



General Assembly

January Session, 2025

Substitute Bill No. 5271



**AN ACT PROHIBITING GAMING-RELATED ADVERTISING,
MARKETING AND PROMOTIONAL ACTIVITIES AT PUBLIC
INSTITUTIONS OF HIGHER EDUCATION.**

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. Subsection (e) of section 12-863 of the general statutes is
2 repealed and the following is substituted in lieu thereof (*Effective from*
3 *passage*):

4 (e) Advertising, marketing and other promotional materials
5 published, aired, displayed or disseminated by or on behalf of any
6 gaming entity licensee shall:

7 (1) Not depict an individual who is, or appears to be, under twenty-
8 one years of age, unless such individual is a professional athlete or a
9 collegiate athlete who, if permitted by applicable law, is able to profit
10 from the use of his or her name and likeness;

11 (2) Not be aimed exclusively or primarily at individuals under
12 twenty-one years of age, or at individuals under eighteen years of age if
13 pertaining exclusively to keno, online lottery ticket sales or fantasy
14 contests, or any combination thereof;

15 (3) Not directly advertise, target or promote Internet games or retail
16 sports wagering to specific individuals, rather than a general audience,
17 who are excluded pursuant to a self-exclusion process as described in

18 subdivision (5) of subsection (c) of this section, through methods,
19 including, but not limited to, electronic mail, telephone calls, text
20 messages, direct messaging applications, mail and social media;

21 (4) State that individuals shall be eighteen or twenty-one years of age
22 or older, as applicable, to participate in the type of gaming advertised,
23 marketed or promoted;

24 (5) Not contain images, symbols, celebrity or entertainer
25 endorsements or language designed to appeal specifically to those
26 under twenty-one years of age, or, if pertaining exclusively to keno,
27 online lottery ticket sales or fantasy contests, or any combination
28 thereof, to those under eighteen years of age;

29 (6) Not contain inaccurate or misleading information that would
30 reasonably be expected to confuse and mislead patrons in order to
31 induce them to engage in gaming;

32 (7) Not be published, aired, displayed or disseminated to a media
33 outlet or on social media, that appeal primarily to individuals under
34 twenty-one years of age, or, if pertaining exclusively to keno, online
35 lottery ticket sales or fantasy contests, or any combination thereof, to
36 those under eighteen years of age;

37 (8) Not be published, aired, displayed or disseminated (A) on the
38 campus of any constituent unit of the state system of higher education,
39 or (B) on any Internet web site, online service, mobile application or
40 social media platform established or maintained by or on behalf of any
41 constituent unit of the state system of higher education;

42 ~~[(8)]~~ (9) Not be placed before any audience where the majority of the
43 viewers or participants is presumed to be under twenty-one years of
44 age, or, if pertaining exclusively to keno, online lottery ticket sales or
45 fantasy contests, or any combination thereof, to those under eighteen
46 years of age;

47 ~~[(9)]~~ (10) Not imply greater chances of winning compared to other

48 licensees;

49 [(10)] (11) Not imply greater chances of winning based on wagering
 50 in greater quantity or amount, except for a lottery draw game that was
 51 approved prior to January 1, 2024, is available for patron wagering as of
 52 June 6, 2024, includes features approved by the department that increase
 53 the chances of winning and is not exclusively sold by lottery sales
 54 agents;

55 [(11)] (12) Not contain claims or representations that gaming will
 56 guarantee an individual's social, financial or personal success;

57 [(12)] (13) Not use any type, size, location, lighting, illustration,
 58 graphic, depiction or color resulting in the obscuring of any material
 59 fact; and

60 [(13)] (14) If a direct or targeted advertisement or promotion sent to
 61 an individual, including, but not limited to, electronic mail or text
 62 message, include a clear and conspicuous Internet link that allows the
 63 recipient to unsubscribe by clicking on one link.

This act shall take effect as follows and shall amend the following sections:		
Section 1	from passage	12-863(e)

Statement of Legislative Commissioners:

In Subsecs. (e)(8)(A) and (B), "state system of public higher education" was changed to "state system of higher education" for consistency with standard drafting conventions.

GL Joint Favorable Subst. -LCO