

SOUTH CAROLINA EDUCATION LOTTERY BOARD OF COMMISSIONERS

MARKETING & RETAILER RELATIONS COMMITTEE MEETING MINUTES

February 6, 2024

3:00 p.m.

The Marketing and Retailer Relations Committee of the Board of Commissioners of the South Carolina Education Lottery (SCEL) met on Tuesday, February 6, 2024, at 1333 Main Street, Columbia, South Carolina, Room 428, with the following members, representing a quorum, participating:

Patrick Earle, Chairman
Andre Bauer Via phone

Sam Litchfield, Ex-officio
Dr. Vareva Evans-Harris

The Chairman called the meeting to order at 3:04 p.m. and recognized, Ammie Smith, Director of Product Development and Sam Bond, Marketing Manager, who provided materials for the Palmetto Cash 5 Broadcast Campaign. Ms. Smith explained the relaunch and rebranding of the Palmetto Cash 5 game. The game has been active almost since the beginning of SCEL, starting with five draws per week, growing to seven days a week. SCEL changed the matrix to a \$1 million dollar jackpot and added a multiplier feature. To improve the game further, the board approved a change to the matrix where the game will now have a rolling jackpot, as opposed to a fixed jackpot with multipliers. Ms. Smith noted that the multipliers are still available, but imbedded in the game. Players will receive a multiplier attached to their play. Players can multiply winnings by 2x, 3x, 5x, or 10x. The game does not multiply the jackpot. If there is no jackpot winner, the jackpot will roll. Ms. Smith stated that due to South Carolina being a state of about five million people, SCEL does not anticipate jackpots to reach billions. She stated that average jackpots are about \$350k to \$400k when it hits. SCEL hopes to get some jackpots over \$1M.

Ms. Smith then asked Sam Bond to walk through the campaign for Josh Whiteside, who is in Nashville for the Living Lucky with Luke Combs Promotion. Mr. Bond explained Palmetto Cash 5 is the only draw game branded to South Carolina. South Carolina is unique in state pride and the campaign needs to capture that state pride. Visuals will set the mood and tone. Rolling jackpots are what brings the big publicity. The Palmetto Cash 5 jackpot will roll nightly and eventually would reach a size worth talking about. Staff worked with Chernoff Newman and came up with a campaign, "Too Big to Ignore". They came up with a television spot and a radio spot. Mr. Bond shared the storyboard and mock up images of the TV spot for the committee's consideration. The TV Concept: Too Big to Ignore: 30 second Television concept includes various scenarios with a Palmetto Tree growing. In each successive scenario, the palmetto tree grows so large that it becomes too large to ignore.

Mr. Bond also covered the Radio Concept 1: "Bigger Than That". In the radio spot, the announcer mentions that the jackpot has grown big. Successive scenarios involve a golfer, a fisherman and the Gaffney Peach.

Following the presentation, Commissioner Earle moved, seconded by Commissioner Litchfield, to approve the Palmetto Cash 5 Broadcast Campaign as presented. The motion passed unanimously.

Discussion of Future Meetings

Next, Commissioner Earle recognized Ms. Dolly Garfield, Interim Executive Director, who discussed meeting dates with the committee. The proposed dates are the Tuesday before the next three Board Meetings (April 30, August 6, and December 3, 2024), noting that if there was nothing to meet about staff would inform the committee and cancel the meet. The Committee adopted the proposal without objection.

Other Business

There being no further business, the meeting adjourned at 3:36 p.m.

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

_____/2/7/2024_____
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.