



Proposed SBM Mobile Only Pilot Program

Pilot Locations

- May 25, 2022 – October 30, 2022
- Location selection with LSRs
 - Two (2) locations in each region minimum

Sales Agent Location Requirements

- Preferably no casinos unless authorized by the Marketing Director and Sales Manager
 - If a casino location is to be considered, the casino must be smaller than average (less than 10 machines) and located in a space less visible from public view
- Must have a Lottery/SB license, gambling license (state law) and meet all conditions of licensing
 - Depending on program viability, licenses may be revoked if mobile only program is not revenue generating.
 - Sales agent knowledge of temporary status must be made clear at start of program

Equipment Needed

- One (1) or two (2) screens
 - Mutually agreed upon locations within establishment for optimal viewing
- Neon SBM sign
 - One visible from outside and one placed in mutually agreed upon location for optimal viewing
- Other advertising at our discretion
 - Door decal
 - Bar table QR code decals
 - Other as needed/requested

Sales Agent Commission (*Pending Commission Approval*)

- Commission rate

Sales Agent Training/Reporting

- Exclusively Sales Agent Portal
 - How to get weekly invoice, sales, and commission reports

Case Study /Data Collection

- Stats on foot traffic
- Sales data
- Sales agent interviews
- Player interviews



Lottery Sales Representatives

- LSRs select two (2) pilot locations in their region that would fit this mobile only style
- LSR recommendations reviewed by Sales Manager, Directors and SB Coordinator
- LSR visits to pilot locations followed by reports of any observations/comments by sales agent
 - Notes from LSRs collected by SB Coordinator and shared with Sales Manager and Marketing Director

Analysis

- Regular sales tracking of pilot locations completed
 - Daily, weekly, monthly sales by sport
- Calls and in-person visits to observe play, placement of assets and interview location staff
 - Tracked by SB Coordinator; presented to Sales Manager and Marketing Director
- Final report offered in October – completed by SB Coordinator with Sales Manager and Marketing Director
 - Observations and analysis to Directors
 - Program recommendations