

**SOUTH CAROLINA EDUCATION LOTTERY
BOARD OF COMMISSIONERS**

**MARKETING & RETAILER RELATIONS COMMITTEE
MEETING MINUTES**

August 5, 2025

4:00 p.m.

The Marketing and Retailer Relations Committee of the Board of Commissioners of the South Carolina Education Lottery (SCEL) met on Tuesday, August 5, 2025, at 1333 Main Street, Columbia, South Carolina, Room 428, with the following members, representing a quorum, participating:

Patrick Earle, Chairman
Sam Litchfield, *Ex-officio*

Dr. Edward Keith
Dr. Vareva Evans-Harris

Chairman Earle called the meeting to order at 4:04 p.m. and recognized, Ammie Smith, Chief Product Officer and Josh Whiteside, Chief Marketing Officer to discuss Cash Pop Bonus. Ms. Smith began her report by reviewing the success of the Cash Pop Game and the Cash Pop Doubler promotion. She noted that Cash Pop generates \$70M for SCEL and that it is SCEL's highest draw game payout. Ms. Smith also noted the sales increase Cash Pop Doubler promotion generated for SCEL. She explained how the Cash Pop Bonus promotion would work and that she expected similar success to the Cash Pop Doubler promotion.

Mrs. Smith then asked Mr. Whiteside to discuss the advertising component of the Cash Pop Bonus Promotion. Mr. Whiteside noted that the Cash Pop Bonus television campaign would pick up from the theme from the original Cash Pop campaign of nearly two years ago. Specifically, a player encounters a neon sign that comes to life, enticing him to follow and then pulling him through various scenarios throughout the night. The scene ends with sunrise with friends on a beach. The underlying theme is "see where the light takes you." Mr. Sam Bond, Director of Marketing, noted that SCEL has scheduled the launch of the media campaign for the beginning of October 2025.

Following the presentation, Chairman Earle moved to approve the Cash Pop Bonus campaign, seconded by Dr. Keith. There being no further discussion, the committee passed the motion unanimously.

Next, Commissioner Earle recognized Ms. Dolly Garfield, Chief Executive Officer, Ms. Ammie Smith, Chief Product Officer, and Mr. Brian Ford, Chief Financial Officer, to discuss instant ticket vending machines (ITVMs). Ms. Garfield began by noting that ITVMs are extremely popular in other lottery jurisdictions, but that SCEL's statute strictly prohibits them. Throughout the industry however, Ms. Garfield has discovered that ITVMs are very profitable in other jurisdictions and they pay for themselves. She noted the South Carolina Convenience and Petroleum Marketers Association indicated that their lobby, as a group, is planning to pursue legislation to legalize ITVMs.

Ms. Smith discussed how the machines worked including their ability to verify age and accept debit, as well as cash payments. She noted that many players have a positive view of self-service checkout and that the same holds true for lottery purchases.

Specifically, Ms. Smith noted a 29% self-service growth within the lottery industry from 2018 to 2023. She also stressed that ITVMs would supplement, not replace, on-counter displays and sales.

Mr. Ford explained that to gauge a financial impact of ITVMs, he used a rough number of \$20,000 per unit with a proposed purchase of 500 units for \$10 million to invest in roughly 12% of SCEL's retailers. The cost of the units is contingent on how many units SCEL ultimately decides to purchase. He also noted that it matters which retailers SCEL provides with the ITVMs. He ran through two scenarios. First, the selected retailers being the middle 50% of SCEL retailers experiencing a 7% sales increase, these machines would pay for themselves in roughly 38 weeks, and could potentially generate \$14 million in new revenue. Second, the selected retailers being in the 70th percentile under the 7% projected increase would generate roughly \$24 million in a new fiscal year revenue with a 21-week payback period. So in a conservative view, SCEL could expect anywhere from a \$14M to \$24M sales increase depending on which retailers it selects for the ITVMs.

In other business, Mr. Whiteside updated the board on vehicle searches suitable for SCEL promotions. Mr. Whiteside stated that SCEL is considering a Mid-sized Pop-Up Box with built-in advantages of quick assembly and interactive space. This concept is a tow-behind shipping container. Most event organizers want this type set up, rather than tents, that can better protect equipment.

There being no further business, the meeting adjourned at 5:12 p.m.

/s/
Patrick Earle
Chairman,
Marketing & Retailer Relations Committee

8/6/2025
Date

As required by *S.C. Code Ann.* § 30-4-80, SCEL posted notification for this meeting at its administrative offices, 1333 Main Street in Columbia. As provided in the Board Bylaws, SCEL also posted the meeting notice and agenda on its website (sceducationlottery.com), and sent emails pursuant to requests made by individuals, media outlets and other organizations. These notifications included a link that provides the time, date, place, and agenda for the meeting.