

South Dakota Lottery

Commission Meeting

September 25, 2025



A DIVISION OF THE SOUTH DAKOTA DEPARTMENT OF REVENUE

Department of Revenue Secretary Comments



Executive Director Comments



Executive Director Comments

FY25 Sales and Transfers (Unaudited)

Instant Tickets

- Sales \$45.45 million – Decrease of 2.4%
- Transfers - \$6.05 million – Decrease of 16.7%

Online (Draw Games)

- Sales \$25.12 million – Decrease of 34%
- Transfers - \$7.53 million – Decrease of 39.9%

Video Lottery

- State Share of Net Machine Income \$166.55 million – Increase of 0.7%

Total Transfers

- \$177.92 million to General Fund
- \$2.26 million to Capital Construction Fund



Executive Director Comments

\$1.787 Billion Powerball Jackpot Run

- 14 Weeks – 42 Draws
- \$7.6 million – SD Sales for Jackpot Run
 - \$4.26 million – Last 4 draws of JP Run
- 150,140 winning tickets sold
- \$3.9 million in prizes
 - \$2 million, \$500k, \$200k, 2-\$50k
- Over \$380k selling retailer commissions
- Jackpots sell tickets - \$500k threshold



Executive Director Comments

- FY25 Audit
- Personnel Updates
 - Morgan Puepke
 - Tony Jockheck



Administrative Rule Hearing



Millionaire for Life

- The proposed rules allow for the South Dakota Lottery to participate in the Millionaire for Life draw game.
- Lucky for Life game (which SD participates) or the Cash for Life game.
- Lucky For Life is ending on February 21, 2026.
- Millionaire for Life first draw will be February 22, 2026.
- Important part of draw game portfolio.



Millionaire for Life

- Top prize - \$1 million/year for life (20-year guarantee) or cash prize of \$18 million
- Second prize - \$100K for life (20-year guarantee) or cash prize of \$2.2 million
- Daily Draw - \$5/ticket



Millionaire For Life Game

ARSD 48:03:20

- **48:03:20:01** **Participation in Millionaire for Life game authorized.**
- **48:03:20:02** **Purchase of Millionaire for Life tickets.**
- **48:02:20:03** **Millionaire for Life game rules.**

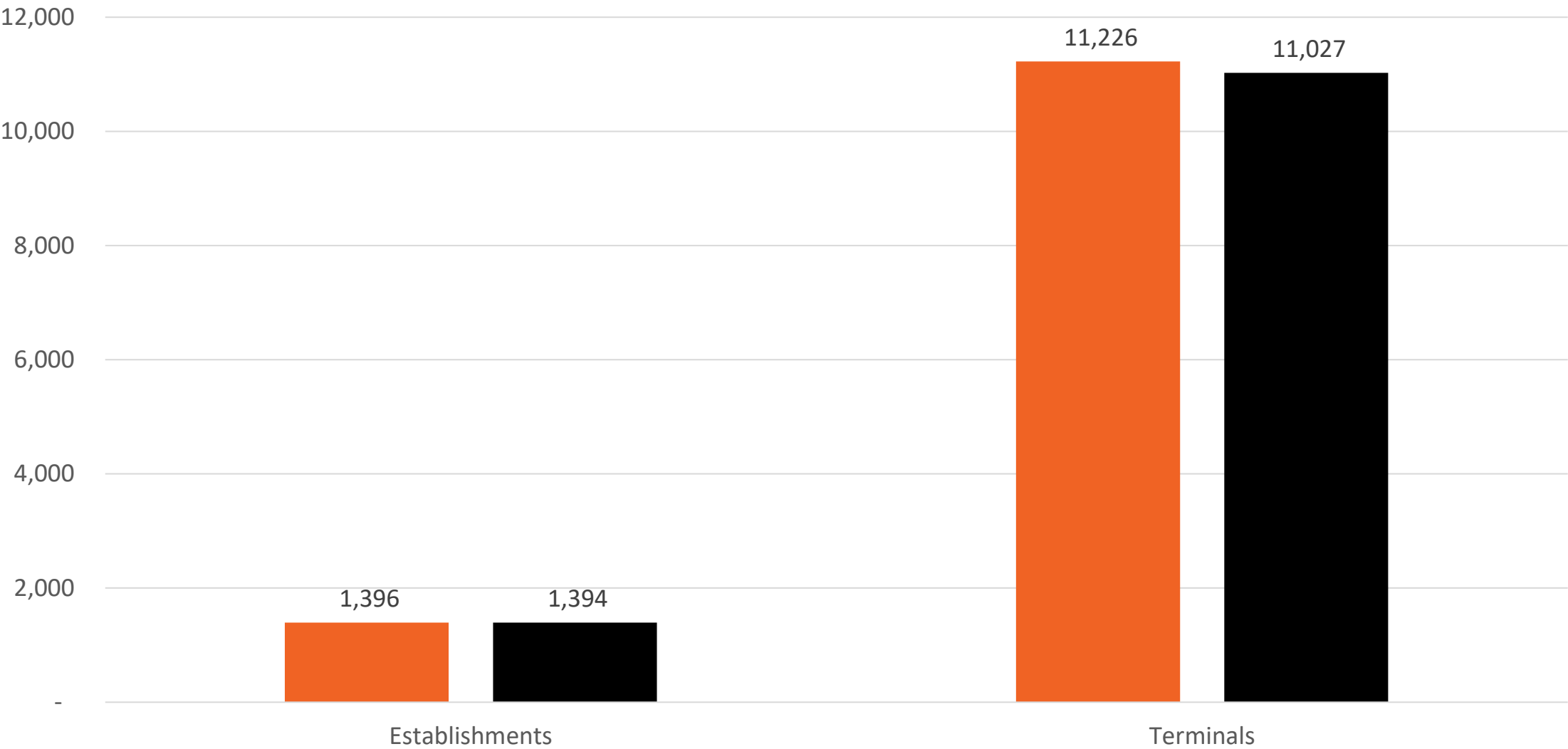


Video Lottery Report



A DIVISION OF THE SOUTH DAKOTA DEPARTMENT OF REVENUE

Number of Terminals and Establishments as of August 31, 2025

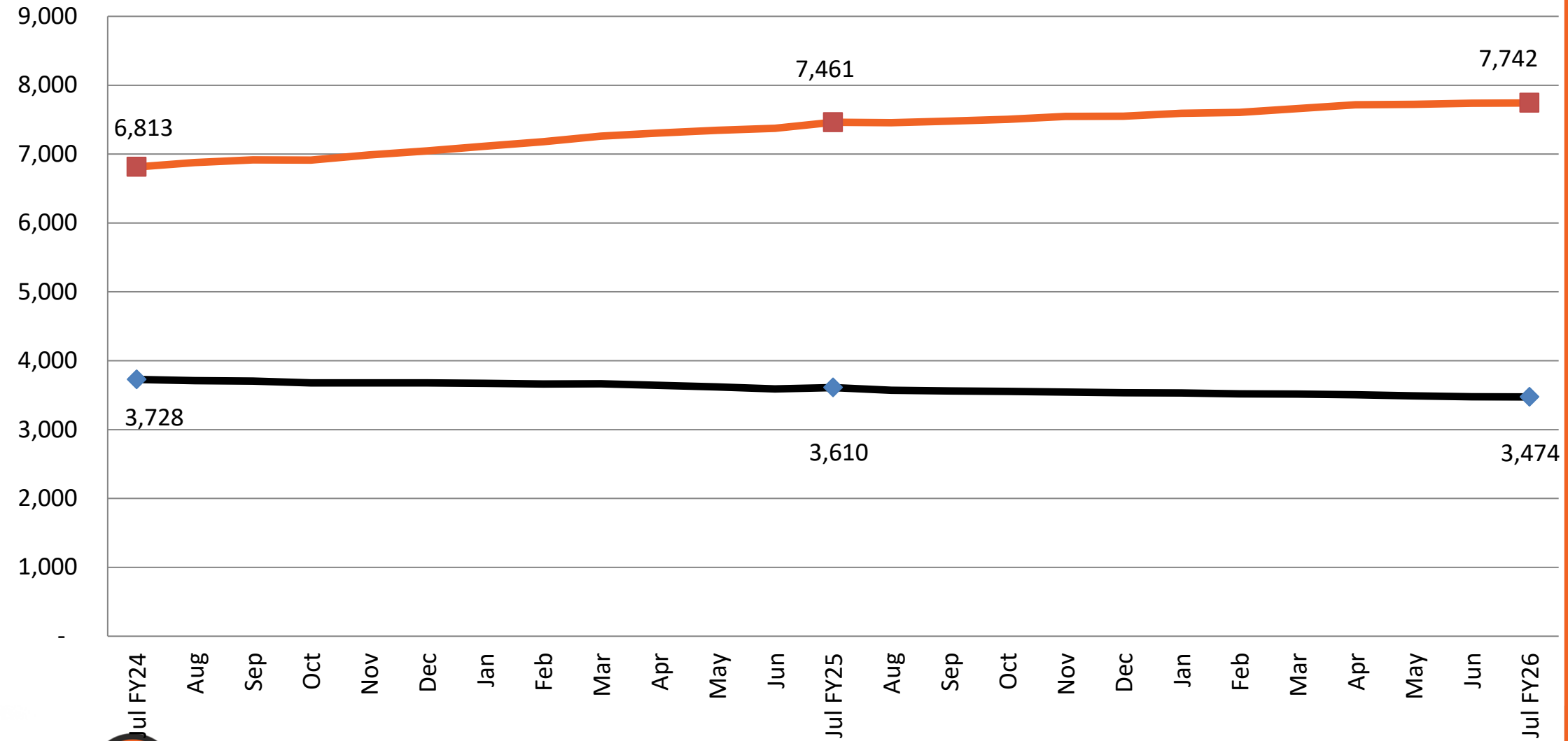


FY 2026 FY 2025



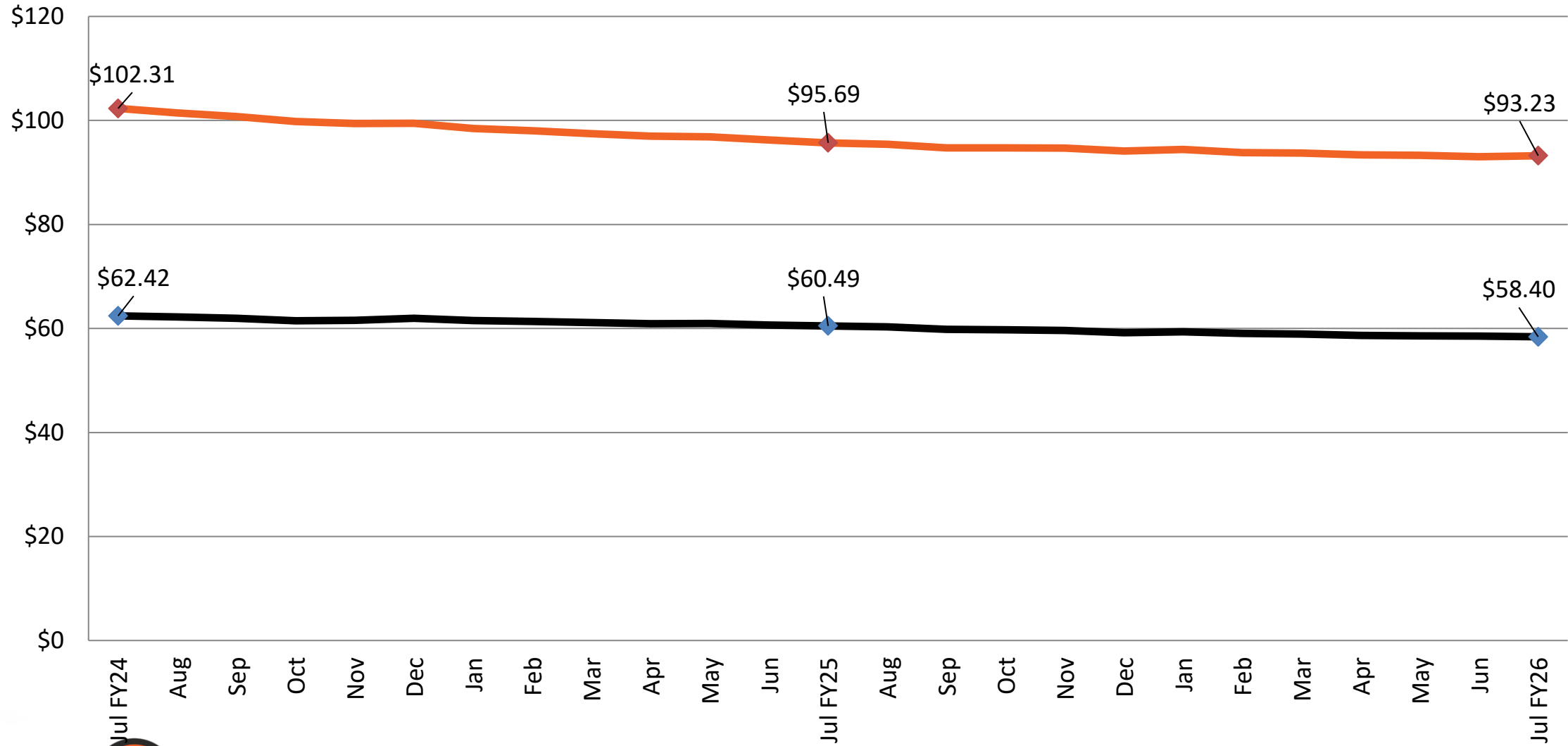
Terminal Counts - Legacy vs. Line

Legacy Machines Line Machines



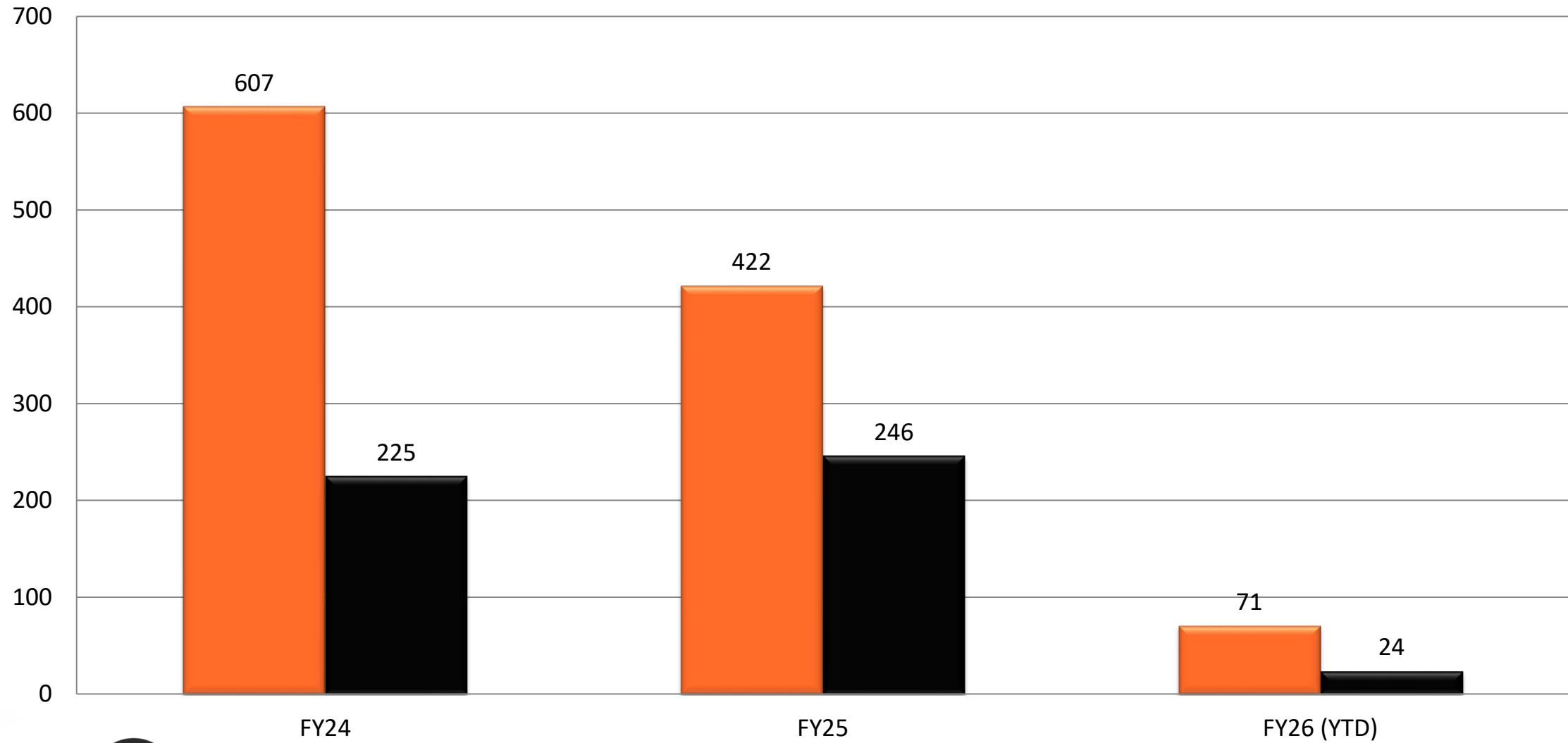
NMI/Terminal/Day - Legacy vs. Line

Legacy NMI per Machine per Day Line NMI per Machine per Day



New & Destroyed Terminals

■ New ■ Destroyed



Video Lottery Updates

- Call Center
- New Manufacturers
 - Epic
 - JVL
- MUSL Rule 2 Review – during the week of October 27

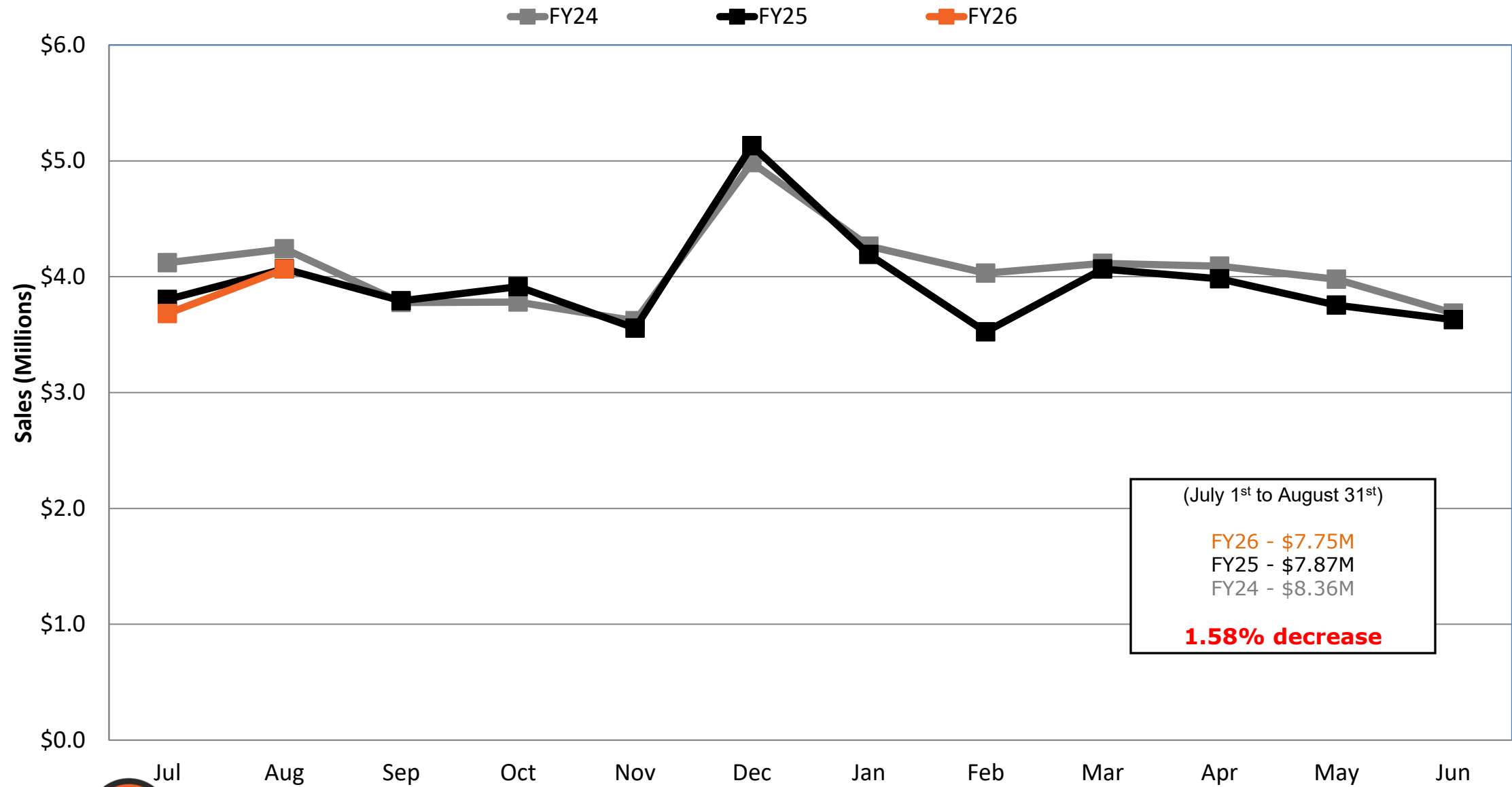


Sales Report

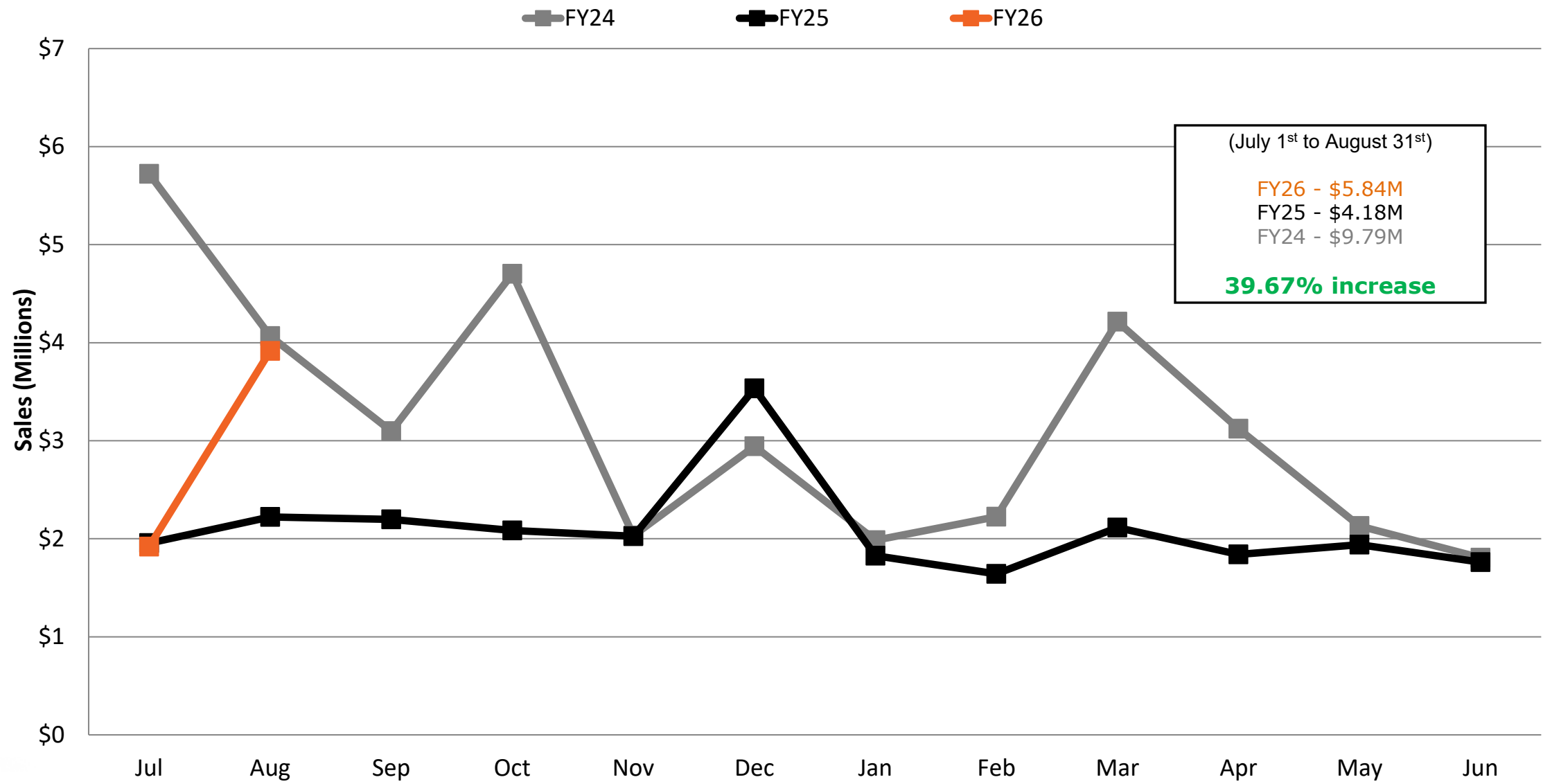


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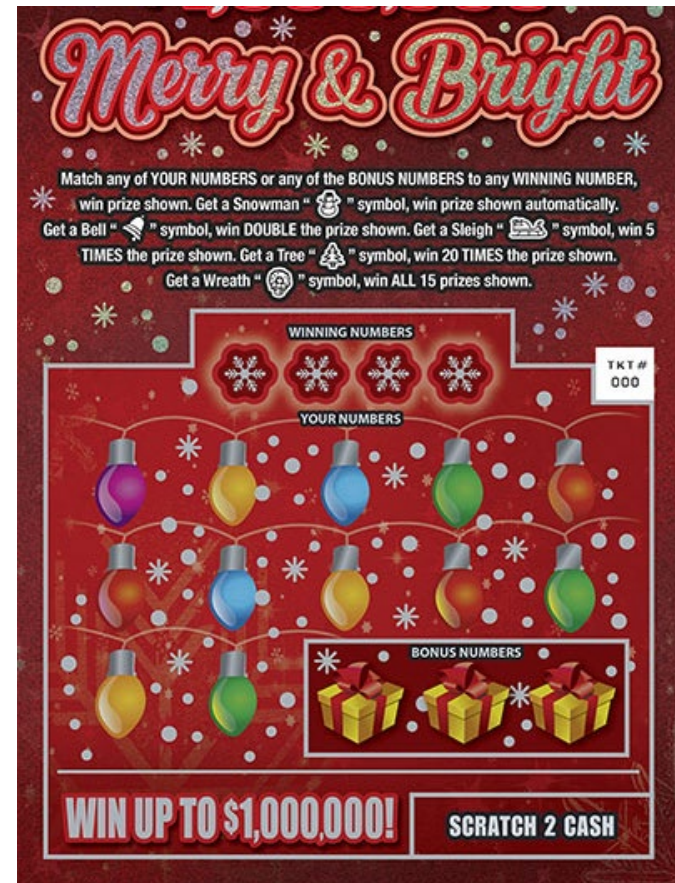
Instant Sales



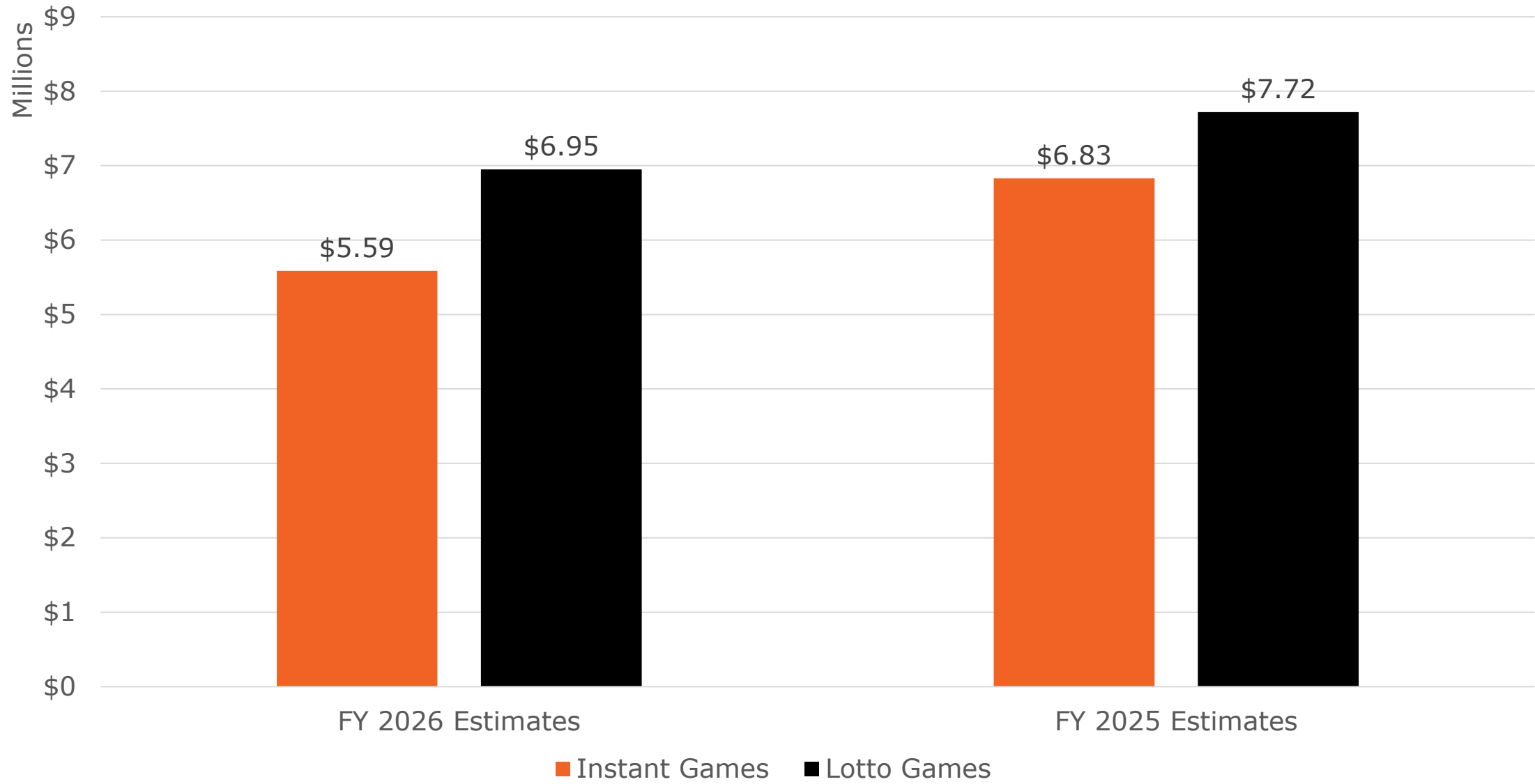
Lotto Sales



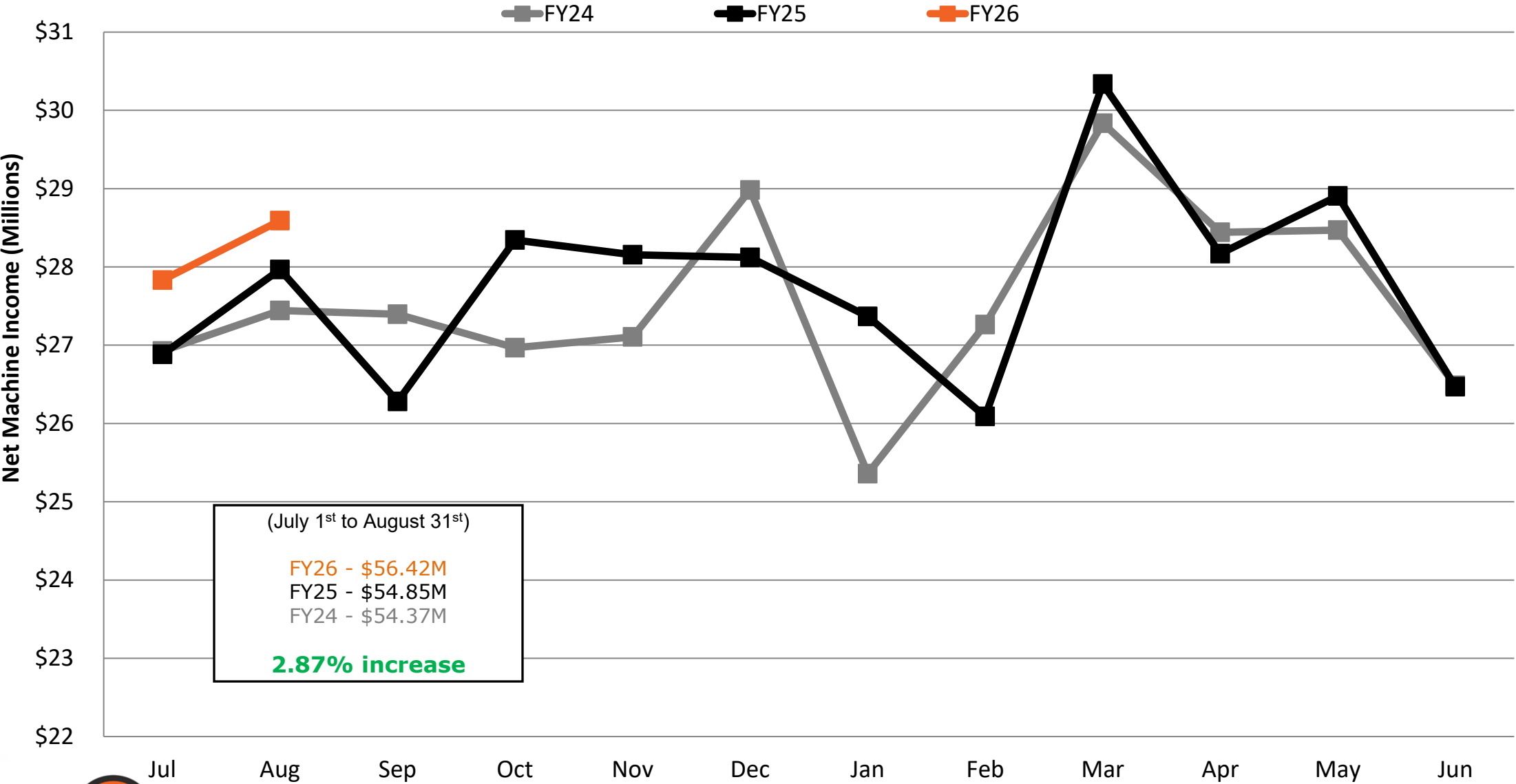




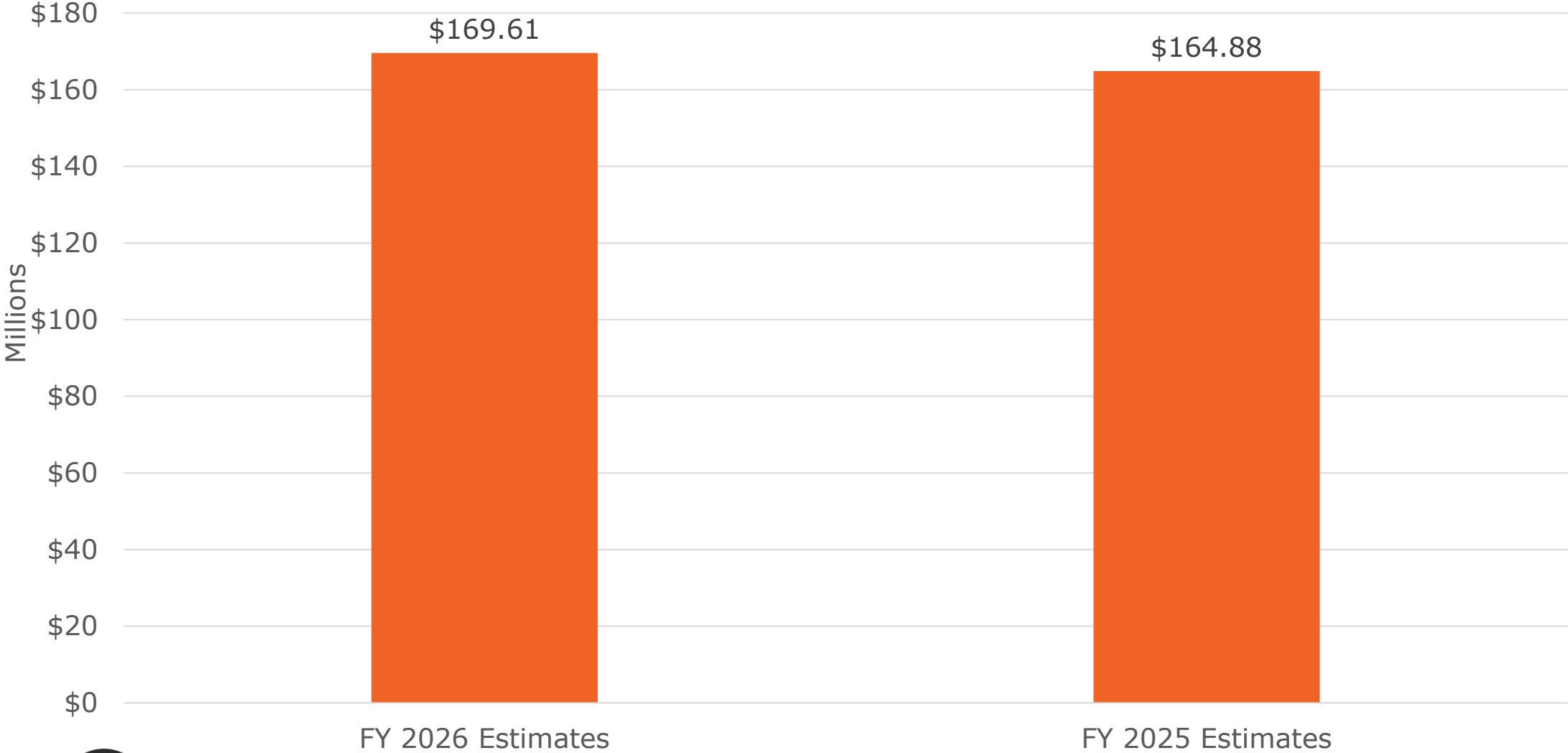
Instant and Online FY25 Revenue Projections as of August 31, 2025



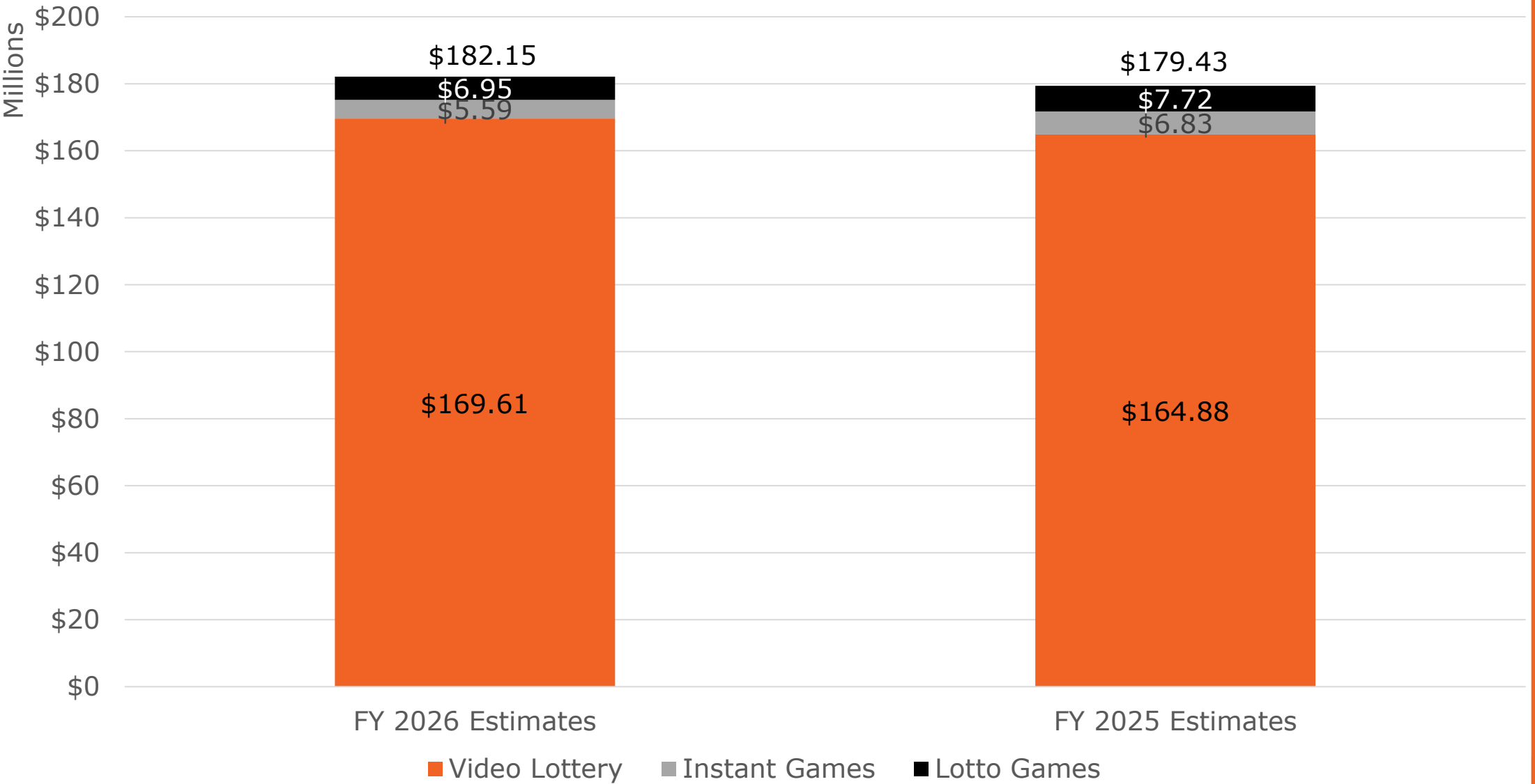
Video Lottery NMI



Video Lottery FY25 State Share Revenue Projection as of August 31, 2025



Total FY25 Revenue Projections as of August 31, 2025

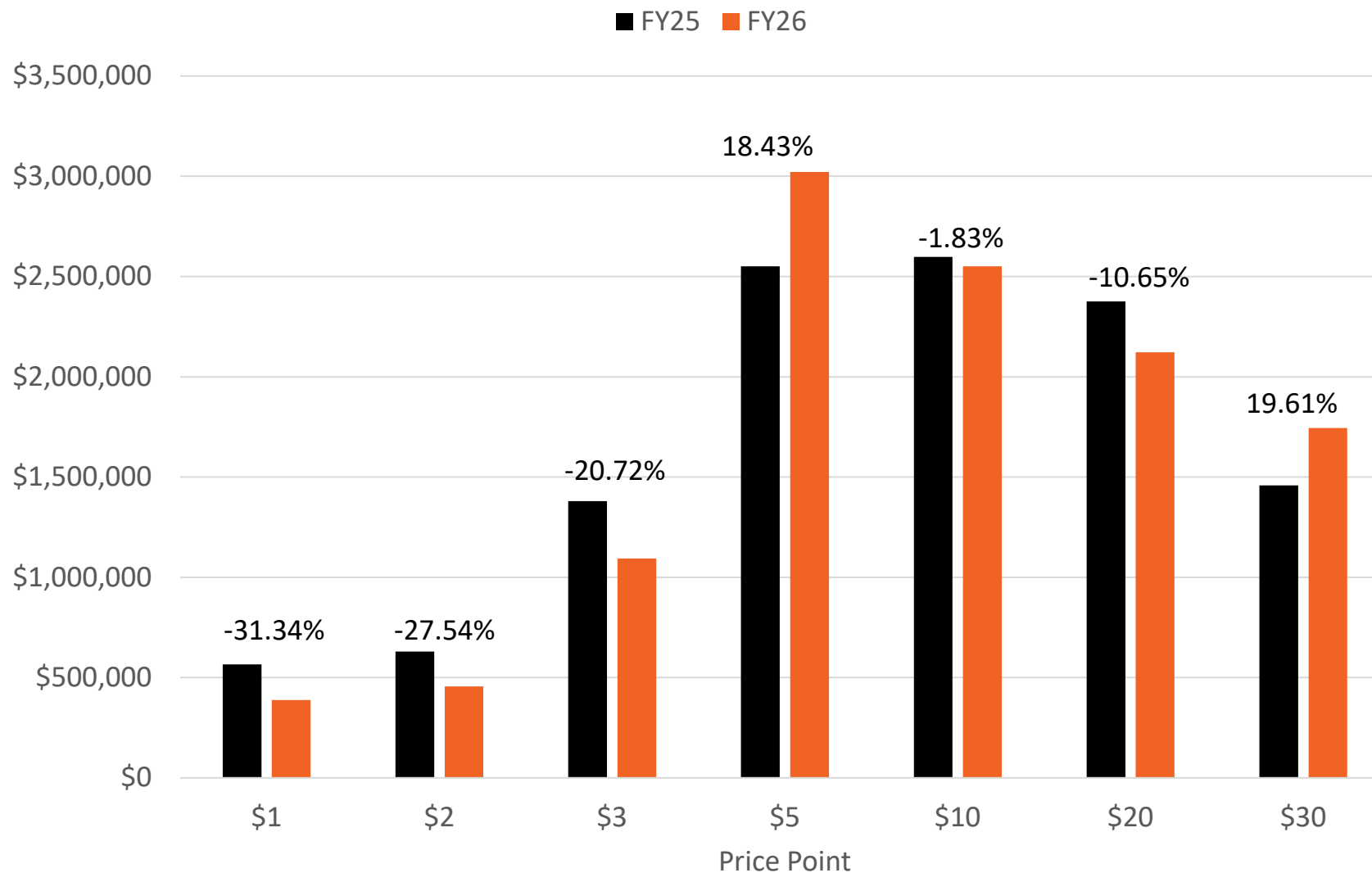


Quarter 1 Review

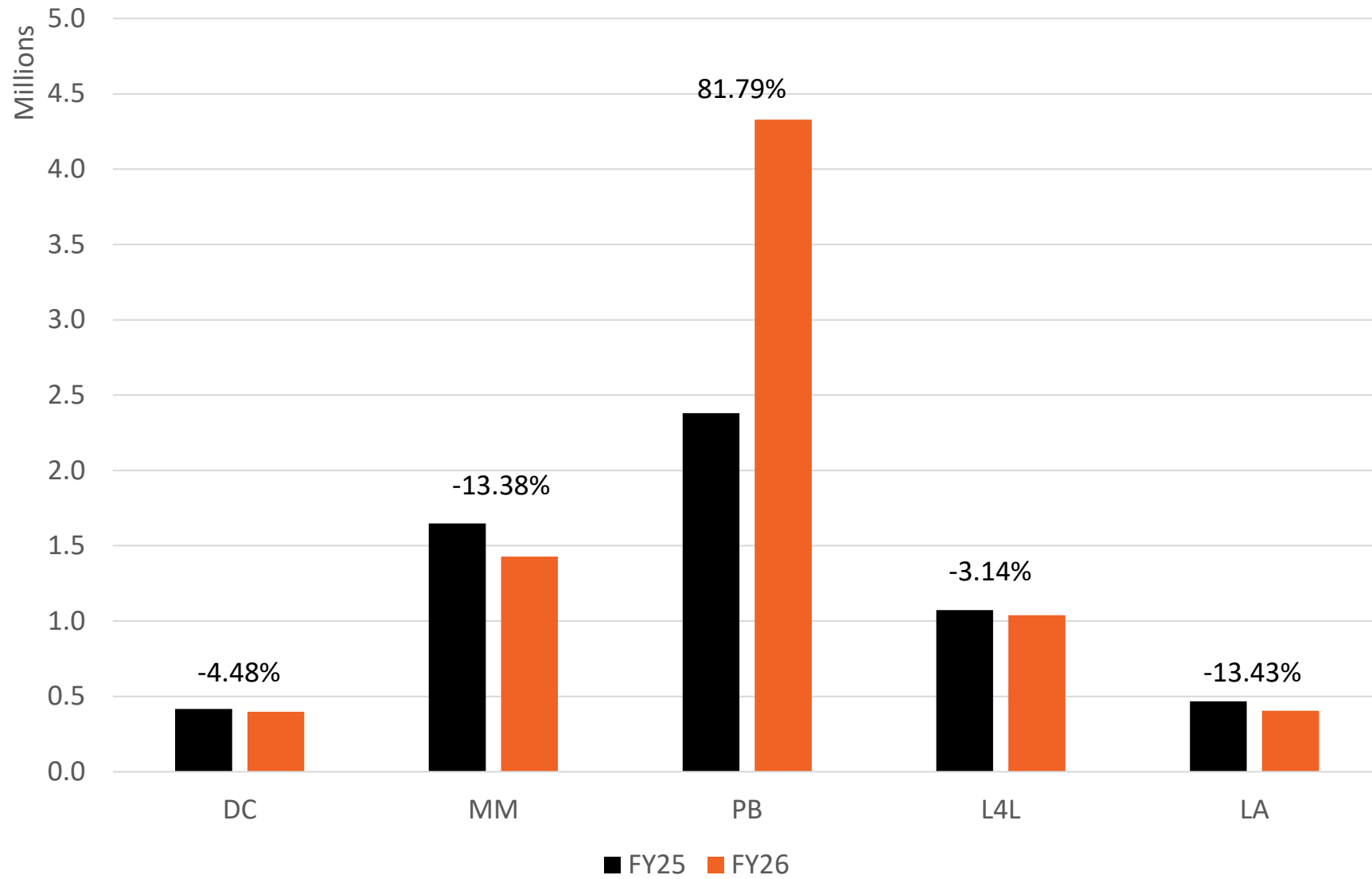


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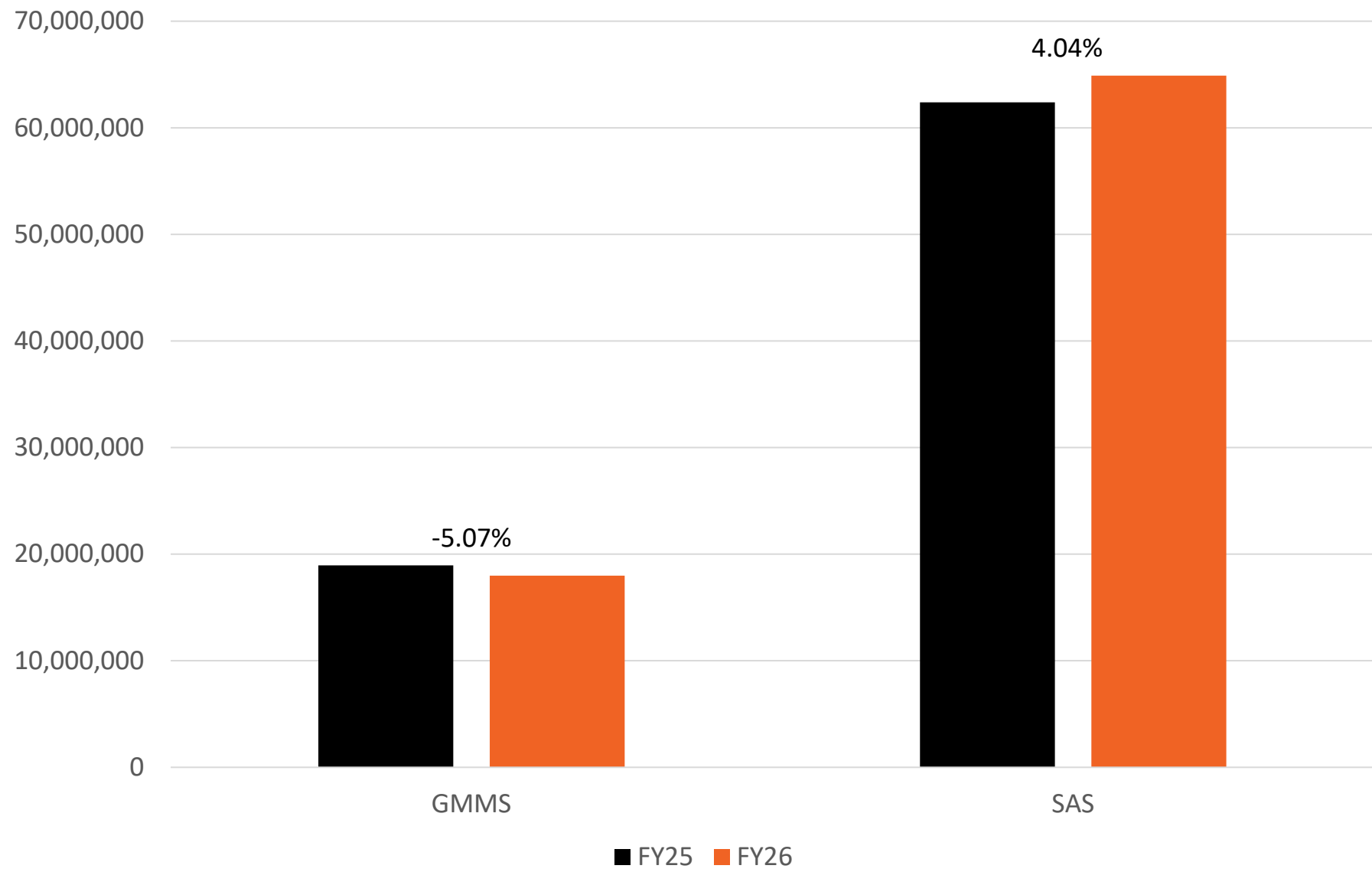
Quarterly Instant Sales by Price Point



Quarterly Sales by Lotto Game



Quarterly Video NMI



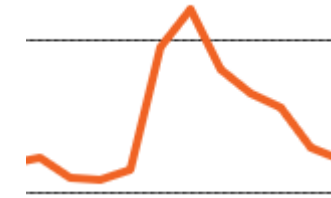
License Tickets Benefits



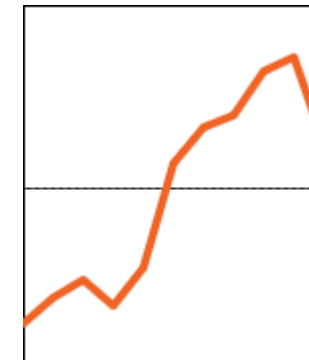
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Sales Benefits

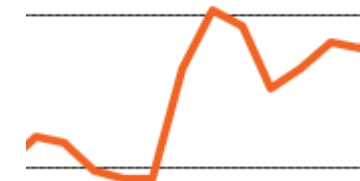
- Surge of Sales
- Higher Long-term Sales
- Variety to tickets



Game of Thrones



Jurassic Park



The Price is Right



Player Growth Benefits

- Current players try new ticket prices
- Lapsed players come back
- New players to try tickets



Marketing Report



A DIVISION OF THE SOUTH DAKOTA DEPARTMENT OF REVENUE

Lotto America Jackpot

- The \$4.01 Million Lotto America jackpot was won as a result of the Aug. 6 drawing.
- The winning ticket was purchased at Freedom Valu Center in Vermillion.
- South Dakota's first multi-state jackpot winner since 2018.



Spreading the News

- Our Facebook post announcing the win had 33,625 impressions.
- Press release was used by Keloland and many other major media outlets.
- Terminal Messages sent to all retailers.

LOCAL NEWS

\$4 million winning lottery ticket bought in Vermillion

by: Marissa Brunkhorst
Posted: Aug 7, 2025 / 09:08 AM CDT
Updated: Aug 7, 2025 / 12:11 PM CDT

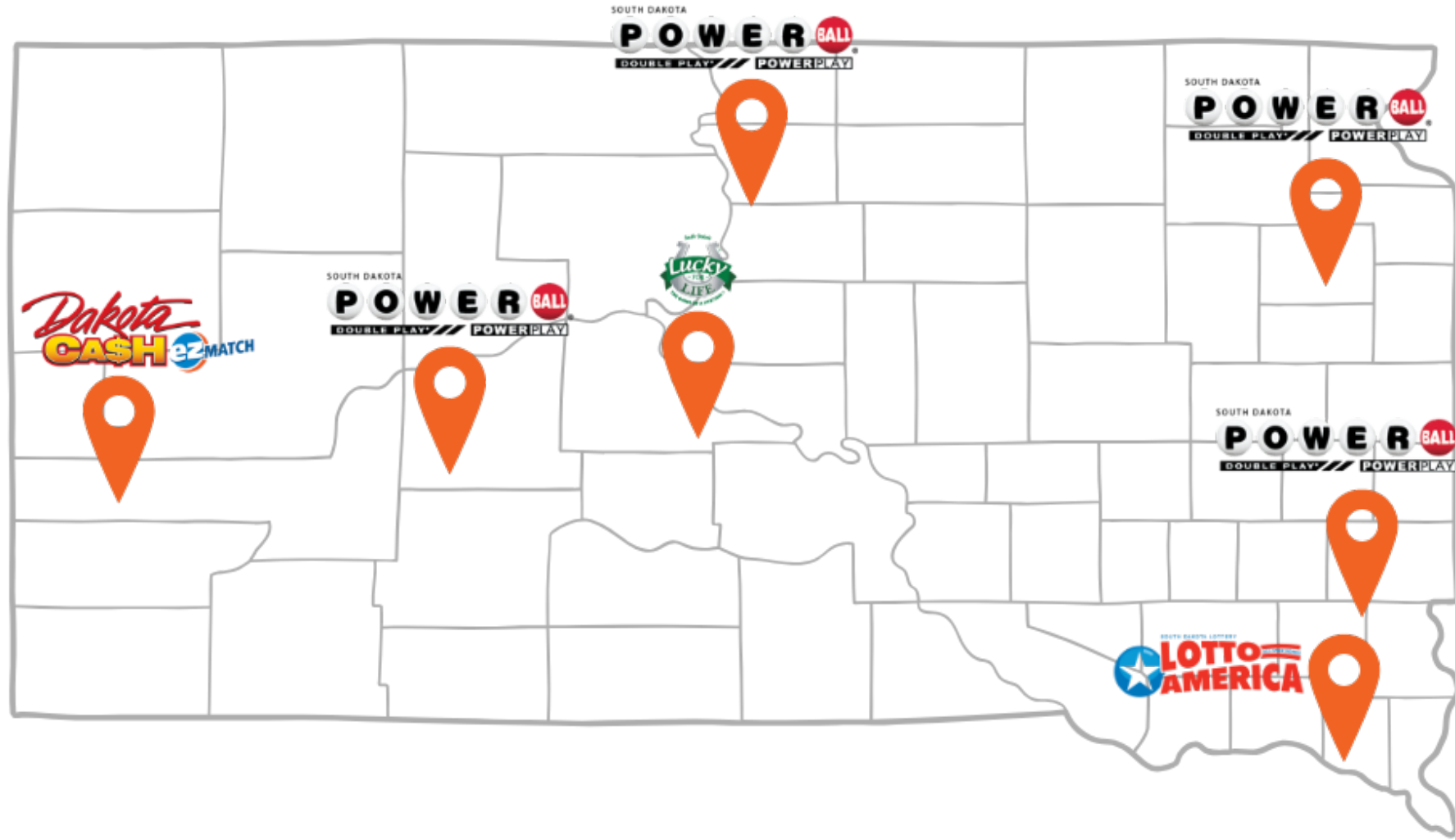
SHARE



SIOUX FALLS, S.D. (KELO) — A \$4 million lottery ticket was sold in Vermillion V



Big Winners Throughout the State



NASCAR Powerball Playoff

- Alana Neville of Milesville was selected as a semifinalist in the NASCAR Powerball Playoff.
- The final four in the national promotion receive a trip to Phoenix and entry into a final drawing for \$1 million.
- As a member of the final 8, Alana is guaranteed at least \$5,000.



Lady Luck—Women in Country Music

- Jacob Lakhany of Aberdeen was our winner of the Lady Luck second chance drawing.
- Jacob and a guest received an all expenses paid trip to Dollywood.
- The trip included many events, including a private concert with Martina McBride.



Jurassic Park



- Paid media efforts for the ticket began August 4.
- The campaign features TV, Radio, Billboards and more.
- The second chance drawing has more than 5,000 entries.



NASPL Advertising Awards



- We received a Hickey award for best Player Program Promotion.
- Our 60 Days of WInTer giveaway earned the honor.
- We were also a finalist for best TV under \$25,000 for our Good Fun Value Menu.





SOUTH DAKOTA
LOTTERY™