's leading experts in designing and executing studies of this nature, with the experience and subject matter acumen of our personnel provides our team with an unparalleled ability to service the research needs of the Lottery & Gaming industry. This is evidenced by our 20+ years of experience conducting studies of this nature (and a variety of other studies) within the industry, and the loyalty of our clients within it. Below is a list of clients in the industry with whom our project team members have conducted research for in the past.

OUR LOTTERY & GAMING CLIENTS

- | | |
|---|--|
| ✓ Alberta Gaming, Liquor and Cannabis (AGLC) | ✓ Minnesota Lottery |
| ✓ Arkansas Scholarship Lottery | ✓ Montana Lottery |
| ✓ British Columbia Lottery Corporation (BCLC) | ✓ Multi-State Lottery Association (MUSL) |
| ✓ California Lottery | ✓ New Hampshire Lottery |
| ✓ Casino de Montreal | ✓ New Jersey Lottery |
| ✓ Colorado Lottery | ✓ New York Lottery |




OUR LOTTERY & GAMING CLIENTS

- | | |
|--|---|
| ✓ Connecticut Lottery | ✓ North Carolina Education Lottery |
| ✓ DC Lottery | ✓ NPI NeoPollard |
| ✓ EquiLottery | ✓ Ohio Lottery |
| ✓ Fantasy Sports and Gaming Association (FSGA) | ✓ Oklahoma Lottery |
| ✓ Hoosier Lottery | ✓ Ontario Lottery and Gaming (OLG) |
| ✓ Horse Racing Alberta | ✓ Pennsylvania Lottery |
| ✓ Illinois Lottery | ✓ Pollard Banknote |
| ✓ International Gaming Technology (IGT) | ✓ Pure Canadian Gaming |
| ✓ Interprovincial Lottery Corporation (ILC) | ✓ Saskatchewan Indian Gaming Authority (SIGA) |
| ✓ Intralot | ✓ Scientific Games |
| ✓ Kentucky Lottery | ✓ Society of Casinos of Quebec |
| ✓ Liquor, Gaming and Cannabis Authority of Manitoba (MBLL) | ✓ South Carolina Education Lottery |
| ✓ Loto-Québec | ✓ Texas Lottery |
| ✓ Maine Lottery | ✓ Virginia Lottery |
| ✓ Manitoba Liquor & Lotteries | ✓ WagerWire |
| ✓ Maryland Lottery | ✓ Western Canada Lottery Corporation (WCLC) |
| | ✓ Wisconsin Lottery |

Team Leadership and Experience

Below is a table that outlines short biographies of each member of Leger's team for this project. For detailed resumes of all team members, refer to the Appendix of this document.

Core Leger Team	Role and Responsibilities	Experience, Education, and Expertise
 <p>Jennifer Fleming, Associate Vice President jfleming@leger360.com O: (403) 209-4110</p>	<p>Key Account Manager & Project Lead</p> <p>Primary day-to-day contact</p>	<ul style="list-style-type: none"> ✓ 20+ years in marketing research, and 17 years specifically in Lottery & Gaming, managing numerous types of studies, including brand tracking, with many US and Canadian Lotteries, as well as with clients in the consumer packaged goods sector. ✓ Experience working with all NA Lottery vendors such as Scientific Games, Pollard Banknote, NeoPollard, EquiLottery, and IGT. ✓ Experienced in all qualitative and quantitative methodologies.

Core Leger Team	Role and Responsibilities	Experience, Education, and Expertise
 <p>Francesca Tamberi, Senior Research Analyst ftamberi@leger360.com O: 604-424-1017</p>	Project Support	<ul style="list-style-type: none"> ✓ Bachelor of Science, Concordia University (1996).
	Secondary contact	<ul style="list-style-type: none"> ✓ Three years of market research experience, including 2 years in lottery and gaming sector. ✓ Provides management and support on several lottery research projects at Leger across various client accounts, including BCLC, IGT, and NeoPollard. ✓ Bachelor of International Economics, University of British Columbia (2022).
 <p>Lauren Byrne Senior Research Analyst lbyrne@leger360.com O: 403-209-4110</p>	Project Support	<ul style="list-style-type: none"> ✓ 3+ years of experience in marketing/research in Canada, US and the Irish market.
	Secondary contact	<ul style="list-style-type: none"> ✓ Experience across a diverse range of industries, including financial services, alcohol, retail, telecommunications, gaming/gambling services and more. ✓ Experienced in both quantitative and qualitative research methodologies; questionnaire design, online moderating, IDI's, focus groups, coding, reporting, and analysis. Involved in Voice of Customer (CX)/User Experience (UX) research, brand health trackers, segmentation and more. ✓ Bachelor's Degree in Advertising and Marketing Communications, Technological University Dublin
 <p>Paul Lauzon Senior Vice President plauzon@leger360.com O: 604-424-1017</p>	Strategic Advisor	<ul style="list-style-type: none"> ✓ 26+ years of market research experience specifically in Lottery & Gaming, including all types of studies for US lotteries such as MD, TX, FL, MN, CA, Hoosier, Illinois, WA, NY as well as Canadian Lottery agencies such as ILC, BCLC, WCLC and OLG. ✓ Experience working with all NA Lottery vendors such as Scientific Games, Pollard Banknote, NeoPollard, EquiLottery, and IGT. ✓ Frequent speaker in lottery and gaming industry webinars and conferences. ✓ M.A. Sociology, University of Calgary, 2000. ✓ Certified Analytics and Intelligence Professional (CAIP).

RELEVANT PAST PROJECT DESCRIPTIONS

Below we have included project descriptions of just a few recent projects of a similar nature to the Arkansas Scholarship Lottery's brand tracking study that members of our project team are currently involved in, or have completed. We will be happy to provide further examples and/or deliverable examples from these past projects upon request.

IGT Indiana

Hoosier Tracker

Since 2023, Leger has partnered with the Hoosier Lottery to deliver its tracking study- which tracking key metrics such as awareness, behaviors and perceptions of Indiana residents.

The study is conducted online among Indiana adults, with a quota of n=1,800 gen pop per quarter.

Leger provides ongoing end-to-end services for this research study, including questionnaire revisions, programming and fielding, full analysis, and key findings and strategic recommendations delivered via an executive-style PowerPoint report and presentation to key stakeholders.

New Jersey Lottery

NJ Lottery Quick Draw Tracker

Leger has been conducting a Quick Draw Tracker for the New Jersey Lottery since 2017 (when Quick Draw was introduced to market), and fielded Wave 26 in July, 2024 among 1,000 NJ residents. The main objective of this study is to track awareness and usage of Quick Draw, so the NJ Lottery can capitalize on the opportunity of observing movement continuously. More specifically, this research measures game attitudes, play location, advertising, and promotional recall. In addition, tracking of numerous metrics for Cash Pop and participation of other NJ Lottery games is included. The short form segmentation algorithms for both the General and Scratch segmentations are also integrated. 1,000 New Jersey residents participate each wave via an online survey and must not have moral objection to the NJ Lottery/gaming and are open to/played lottery in the past year. There are demographic quotas based on gender, age, ethnicity, and region. Leger provided end-to-end services for this research study, including questionnaire design, programming and fielding, full analysis, and key findings and strategic recommendations delivered via an executive-style PowerPoint report and presentation to key stakeholders.

New Jersey Lottery AU Research 2023 (also conducted in 2021, 2019, 2017 and 2012)

Quantitative research was carried out on behalf of the New Jersey Lottery, with 1,202 online surveys completed between February 6th-March 8th 2023 among New Jersey residents open to playing the lottery.

The objective of the study was to understand consumers preferences and attitudes towards the New Jersey Lottery, along with identifying participation shifts in the past two years across player base, game preference, play behavior and spending patterns. Lastly it sought to investigate the potential to grow the player base by looking at already established draw and instant consumer segments, while identifying any

cross promotional opportunities across the consumer groups. The research results were compared to four previous waves of A&U research conducted by Leger, providing the opportunity for long-term trend analysis.

Scientific Games

Ohio Lottery Tracking Study

Leger has managed the Ohio Lottery Tracker for Ohio Lottery - Scientific Games since 2011, targeting Ohio residents who don't oppose the state's operation of a lottery or any lottery games. This study aims to continuously monitor awareness and usage of Ohio Lottery games, offering strategic insights into market trends and the opportunity to capitalize by observing movement continuously. Key areas of focus include attitudes towards games, play locations, advertising, social media presence, and promotional activity recall. It also evaluates the MyLotto Rewards club in terms of awareness, usage, and expectations. The short form segmentation algorithms for both the General and Scratch segmentations are also integrated. Quarterly, 650 participants from Ohio, with no moral objections to the lottery or gaming, complete an online survey. Demographic quotas ensure a representative sample by gender, age, and ethnicity. Leger provided end-to-end services for this research study, including questionnaire design, programming and fielding, full analysis, and key findings and strategic recommendations delivered via an executive-style PowerPoint report and presentation to key stakeholders.

Colorado Lottery Tracking Study

Leger has managed the Colorado Lottery Tracker for the Colorado Lottery and Scientific Games since 2011, targeting Colorado residents who don't oppose the state's operation of a lottery. This study aims to continuously monitor awareness and usage of Colorado Lottery games, offering strategic insights into market trends and the opportunity to capitalize by observing movement continuously. Key areas of focus include attitudes towards games, play locations, advertising, social media presence, and promotional activity recall. The short form segmentation algorithms for both the General and Scratch segmentations are also integrated. 600 participants from Colorado complete an online survey each wave (for this point-time Tracking study). Demographic quotas ensure a representative sample by gender, age, ethnicity and household income. Leger provided end-to-end services for this research study, including questionnaire design, programming and fielding, full analysis, and key findings and strategic recommendations delivered via an executive-style PowerPoint report and presentation to key stakeholders.

Virginia Lottery

Virginia Lottery Tracking Study

Leger has managed the Virginia Lottery Tracker for the Virginia Lottery since 2017, targeting Virginia residents. This study aims to continuously monitor awareness and usage of Virginia Lottery games, offering strategic insights into market trends and the opportunity to capitalize by observing movement continuously. Key areas of focus include attitudes towards the lottery, games, play locations, advertising,

social media presence, and advertising recall. The Virginia Lottery short form segmentation algorithm for their General segmentation is integrated. Annually, 5,200 participants from Virginia complete an online survey that runs continuously throughout the calendar year (n=1,300 each quarter) with weekly quotas (n=100). Demographic quotas ensure a representative sample by gender, age, ethnicity, region and household income. Leger provided end-to-end services for this research study, including questionnaire design, programming and fielding, full analysis, and key findings and strategic recommendations delivered via an executive-style PowerPoint report and presentation to key stakeholders.

Ontario Lottery and Gaming Corporation (OLG)

Responsible Gaming (RG) Tracking Study

In October 2022, Leger became the research provider of OLG's Responsible Gaming Tracking Study. The overarching goals of this study is for OLG to track awareness, perceptions, and knowledge among Ontarians on positive gambling through the Responsible Gaming Study. More specifically, the key objectives of this study are to monitor the province's level of knowledge regarding safe gambling, perceptions around problem gambling, and tracking the awareness and effectiveness of OLG's PlaySmart program. Data for this study is collected via online surveys among players of products within OLG's lines of business (Lottery, Casino, iGaming, Charitable Gaming, and Sports Betting). Leger provides end-to-end services for this study, including data collection and reporting, and ongoing tracking of 2000-2400 OLG players each quarter.

Lotto Trends Tracking Study

Leger has executed "Lotto Trends"- OLG's continuous tracking study of the Ontario lottery market- since April 2022. The overarching objective of this study is to continuously measure and track trends related OLG's lottery offerings among the general population of Ontario. More specifically, key metrics such as participation, frequency, and spend are collected each month, as well as other seasonal or modular areas of interest for OLG. To this point, this study currently collects 300 completed interviews among the general population of the province via telephone each month. Leger provides continuous end-to-end services for this study, including questionnaire revisions, programming and fielding, and reporting provided on a monthly, quarterly, and annual cadence.

iGaming Tracking Study

In July 2022, Leger became the research provider of OLG's iGaming Tracking Study. The overarching goals of this study are for OLG to track the current state of the Ontario igaming market (and the state of regulated vs unregulated sites), the market share of OLG compared to competitor sites, site awareness, and player behaviours among Ontarians online gamblers. Data for this study is collected via online surveys among n=1,600 Ontario adults with a boost of 1,000 past year online gamblers each tracking wave. Leger provides end-to-end services for this research study, including questionnaire design, programming and fielding, full analysis, and key findings and strategic recommendations delivered via an executive-style PowerPoint report and presentation to key stakeholders.

Sports Betting Tracking Study

Since April of 2023, OLG has partnered with Leger to conduct an ongoing tracking study on the Ontario sports betting market and how it can continue to grow its product engagement within it. More specifically, this research seeks to 1) monitor incidence rates of sports betting (digital & retail), 2) estimate sports betting market size (digital & retail) and the share of OLG sports betting products (PROLINE RETAIL & PROLINE+) within the market; 3) examine the sports bettors' play behaviours, 4) understand motivations & barriers to sports betting, as well as future likelihood to sports bet; and 5) assess performance and examine differences between PROLINE RETAIL/ PROLINE+ features & bettors vs. its competitors'.

The study is conducted with (n= 1,800 overall) targeted samples of n=500 digital sports bettors and n=500 retail sports bettors per wave. The study also collects n=800 gen. pop. non-sports bettors each wave.

Leger provides end-to-end services for this research study, including questionnaire design, programming and fielding, summary slides, full analysis, and key findings and strategic recommendations delivered via an executive-style PowerPoint report and presentation to key stakeholders.

BC Lottery Corporation

iGaming Study

In 2022 and then again in 2023, Leger was commissioned by BCLC to conduct an online quantitative research to measure the current online gambling market size of BC, MB, and SK in terms of people, dollars, and net win, and the market share of each that PlayNow holds in comparison with the Grey Market. The research services were also used to reveal shifts from previous years' of tracking, and opportunities to further grow market share within each province for PlayNow.

This study is conducted via online surveys via panel sample and client sample. Within each province, sample audiences among general population, online gamblers (sample boost) and client sample of PlayNow.com database members are all utilized to model and project market sizing analytics.

In both 2022 and 2023, Leger provided end-to-end services for this research study, including questionnaire design, programming and fielding, full analysis and market sizing, brand maps, max diff and TURF analysis, a full report and an executive presentation with key findings delivered via PowerPoint report and overview of findings with client.

CMSI Ad Tracking

Since January 2020, this research studies the behaviours of BC casino visitors, and the awareness and impact of the BCLC's Lunar New Year digital campaign among the Chinese population in British Columbia. The study is conducted via online surveys. In 2023/2024 a new target group was introduced (HongKong and Taiwanese) instead of just Chinese in the previous waves. Leger provides end-to-end services for this research study, including questionnaire design, programming and fielding, full analysis, and key findings and strategic recommendations delivered via an executive-style PowerPoint report and presentation to key stakeholders.

NeoPollard Interactive

Customer Satisfaction Tracking Survey

Since 2022, NeoPollard Interactive (Npi) has been conducting its annual Customer Satisfaction (CSAT) study alongside Leger to better understand customer opinions towards the organization overall and the verticals in which they interact with specifically.

The main purpose of the study is to explore the perceptions and opinions of their customers in the following areas: 1) Satisfaction with the strategic value provided by Npi; 2) Likelihood to recommend Npi to another organization; 3) Agreement with customer experience statements regarding Npi; and 4). Likelihood to select Npi again as a lottery partner.

This study is conducted via online surveys -- Apart from the questionnaire which was provided by Npi, Leger provides end-to-end services for this research study, including programming and fielding, full analysis, and key findings and strategic recommendations delivered via an executive-style PowerPoint report and presentation to key stakeholders.

Play Alberta U&A Tracking Study

In November of 2021, NeoPollard partnered with Leger to conduct a multi-phase research study, with the overarching objective to assess and track PlayAlberta.com's market potential and strategic growth opportunities among Albertans and its key groups.

- Phase 1: Qualitative Focus Group done in Nov 21 to better understand awareness, usage, motivations and barriers to using Play Alberta. Results of this Qualitative study were used to create Phase 2 - the Benchmark wave of this tracking study. The Qual study interviewed 22 participations of different group of interests/ age/ gender/locations via the CMNTY FOCUS platform.

- Phase 2: Benchmark tracking wave of this study was a quantitative study done in January 2022 via online surveys, surveyed 2,005 Albertans 18+ who have gambled either online/ offline, or are likely to gamble online next year. This study used the results from the Qual Study (Phase 1) to design a benchmark questionnaire that access the current state of the online gambling market in Alberta and the potential opportunities of Play Alberta to grow in that market.

- Succeeding Phases: Since the intital benchmark wave of this tracking study, pulse check survey waves have been conducted every six month to provide an update on the key metrics while also introducing new metrics and question areas as relevant in each wave.

For each phase and wave, Leger provides end-to-end services for this research study, including questionnaire design, programming and fielding, full analysis, and key findings and strategic recommendations delivered via an executive-style PowerPoint report and presentation to key stakeholders.

Scientific Games/ Arkansas Scholarship Lottery

Instant Games Concept Tests

In addition to the tracking studies outlined above, Leger has also conducted several Instant Game Concept Testing studies on behalf of the Arkansas Scholarship Lottery, partnering with Scientific Games, from 2018 through 2020.

References

Leger provides the following three references for similar research studies, as requested.

1. Terence Murray

Senior Manager Marketing Insights
Northstar NJ Lottery
1333 Brunswick Avenue
Lawrenceville, NJ 08648
609-599-4165
terence.murray@nsnj.com

Relevant projects: New Jersey Lottery Quick Draw Tracking Study, 2017 to present; New Jersey Lottery A&U Research (5 waves, 2012-2023)

2. Ilka Fischer

Market Research Analyst
Virginia Lottery
600 East Main Street
Richmond, VA 23219
804-692-7033
IFischer@VALOTTERY.COM

Relevant projects: Virginia Lottery Tracking Study, 2017 to present

3. Jason Rhody

Sr Business Analyst
Hoosier Lottery
317-264-4652
jrohdy@hoosierlottery.com

Relevant projects: Hoosier Lottery Tracking Study, 2023 to present

Services and Tools

Online Surveys

- ✓ **Leger Opinion (LEO):** With over 450,000 members in North America, Leger's Leger Opinion (LEO) **online research panel** is one of the largest proprietary panels in North America. We offer both custom as well as Omnibus surveys through our online panel. LEO members can engage from any device over the internet or via the LEO app.
- ✓ **LEO App:** The LEO app is available on the App Store and Google Play Store and provides an engaging way for LEO members to connect and share their opinions.



- ✓ **Forsta (Decipher):** Leger conducts online surveys using **Forsta (previously known as Decipher)**, a state of the art and engaging data collection platform. We use a mobile-first approach, designed to enhance the respondent experience, reduce survey fatigue, and improve response rates, which involves designing for mobile devices first and then adapting for larger devices. This provides a better mobile experience, which is important given that is the way most respondents now engage with online surveys. Forsta allows for a range of question types including single-choice, multi-select, grid-style questions, ranking questions, drag-and-drop, slider-scale, open-ended, as well as Maximum Difference Scaling (Max Diff) and features such as response item bank randomization, randomization of question sets, as well as embedding audio, visuals, or videos as part of questions or question sets. Some examples are provided below.



Standard Question Examples

<p>Which of these ice cream flavors</p> <p>Select one</p> <p>Chocolate</p> <p><input checked="" type="radio"/> Pistachio</p> <p>Raspberry</p> <p>Strawberry</p> <p>Vanilla</p>	<p>How would you rate the customer service representative in the following areas?</p> <p>Select one for each row</p> <table border="1"> <thead> <tr> <th></th> <th>Great</th> <th>Good</th> <th>Average</th> <th>Poor</th> <th>Excellent</th> </tr> </thead> <tbody> <tr> <td>Friendliness</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Knowledge</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Quality of service</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Cost/Value for money</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Great	Good	Average	Poor	Excellent	Friendliness						Knowledge						Quality of service						Cost/Value for money						<p>What is your favorite feature of Forsta Surveys?</p> <p>Select one</p> <p>What problem does Forsta Surveys solve for you?</p> <p>Select one</p>	<p>How many people live in your household?</p> <p>Select one from the list</p> <p>1</p> <p>Please enter a number between 0 and 1</p> <p>Enter a number between 0 and 100</p> <p>65</p>
	Great	Good	Average	Poor	Excellent																												
Friendliness																																	
Knowledge																																	
Quality of service																																	
Cost/Value for money																																	
Single and Multi Select	Single and Multi Select Grids	Open Ended	Numeric																														

Our Panel Partners

Leger's success in election polling accuracy is based upon working with our U.S. based LEO panel and incorporating our carefully selected and managed relationships with U.S. panel sample providers.

Leger feels that obtaining sample from multiple panels can provide better representation. Inevitably, every online panel has its own biases due to different recruitment approaches, engagement efforts, and incentive offerings; the best way to ensure the most random, quality sample is to draw upon a few panel sources. We have partnered with top panel providers and know how to manage the process effectively

and efficiently. We will also ensure that the mix of panel providers employed for this wave of the Brand Tracking study remains as similar as possible to what will be used in subsequent waves. This will help to ensure consistency across the datasets for each annual wave. Our preferred panel partners are summarized below:

Dynata is a leading first-party data platform, providing extensive survey data to help companies make informed decisions. With a global reach of 70 million respondents and robust quality control, Dynata offers reliable, accurate human-sourced data for market insights.

<https://www.dynata.com/>

Sago is one of the most trusted panel recruitment research partners in the market specializing in difficult to reach markets. They provide adaptive solutions to help businesses connect with their audiences.

<https://sago.com/en/>

SCOPE OF WORK

Questionnaire

The Leger team knows that questionnaire consistency is paramount when conducting brand tracking research. The survey structure and questions asked in the previous iterations of the study should be maintained as much as possible, within reason, to ensure that long-term trends can be observed accurately. That said, there are occasional instances where questions could be modified and updated to better capture the full picture of the current lottery market landscape in Arkansas.

The team at Leger is committed to working with the Arkansas Scholarship Lottery to determine the best course of action with regards to the previous survey questionnaire – we will provide detailed recommendations on which questions (if any) should be modified to update the survey instrument for the 2024 wave of research. We will also provide our POV on any additions or possible deletions to current questions.

The ASL has provided the following list of survey topics to be covered in the research:

- Lottery awareness and perception
- Scholarship awareness and perception
- Winner awareness and perception
- Motivators to play
- Barriers to play
- In-store player experience
- Online player experience
- Overall player experience
- Effective messaging

In addition, we recommend including awareness, participation, consideration, recency, and frequency of play at the game level for each ASL product. Even though these parameters are not message-related, they are essential for profiling purposes which can help to refine advertising targeting.

Sampling Methodology

As stated in the request for quotation, the sample will consist of Arkansas adults 18+. Leger will employ online panel sampling to reach a full range of consumers and achieve a representative sample of the State. The sample will be balanced on age, gender, Arkansas region and race/ ethnicity.

With careful sample management and data weighting where needed, Leger can ensure a representative sample size for the State of Arkansas, meeting the ASL's goal for a quality representative sample of residents.

As it is a general population sample, it will include those Arkansans who are morally opposed to the lottery/ gambling. By including individuals who are morally opposed, the research can better understand the full spectrum of consumer sentiments, including potential barriers and objections, which is crucial for developing inclusive and effective marketing strategies. Based on our survey experience, we have found that even among those who are morally opposed, there is a portion of individuals who still

participate in lottery and gaming, highlighting complex consumer behaviors and the need for nuanced marketing strategies.

Leger offers two sample sizes for your consideration, the minimum of 600 as requested in the RFP and the option to increase the sample to 1,000.

	Option 1	Option 2
Sample Size	n=600	n=1,000
Margin of Error	±4%	±3.1%
Approx. number of Lottery players/ non-players*	396/ 204	660/ 340

**Based on an incidence of 66% past year lottery players*

The samples above assume natural fallout on the player subgroups (Frequent/ Infrequent/ Lapsed and Non-players). This will provide ASL with a holistic understanding of the lottery market in Arkansas.

A sample size of 600 respondents will provide a cost-effective yet reliable sample for the brand tracking research. The larger sample size of 1,000 respondents will allow for a more robust sample and a stronger margin of error at a 95% confidence level. The larger sample size will allow for greater analysis of results by key subgroups such as age, gender, lottery players (Frequent/ Infrequent), and other characteristics. As the additional sample is relatively inexpensive compared to the value it offers, Leger recommends the n=1,000 option.

Deliverables: what will you receive from this study?

Leger will deliver end-to-end services for this project from incubation to completion. Key deliverables will include:

- Full project management and consultation throughout the life of the study
- Questionnaire refinement and design (in collaboration with Arkansas Scholarship Lottery's research team)
- Survey programming and testing
- Data collection and fielding management
- Coding of open-ended responses for 2 questions
- Analysis and Full report in PowerPoint – note that we will include trending of results to the previous wave of tracking, if/ where feasible
- Data sets in the format desired by the Lottery
- Presentation of results (online via Teams)

Trending of Results

The team at Leger has extensive experience in working with clients to incorporate the findings from previous research into the current project results. Note that there are numerous factors at play, all of which would need to be taken into consideration in order to provide trending with a previous study fielded by another research supplier. The first and foremost is the questionnaire itself, as discussed above. If the questionnaires are similar enough to provide a basis for comparison, then we would also have to consider the sample composition and the mix of sample providers used in the previous wave, as well as any seasonality impacts, and other potential mitigating factors. As such, it's important to keep in

mind that any trends observed may not be considered direct comparisons due to all of the associated factors, but we can likely provide the ASL with a high-level overview of how the market has shifted since the previous wave.

Optional Add-On: MaxDiff Analysis

As one of the survey topics that ASL wishes to incorporate into the brand tracking research is lottery motivators and barriers, we recommend including an analytical tool called MaxDiff to determine the relative importance (or strength) of each of the barriers and motivators.

Max Diff trade-off analysis (also known as best-worst scaling) is used to assess the relative importance of key factors on a certain outcome (for example, deciding whether to play a lottery game or not). Rather than ranking a list of choices, respondents are shown several different combinations of sub-sets from the list of factors (in this case, motivators and barriers to lottery), and are asked to choose the most and least important attributes among each set of attributes presented.

If respondents were simply shown a list of attributes, and asked how important each one is in their decision to play the lottery on a scale of 1-7, the result would be some considerable limitations to the task at hand: a) respondents often select the same score for several different factors, which makes it impossible to define which they place more importance on over another, and b) one respondent's view of 6 out of 7, for example, may be different than another's, which ultimately could skew the average factor score to be under or overvalued vs. others, thus potentially clouding the presentation of results. On the other hand, when respondents choose their preferences between each different sub-set of factors, and evaluate every factor in different scenarios against one another, this results in a very clear and differentiated hierarchy of factors where all respondent's evaluations are on an equal scale (thus eliminating any scale interpretation bias).

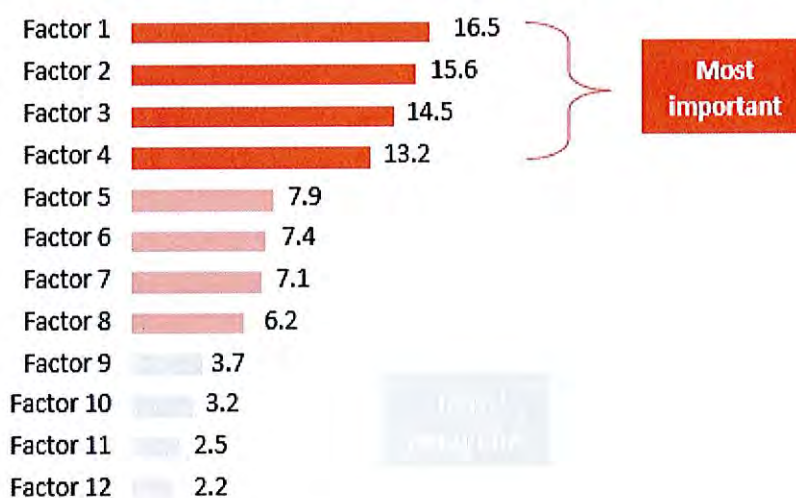
The results of the Max Diff analysis method are presented in the form of scores, the values of which are between 0 and 100. Each score represents the relative weight (its importance) given to each of the items by the respondents. The higher the score for an item, the more important the factor will be for attracting them to play the lottery. As well, an item with a score twice as high as another means that it is twice as important as the other factor it is being compared to (i.e., a factor which has a score of 10 is twice as important as one with a score of 5).

The image below provides an example of what this exercise looks like from the respondent's perspective, and as well as an example of the output scores.

WHAT RESPONDENTS WOULD SEE ON THE SCREEN

Least important	Which factors are most and least important to you when playing the Lottery?	Most important
<input type="radio"/>	Loyalty program	<input type="radio"/>
<input type="radio"/>	Easy prize redemption process	<input type="radio"/>
<input type="radio"/>	Innovative designs	<input type="radio"/>
<input type="radio"/>	Variety of products	<input type="radio"/>

RESULTS: CLEAR RANKING OF ATTRIBUTES



Service 1 (16.5) is just over twice as important to people as Service 5 (7.9).

Results for the MaxDiff exercises (one each for motivators and barriers) will be available at an overall level, as well among subgroups of interest to the ASL, such as younger demographics, Frequent/ Infrequent/ Lapsed players, etc. The questions required for the MaxDiff analysis won't substantially contribute to the overall survey length. All that is required is a list of up to 15 barriers and motivators that have been collected in the past (for example, in prior waves of research). Leger is also able to contribute to this list based on our previous experience in the sector. Once the variables are defined, the questions themselves will need some re-vamping to fit the randomization and most/ least question set-up.

Including the MaxDiff in the survey also helps to mitigate respondent fatigue, as respondents tend to find the design more fun and engaging to complete compared to standard survey questions. In summary, including MaxDiff analysis is a more robust, nuanced way to uncover which barriers and motivators the ASL truly needs to prioritize in order to action better acquisition and growth.

PROJECT TIMELINE AND COST

The table below indicates a high-level timeline for this project. A detailed workplan will be provided to the Lottery upon project award. “Week 1” will directly follow the official award of this project. We will remain flexible to the Lottery’s timing needs and will be ready to kick this project off at your convenience, ensuring that we can meet the field and deliverable timelines that are required by the ASL.

Task	Timing	Responsibility
Project award and kick-off meeting	Week 1	Leger & ASL
Previous wave questionnaire provided	Week 1	ASL
Questionnaire review and feedback	Week 2	Leger
Questionnaire finalized	End of week 2	Leger & ASL
Survey programming and testing	Weeks 3-4	Leger
Data collection (i.e., survey fielding)	Weeks 5-7	Leger
Analysis and Reporting	Weeks 8-11	Leger
Presentation of results (online via Teams)	TBD	Leger

At Leger, we believe in working collaboratively with all our clients. We commit to providing ASL with regular updates (frequency to be decided in conjunction with the Lottery) on the progress of the project. With respect to any issues that may come up during the study, and occasionally they come up, Leger also commits to notifying the Lottery as soon as possible, discussing any need for adjustments, and obtaining approval for such adjustments.

Project Cost

The table below indicates the overall cost options to execute this project at each of the sample sizes outlined; each cost option below is inclusive of all deliverables listed above and includes a 15-minute online survey.

Option	Deliverable	Cost
OPTION 1: Brand Tracking Study n = 600	15-min online survey Among n=600 Arkansas adults	\$33,000 USD
OPTION 1: Brand Tracking Study n = 1,000	15-min online survey Among n=1,000 Arkansas adults	\$36,500 USD
Optional Add-On: MaxDiff analysis	MaxDiff analysis to determine relative strength of Lottery barriers and motivators (see description below) 2 models: 1 for barriers, 1 for motivators	\$3,000 USD

The budget is all inclusive of all costs for the project, with the exception of any applicable taxes.

Leger’s payment schedule is flexible; that said, typically 50% is due upon project initiation and 50% is due upon project completion. Should the Arkansas Scholarship Lottery require a different invoicing schedule, please let us know and this will appear in the official Purchasing Order upon project award.

APPENDIX: TEAM RESUMES



PAUL LAUZON (CAIP)

Sr. Vice President, Lottery & Gaming

Paul joined Leger in 2022 as a Senior Vice President, co-leading our North American Lottery and Gaming practice. Prior to joining Leger, Paul had been with Ipsos for more than 23 years during most of which he led a similar practice culminating to date with more than 26 years of Lottery and Gaming specific industry research experience. With more than 36 years of overall market research experience which also included the Travel and Tourism

sector on the client side, Paul has worked extensively with most research methodologies and analytics including segmentation studies, segment and brand tracking, corporate image, customer satisfaction and evaluation studies, responsible gambling tracking, as well as product testing campaigns using advanced analytics such as discrete choice and conjoint modeling, paired-choice analysis, Max Diff, SEM, TURF, and different segmentation algorithms.

While leading the Lottery & Gaming team at both Leger and Ipsos, Paul has been involved in the design and implementation of ad hoc and on-going market research programs for provincial and state lotteries, casinos, iGaming operators, fantasy and sports betting, and vendors across North America. Paul's core responsibilities include co-managing the specialized team of researchers in Leger's Lottery and Gaming practice, providing senior strategic advice on key accounts, and co-steering the direction for R&D within the practice. Paul has frequently spoken and participated at most of North American's key gaming and lottery conferences.

EDUCATION

- M.A. in Sociology, University of Calgary
- PhD course work in marketing, research methodology and statistics, University of Calgary
- Graduate course work in Geographic Information Systems (GIS), University of Calgary
- B.A., Recreation Administration, University of Alberta
- Two years of coursework for B.A., Recreation Administration, Red Deer College

PROFESSIONAL EXPERIENCE

- Senior Vice President & Managing Director, Lottery & Gaming Practice, Ipsos, Calgary (2006-2023)
- Vice President, Lottery & Gaming Practice, Angus Reid Group/Ipsos, Calgary (1999-2005)
- Senior Research Manager, Lottery & Gaming Practice, Angus Reid Group/Ipsos, Calgary (1997-1999)
- Senior Research Analyst, Canadian Airlines Corporation, Calgary (1996-1997)
- Socio-Economic Analyst, Parks Canada, Calgary (1992-1996)
- Research Analyst, Parks Canada, Hull, Québec (1991-1992)

PROFESSIONAL SPEAKING EXPERIENCE

- NASPL 2002 – "What do Customers Really Want?"
- Smart Tech 2004 – "The Importance of Predictive Modeling Research to Capitalize on Growth and Minimize Cannibalization"
- NASPL 2005 – "Are you getting the most from your Scratch Games?"

- GIGSE 2005 – “Market Research Framework: A Guide of what research to do and when”
- Clarion Gaming I-Poker conference 2005 – “Online Poker Players”
- GIGSE 2006 – “Building Quality Custom Research Panels in the Online Gaming Industry”
- I-Gaming Online Bingo & Casual Games Conference 2006 – “US & Canadian Online Gambler 2006 Syndicated Study A Profile of Bingo Players & Skill Gamers”
- Smart Tech 2006 – “InterActive Forum Possibilities”
- NASPL 2006 Special Breakfast Presentation – “US Internet Poker Players Lottery Play Profile”
- G2E 2006 – “NA Internet Gamblers’ Profile”
- ICE 2006 conference special dinner Presentation “US Online Poker Players Profile”
- NASPL 2007 Special Breakfast Presentation – “Building Quality Custom Research Panels in the Lottery Industry”
- Canadian Gaming Summit 2007 – “Internet Lottery and Other Online Gambling”
- Ipsos Knowledge Summit 2007 – “The Many Uses of Choice Modeling”
- NASPL 2008 – “Perceptions of Internet Gambling”
- NCPG 2008 – “Internet Gambling & Problem Gambling Issues”
- LaFleur’s Lottery DC Symposium 2009 “Is the Lottery Recession Proof?”
- Canadian Gaming Summit 2010 – “Internet Gaming in Canada: Public Perceptions & Behavior”
- G2E 2010 – “NA Internet Gamblers Profile Update”
- NASPL 2011 – “Wallet Allocation Rule”
- DGLP Summit 2011 – “Online and Offline Gambling: Collision or Harmonization?”
- Southern Gaming Summit 2012 – “Bingo Management: Who are your players and what do they want?”
- NASPL Professional Development Seminars 2012 – Opening Keynote Session “Engaging the 18–34-year-old Emerging Market”
- NASPL Professional Development Seminars 2012 – “Operator Perspective for Selecting Video Games and Improving Game Performance: A Review of AGLC Research”
- ICE 2013 – “Insights into North American 18–34-year-olds”
- IGNA 2013 – “Targeting the Next Generation of Gamblers”
- Canadian Gaming Summit 2013 Opening Keynote – “Focus on the Future Players”
- Manitoba Liquor & Lotteries MGMT Board 2013 – “Gaming Industry Trends: Focus on the Players”
- Alberta Gaming & Liquor Commission MGMT Board 2013 – “Gaming Industry Trends: Focus on the Players”
- G2E 2014 – “The Ideal Online Gambler”
- NASPL 2015 Professional Development Seminar – “Maximizing Instant Launch with Ipsos Scratch OptiMix”
- NASPL 2015 Professional Development Seminar – “Engaging Millennials in Market Research”
- 16th International Gambling & Risk-Taking Conference - “Methodological Challenges in the Study of Gambling and the Millennial Generation”
- Canadian Gaming Summit 2016 Opening Keynote – “How Casinos Can Begin to Overcome Some Barriers to Appeal to Different Audiences”
- NASPL 2016 Professional Development Seminar – “Methodological Challenges in the Study of Gambling and the Millennial Generation”
- NASPL 2017 Professional Development Seminar – “Online Sampling – Evolution and Realities”
- Canadian Gaming Summit 2018 – “Gaming with XYZ”
- Fantasy Sports Trade Association 2018 (FSTA) – “Understanding Crossover Between Fantasy Sports Players and Sports Bettors”



JENNIFER FLEMING

Associate Vice President, Lottery & Gaming

Jennifer joined the Lottery, Travel and Tourism team at Leger in 2023, as an Associate Vice-President, following 20 years in research at Ipsos. With the exception of a few years in the consumer-packaged goods sector, most of Jennifer's experience has been in the Lottery and Gaming industry. In her career, Jennifer has worked extensively with research methodologies and analytics including segmentation, segment and brand tracking, corporate image, customer satisfaction and evaluation, as well as product testing using advanced analytics such as discrete choice and conjoint modeling, paired-choice analysis, Max Diff, TURF, and segmentation algorithms.

Jennifer is a highly skilled researcher, providing insight and strategic recommendations to clients at the highest level within their organizations. She is committed to working collaboratively with clients on large-scale project execution, troubleshooting and asking the "what if" questions to ensure long-term project success.

EDUCATION

- B.Sc. in Biology (Ecology specialization), Concordia University, Montreal, 1996.

PROFESSIONAL EXPERIENCE

- Director, Market Strategy & Understanding, Ipsos Canada (2019-2023)
- Director, Lottery & Gaming, Ipsos Canada (2015-2019)
- Consultant, Lottery & Gaming, Ipsos Canada (2012-2015)
- Senior Market Research Analyst, SAIT Polytechnic (2010-2011)
- Senior Research Manager, Ipsos Lottery & Gaming (2006-2008)
- Research Manager, Ipsos Lottery & Gaming (2004-2005)
- Research Associate, Ipsos Lottery & Gaming (2003-2004)
- Production Specialist, Ipsos Reid (2000-2003)



FRANCESCA TAMBERI

Senior Research Analyst, Lottery, Travel & Tourism

Francesca joined Leger as a Research Analyst in 2022 and plays a pivotal role in the Lottery and Tourism team. She has over 3 years of experience in market research, during which, additionally to lottery and tourism, she has worked in various research sectors like manufacturing, sports, agriculture, confectionery, and the public sector. Driven by a passion to deliver quality insights to her clients and contribute to research innovation, Francesca is committed to staying at the forefront of the industry to provide valuable and cutting-edge solutions.

Francesca has comprehensive experience in both quantitative and qualitative research, including segmentations, intercept research, as well as designing and moderating various qualitative research methods like bulletin discussion boards, focus groups, ethnographies, and in-depth interviews.

Francesca graduated from The University of British Columbia in 2022 with a Bachelor of International Economics, providing a strong academic foundation for her research work. Before joining Leger, Francesca gained valuable experience in various research roles doing contract work for Ipsos, Demoskopoea and IQvia in Italy, as well as UBC and Memoryz in Canada.

EDUCATION

- Bachelor of International Economics (2022), The University of British Columbia

PROFESSIONAL EXPERIENCE

Leger, Vancouver, BC

Research Analyst (2022-Present)

Ipsos, Milan, Italy

Research Support (Contract – 2022)

Demoskopoea, Milan, Italy

Research Support (Contract – 2022)

Vancouver School of Economics (UBC), Vancouver, BC

Research Assistant (2020-2021)

Memoryz, Toronto, ON

Marketing and Branding Analyst (Contract – 2020)

IQvia, Milan, Italy

Field Interviewer (Contract – 2019)



LAUREN BYRNE

Senior Research Analyst, Lottery, Travel & Tourism

Lauren graduated with a Bachelor's in Advertising & Marketing Communications from Technological University Dublin and began her market research career in Ireland. After making the move abroad to Vancouver in 2023, she worked in affiliate marketing where she was responsible for increasing growth and market presence for brands in the financial space across Canada & the US. Lauren returned to market research and joined the Leger team in 2024, on the Lottery and Gaming team as a Senior Research Analyst.

Lauren has 3+ years experience in marketing including both market research and digital marketing across American, Canadian, and Irish markets, including a diverse range of industries, such as financial services, insurance, alcohol, retail, telecommunications, postal service, gaming/gambling services and more.

Lauren has in-depth experience with both quantitative and qualitative research with previous projects including analyzing brand health, customer experience (CX), consumer behavior & attitudes, customer satisfaction while also having exposure to advanced analytical techniques such as segmentation analysis, drivers/Max Diff analysis, NPS, comprehensive advertising testing tools and more. With a qualitative research approach, Lauren conducted focus groups, In-depth interviews, ethnographies and online consumer communities (diaries) to analyze consumer behavior and attitudes.

Lauren has a passion for providing actionable insights and strategic recommendations and she excels at reporting in a clear and creative manner.

Education

- 2020 Bachelor's Degree in Advertising & Marketing Communications

Professional Experience

Leger, Vancouver BC

- Senior Research Analyst (Present)

Fintel Connect, Vancouver BC

- Affiliate Account Coordinator (2023-2024)

REDC Research & Marketing Ireland

- Research Analyst (2021-2023)

Rothco Accenture Interactive (Recently Droga 5) – Advertising Agency Ireland

- Internship, Strategy department (2020)

OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger Communities**
Online community management
- **Leger MetriCX**
Strategic and operational customer experience consulting services
- **Leger Digital**
Digital strategy and user experience
- **Leger Analytics (LEA)**
Data modelling and analysis
- **International Research**
Worldwide Independent Network (WIN)
- **Leger Opinion (LEO)**
Panel management

600
EMPLOYEES



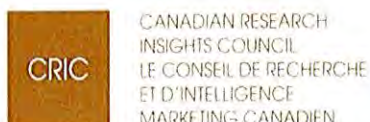
185
CONSULTANTS



8
OFFICES

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG
EDMONTON | CALGARY | VANCOUVER | NEW YORK

OUR COMMITMENTS TO QUALITY



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



Leger is a sponsor of [CAIP Canada](#), Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.

Leger

In Data We Trust





Department of Transformation and Shared Services

Governor Sarah Huckabee Sanders

Secretary Leslie Fiskien

COMBINED CERTIFICATIONS FOR CONTRACTING WITH THE STATE OF ARKANSAS

Pursuant to Arkansas law, a vendor must certify as specified below and as designated by the applicable laws.

1. **Israel Boycott Restriction:** For contracts valued at \$1,000 or greater.
A public entity shall not contract with a person or company (the "Contractor") unless the Contractor certifies in writing that the Contractor is not currently engaged in a boycott of Israel. If at any time after signing this certification the Contractor decides to boycott Israel, the Contractor must notify the contracting public entity in writing. See Arkansas Code Annotated § 25-1-503.
2. **Illegal Immigrant Restriction:** For contracts valued at \$25,000 or greater.
No state agency may contract for services with a Contractor who knowingly employs or contracts with an illegal immigrant. The Contractor shall certify that it does not knowingly employ, or contract with, illegal immigrants. See Arkansas Code Annotated § 19-11-105.
3. **Energy, Fossil Fuel, Firearms, and Ammunition Industries Boycott Restriction:** For contracts valued at \$75,000 or greater.
A public entity shall not contract unless the contract includes a written certification that the Contractor is not currently engaged in and agrees not to engage in, a boycott of an Energy, Fossil Fuel, Firearms, or Ammunition Industry for the duration of the contract. See Arkansas Code Annotated § 25-1-1102.
4. **Scrutinized Company Restriction:** Required with bid or proposal submission.
A state agency shall not contract with a Scrutinized Company or a company that employs a Scrutinized Company as a subcontractor. A Scrutinized Company is a company owned in whole or with a majority ownership by the government of the People's Republic of China. A state agency shall require a company that submits a bid or proposal for a contract to certify that it is not a Scrutinized Company and does not employ a Scrutinized Company as a subcontractor. See Arkansas Code Annotated § 25-1-1203.

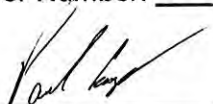
By signing this form, the Contractor agrees and certifies they are not a Scrutinized Company and they do not currently and shall not for the aggregate term of any resultant contract:

- Boycott Israel.
- Knowingly employ or contract with illegal immigrants.
- Boycott Energy, Fossil Fuel, Firearms, or Ammunition Industries.
- Employ a Scrutinized Company as a subcontractor.

Contract Number: _____ Description: Gaming Research

Agency Name: DFA - Office of the Arkansas Lottery

Vendor Number: 700001005 Vendor Name: LEGER MARKETING ALBERTA INC



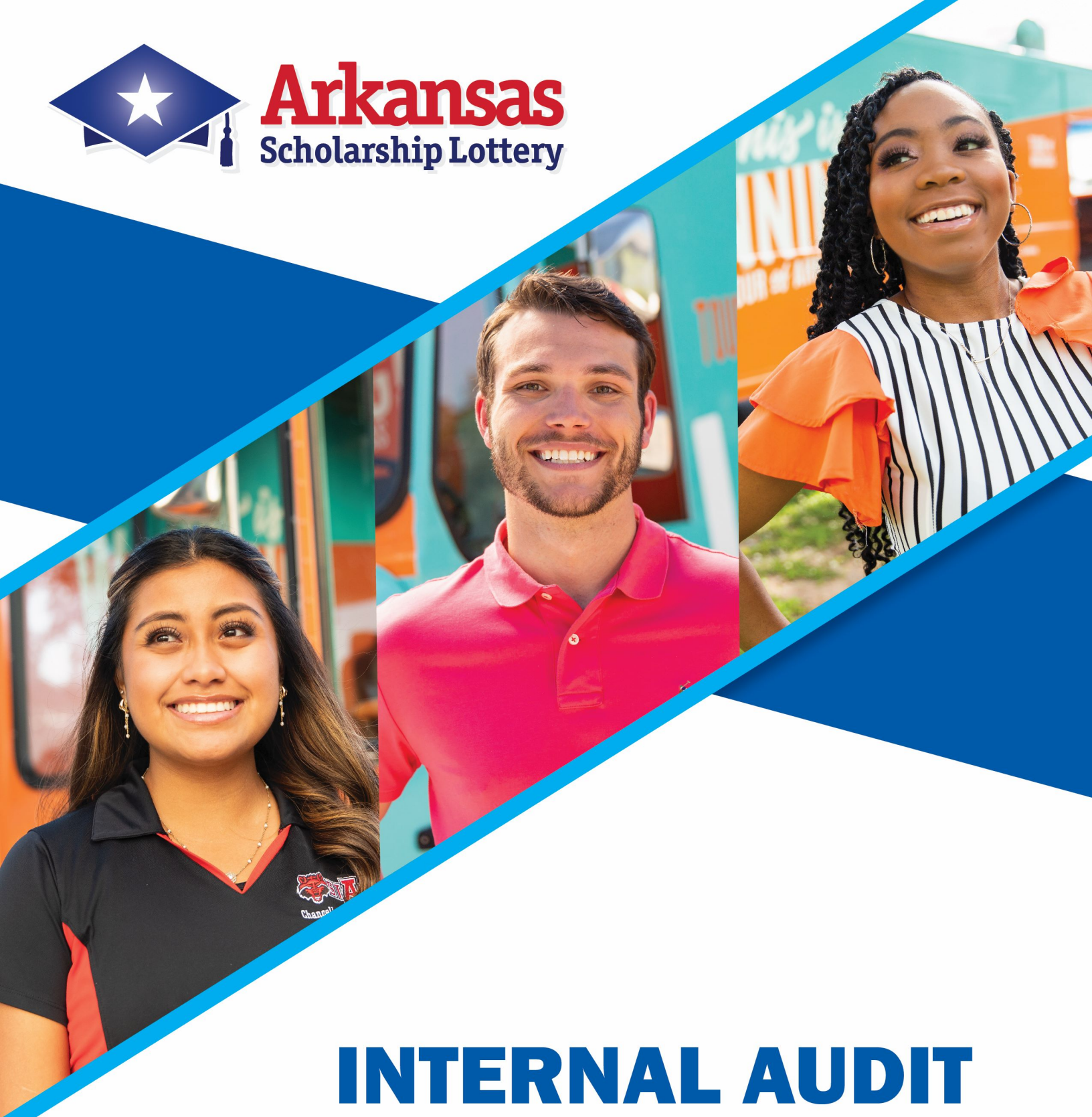
Vendor Signature

Aug 27, 2024

Date



Arkansas
Scholarship Lottery



INTERNAL AUDIT REPORTS

Arkansas Department of Finance and Administration
Office of the Arkansas Lottery
Internal Auditor Reports
August 1 through August 31, 2024

Office of the Arkansas Lottery had no audit reports issued during the reporting period of August 2024.



Arkansas
Scholarship Lottery



ARKANSAS LOTTERY MINORITY REPORT

**ARKANSAS DEPARTMENT OF FINANCE AND ADMINISTRATION
OFFICE OF THE ARKANSAS LOTTERY**

**OFFICE OF THE ARKANSAS LOTTERY MINORITY AND FEMALE OWNED DIVERSITY COMPLIANCE REPORT
August 1 through August 31, 2024**

Vendors	Goods or Services	Diversity Classification	August 2024	FY 2025 Total
Government Supply Services	Office Furniture/Supplies	CMBE	\$ 460.30	\$ 626.03
A-Absolute Moving & Hauling	Moving Office Furniture	CMBE	\$ -	\$ -
Totals			\$ 460.30	\$ 626.03

**INTRALOT MINORITY AND FEMALE OWNED DIVERSITY COMPLIANCE REPORT
August 1 through August 31, 2024**

Vendors	Goods or Services	Diversity Classification	August 2024	FY 2025 Total
J Kelly Referrals and Informations Services	Call Center/Information Services	CMBE	\$ 29,945.42	\$ 54,817.58
Totals			\$ 29,945.42	\$ 54,817.58

**SCIENTIFIC GAMES MINORITY AND FEMALE OWNED DIVERSITY COMPLIANCE REPORT
August 1 through August 31, 2024**

Vendors	Goods or Services	Diversity Classification	August 2024	FY 2025 Total
Expedited Transportation Service	Transportation Services	DBE	\$ 4,897.06	\$ 6,168.24
Pure Cleaning Services	Janitorial Servies	MBE	\$ 1,226.26	\$ 2,452.52
Ingage, LLC	Fulfillment Services and Prizes	WBE	\$ 205.56	\$ 1,883.17
Totals			\$ 6,328.88	\$ 10,503.93