



General Assembly

Amendment

January Session, 2025

LCO No. 10607



Offered by:

REP. LEMAR, 96th Dist.

SEN. MARONEY, 14th Dist.

REP. TURCO, 27th Dist.

REP. RUTIGLIANO, 123rd Dist.

To: Subst. House Bill No. 5271

File No. 298

Cal. No. 200

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

1 Strike everything after the enacting clause and substitute the
2 following in lieu thereof:

3 "Section 1. Section 12-850 of the general statutes is repealed and the
4 following is substituted in lieu thereof (*Effective from passage*):

5 For the purposes of this section and sections 12-851 to 12-871,
6 inclusive, and section 2 of this act:

7 (1) "Business entity" means any partnership, limited liability
8 company, society, association, joint stock company, corporation, estate,
9 receiver, trustee, assignee, referee or any other legal entity and any other
10 person acting in a fiduciary or representative capacity, whether
11 appointed by a court or otherwise, and any combination thereof;

12 (2) "Commissioner" means the Commissioner of Consumer
13 Protection or the commissioner's designee;

14 (3) "Connecticut intercollegiate team" means any team associated
15 with an intercollegiate program of a university or college of the state
16 system of public higher education, as described in section 10a-1, an
17 independent institution of higher education, as defined in section 10a-
18 173, or a for-profit college or university physically located in the state
19 that offers in-person classes within the state;

20 (4) "Consumables" means nondurable items, including, but not
21 limited to, dice, playing cards and roulette balls used in live online
22 casino gaming;

23 (5) "Department" means the Department of Consumer Protection;

24 (6) "Electronic wagering platform" means the combination of
25 hardware, software and data networks used to manage, administer,
26 offer or control Internet games or retail sports wagering at a facility in
27 this state;

28 (7) "E-bingo machine" means an electronic device categorized as a
29 class II machine under the federal Indian Gaming Regulatory Act, P.L.
30 100-497, 25 USC 2701 et seq. used to play bingo that is confined to a
31 game cabinet and is substantially similar in appearance and play to a
32 class III slot machine. "E-bingo machine" does not include any other
33 electronic device, aid, instrument, tool or other technological aid used
34 in the play of any in-person class II bingo game;

35 (8) "Entry fee" means the amount of cash or cash equivalent that is
36 required to be paid by an individual to a master wagering licensee in
37 order for such individual to participate in a fantasy contest;

38 (9) "E-sports" means electronic sports and competitive video games
39 played as a game of skill;

40 (10) "Fantasy contest" means any fantasy or simulated game or

41 contest with an entry fee, conducted over the Internet, including
42 through an Internet web site or a mobile device, in which: (A) The value
43 of all prizes and awards offered to a winning fantasy contest player is
44 established and made known to the players in advance of the game or
45 contest; (B) all winning outcomes reflect the knowledge and skill of the
46 players and are determined predominantly by accumulated statistical
47 results of the performance of participants in events; and (C) no winning
48 outcome is based on the score, point spread or any performance of any
49 single team or combination of teams or solely on any single performance
50 of a contestant or player in any single event. "Fantasy contest" does not
51 include lottery games;

52 (11) "Gaming entity licensee" means a master wagering licensee, a
53 licensed online gaming operator, a licensed online gaming service
54 provider or a licensed sports wagering retailer;

55 (12) "Handling consumables" means physical contact with, or
56 supervisory oversight over the acceptance, inventory, storage or
57 destruction of, consumables, as well as being responsible for card
58 inspection, counting and shuffling;

59 (13) "Internet games" means (A) online casino gaming; (B) online
60 sports wagering; (C) fantasy contests; (D) keno through the Internet, an
61 online service or a mobile application; and (E) the sale of tickets for
62 lottery draw games through the Internet, an online service or a mobile
63 application;

64 (14) "Keno" has the same meaning as provided in section 12-801;

65 (15) "Key employee" means an individual with the following position
66 or an equivalent title associated with a master wagering licensee or a
67 licensed online gaming service provider, online gaming operator or
68 sports wagering retailer: (A) President or chief officer, who is the top
69 ranking individual of the licensee and is responsible for all staff and the
70 overall direction of business operations; (B) financial manager, who is
71 the individual who reports to the president or chief officer who is

72 generally responsible for oversight of the financial operations of the
73 licensee, including, but not limited to, revenue generation, distributions,
74 tax compliance and budget implementation; (C) compliance manager,
75 who is the individual that reports to the president or chief officer and
76 who is generally responsible for ensuring the licensee complies with all
77 laws, regulations and requirements related to the operation of the
78 licensee; (D) chief information officer, who is the individual generally
79 responsible for establishing policies or procedures on, or making
80 management decisions related to, information systems; or (E) chief data
81 security officer, who is the individual generally responsible for
82 establishing policies or procedures on, or making management
83 decisions related to, technical systems. "Key employee" includes an
84 individual (i) who is responsible for establishing the policies or
85 procedures on, or making management decisions related to, wagering
86 structures or outcomes for a licensee; or (ii) who has an ownership
87 interest that is five per cent or more of the total ownership or interest
88 rights in the licensee. Tribal membership in and of itself shall not
89 constitute ownership for purposes of this subdivision;

90 (16) "Live game employee" means an employee of a master wagering
91 licensee or a licensed online gaming operator or online gaming service
92 provider that is operating live online casino gaming who is (A)
93 responsible for handling consumables in a live online casino authorized
94 under this chapter; [.] (B) responsible for presenting live online casino
95 gaming in a live online casino authorized under this chapter; [.] or (C) a
96 direct manager of an individual who is a live game employee under
97 subparagraph (A) or (B) of this subdivision;

98 (17) "Lottery draw game" means any game in which one or more
99 numbers, letters or symbols are randomly drawn at predetermined
100 times, but not more frequently than once every four minutes, from a
101 range of numbers, letters or symbols, and prizes are paid to players
102 possessing winning plays, as set forth in each game's official game rules.
103 "Lottery draw game" does not include keno, any game for which lottery
104 draw tickets are not available through a lottery sales agent or any game

105 that simulates online casino gaming;

106 (18) "Lottery sales agent" means a person that contracts with the
107 Connecticut Lottery Corporation to sell lottery tickets or offer keno at a
108 retail facility in the state and not over the Internet, and is licensed in
109 accordance with chapters 226 and 229a;

110 (19) "Mashantucket Pequot memorandum of understanding" means
111 the memorandum of understanding entered into by and between the
112 state and the Mashantucket Pequot Tribe on January 13, 1993, as
113 amended from time to time;

114 (20) "Mashantucket Pequot procedures" means the Final
115 Mashantucket Pequot Gaming Procedures prescribed by the Secretary
116 of the United States Department of the Interior pursuant to 25 USC
117 2710(d)(7)(B)(vii) and published in 56 Federal Register 24996 (May 31,
118 1991), as amended from time to time;

119 (21) "Master wagering licensee" means (A) the Mashantucket Pequot
120 Tribe, or an instrumentality of or an affiliate wholly-owned by said tribe,
121 if licensed to operate online sports wagering, online casino gaming and
122 fantasy contests pursuant to section 12-852; (B) the Mohegan Tribe of
123 Indians of Connecticut, or an instrumentality of or an affiliate wholly-
124 owned by said tribe, if licensed to operate online sports wagering, online
125 casino gaming and fantasy contests pursuant to section 12-852; or (C)
126 the Connecticut Lottery Corporation, if licensed pursuant to section 12-
127 853 to operate retail sports wagering, online sports wagering, fantasy
128 contests and keno and to sell tickets for lottery draw games through the
129 Internet, an online service or a mobile application;

130 (22) "Mohegan compact" means the Tribal-State Compact entered
131 into by and between the state and the Mohegan Tribe of Indians of
132 Connecticut on May 17, 1994, as amended from time to time;

133 (23) "Mohegan memorandum of understanding" means the
134 memorandum of understanding entered into by and between the state
135 and the Mohegan Tribe of Indians of Connecticut on May 17, 1994, as

136 amended from time to time;

137 (24) "Occupational employee" means an employee of a master
138 wagering licensee or a licensed online gaming operator, online gaming
139 service provider or sports wagering retailer;

140 (25) "Off-track betting system licensee" means the person or business
141 organization licensed to operate the off-track betting system pursuant
142 to chapter 226;

143 (26) "Online casino gaming" or "online casino games" means (A) slots,
144 blackjack, craps, roulette, baccarat, poker and video poker, bingo, live
145 dealer and other peer-to-peer games and any variations of such games;
146 [.] and (B) any games authorized by the department, conducted over the
147 Internet, including through an Internet web site or a mobile device,
148 through an electronic wagering platform that does not require a bettor
149 to be physically present at a facility;

150 (27) "Online gaming operator" means a person or business entity that
151 operates an electronic wagering platform and contracts directly with a
152 master wagering licensee to offer (A) one or more Internet games on
153 behalf of such licensee; [.] or (B) retail sports wagering on behalf of such
154 licensee at a facility in this state;

155 (28) "Online gaming service provider" means a person or business
156 entity, other than an online gaming operator, that provides goods or
157 services to, or otherwise transacts business related to Internet games or
158 retail sports wagering with, a master wagering licensee or a licensed
159 online gaming operator, online gaming service provider or sports
160 wagering retailer;

161 (29) "Online sports wagering" means sports wagering conducted over
162 the Internet, including through an Internet web site or a mobile device,
163 through an electronic wagering platform that does not require a sports
164 bettor to be physically present at a facility that conducts retail sports
165 wagering;

166 (30) "Retail sports wagering" means in-person sports wagering
167 requiring a sports bettor to be physically present at one of the up to
168 fifteen facility locations of the Connecticut Lottery Corporation or a
169 licensed sports wagering retailer in this state;

170 (31) "Skin" means the branded or cobranded name and logo on the
171 interface of an Internet web site or a mobile application that bettors use
172 to access an electronic wagering platform for Internet games;

173 (32) "Sporting event" means any (A) sporting or athletic event at
174 which two or more persons participate, individually or on a team, and
175 may be eligible to receive compensation in excess of actual expenses for
176 such participation in such sporting or athletic event; (B) sporting or
177 athletic event sponsored by an intercollegiate athletic program of an
178 institution of higher education or an association of such programs; [,
179 except for those in which one of the participants is a Connecticut
180 intercollegiate team and the event is not in connection with a permitted
181 intercollegiate tournament;] (C) Olympic or international sports
182 competition event; or (D) e-sports event. [, except for those in which one
183 of the participants is a Connecticut intercollegiate team and the event is
184 not in connection with a permitted intercollegiate tournament. As used
185 in this subdivision, "permitted intercollegiate tournament" means an
186 intercollegiate e-sports, sporting or athletic event involving four or more
187 intercollegiate teams that involves one or more Connecticut
188 intercollegiate teams and the wager on the tournament is based on the
189 outcome of all games within the tournament.] "Sporting event" does not
190 include horse racing, jai alai or greyhound racing;

191 (33) "Sports governing body" means the organization that prescribes
192 final rules and enforces codes of conduct with respect to a sporting event
193 and participants in the sporting event;

194 (34) "Sports wagering" means risking or accepting any money, credit,
195 deposit or other thing of value for gain contingent in whole or in part,
196 (A) by any system or method of wagering, including, but not limited to,
197 in person or through an electronic wagering platform; [,] and (B) based

198 on (i) a live sporting event or a portion or portions of a live sporting
199 event, including future or propositional events during such an event, or
200 (ii) the individual performance statistics of an athlete or athletes in a
201 sporting event or a combination of sporting events. "Sports wagering"
202 does not include the payment of an entry fee to play a fantasy contest or
203 a fee to participate in e-sports; and

204 (35) "Sports wagering retailer" means a person or business entity that
205 contracts with the Connecticut Lottery Corporation to facilitate retail
206 sports wagering operated by said corporation through an electronic
207 wagering platform at up to fifteen facilities in this state.

208 Sec. 2. (NEW) (*Effective from passage*) (a) Except as provided in
209 subsection (b) of this section, no person licensed to operate online sports
210 wagering or retail sports wagering pursuant to chapter 229b of the
211 general statutes may accept a wager on a sporting event in which a
212 Connecticut intercollegiate team, or a player on a Connecticut
213 intercollegiate team, is participating, unless:

214 (1) The sporting event is (A) a tournament in which at least four teams
215 are participating, or (B) a subset of a tournament described in
216 subparagraph (A) of this subdivision; and

217 (2) (A) If the sporting event is a tournament described in
218 subparagraph (A) of subdivision (1) of this subsection, the wager is (i)
219 based on the outcome of all games comprising the tournament described
220 in subparagraph (A) of subdivision (1) of this subsection, and (ii)
221 accepted (I) at any time prior to the start of such tournament, or (II)
222 during such tournament, provided no game is in progress that would
223 reduce the number of teams participating in such tournament below
224 four; or

225 (B) If the sporting event is a subset of a tournament described in
226 subparagraph (A) of subdivision (1) of this subsection, the wager is (i)
227 accepted based on such subset of such tournament, and (ii) not placed
228 on the individual performance of a player on a Connecticut

229 intercollegiate team.

230 (b) The provisions of subsection (a) of this section shall not be
231 construed to prohibit placing a wager during a tournament described in
232 subparagraph (A) of subdivision (1) of subsection (a) of this section,
233 provided:

234 (1) Such wager is placed on a subset of such tournament and no
235 Connecticut intercollegiate team is participating in such subset; or

236 (2) All Connecticut intercollegiate teams have been eliminated from
237 such tournament.

238 Sec. 3. Subsection (e) of section 12-863 of the general statutes is
239 repealed and the following is substituted in lieu thereof (*Effective October*
240 *1, 2025*):

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

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

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

252 (3) Not directly advertise, target or promote Internet games or retail
253 sports wagering to specific individuals, rather than a general audience,
254 who are excluded pursuant to a self-exclusion process as described in
255 subdivision (5) of subsection (c) of this section, through methods,
256 including, but not limited to, electronic mail, telephone calls, text
257 messages, direct messaging applications, mail and social media;

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

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

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

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

274 (8) Not be published, aired, displayed or disseminated in any athletic
275 facility located on the campus of any public or private institution of
276 higher education in this state, or on any Internet web site, social media
277 platform, online service or mobile application established or maintained
278 by or on behalf of any public or private institution of higher education
279 in this state, unless such materials exclusively consist of an
280 announcement, signage or display that is (A) directed to a general
281 audience, and (B) comprised of one or more of the following: (i)
282 Trademarks, symbols or logos; or (ii) a statement disclosing any
283 relationship that may exist between the gaming entity licensee and such
284 institution of higher education;

285 [(8)] (9) Not be placed before any audience where the majority of the
286 viewers or participants is presumed to be under twenty-one years of
287 age, or, if pertaining exclusively to keno, online lottery ticket sales or
288 fantasy contests, or any combination thereof, to those under eighteen

289 years of age;

290 [(9)] (10) Not imply greater chances of winning compared to other
291 licensees;

292 [(10)] (11) Not imply greater chances of winning based on wagering
293 in greater quantity or amount, except for a lottery draw game that was
294 approved prior to January 1, 2024, is available for patron wagering as of
295 June 6, 2024, includes features approved by the department that increase
296 the chances of winning and is not exclusively sold by lottery sales
297 agents;

298 [(11)] (12) Not contain claims or representations that gaming will
299 guarantee an individual's social, financial or personal success;

300 [(12)] (13) Not use any type, size, location, lighting, illustration,
301 graphic, depiction or color resulting in the obscuring of any material
302 fact; and

303 [(13)] (14) If a direct or targeted advertisement or promotion sent to
304 an individual, including, but not limited to, electronic mail or text
305 message, include a clear and conspicuous Internet link that allows the
306 recipient to unsubscribe by clicking on one link."

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>from passage</i>	12-850
Sec. 2	<i>from passage</i>	New section
Sec. 3	<i>October 1, 2025</i>	12-863(e)

Section 1	<i>from passage</i>	12-850
Sec. 2	<i>from passage</i>	New section
Sec. 3	<i>October 1, 2025</i>	12-863(e)