

Legislative Analysis



Advertising on Lottery Tickets

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Senate Bill 1323 (S-1)

Sponsor: Senator Johnson

Committee: House Appropriations

Complete to September 13, 2004

A SUMMARY OF SENATE BILL 1323 (S-1) AS PASSED THE SENATE 09/09/2004:

Senate Bill 1323 would amend the lottery act, 1972 PA 239, by adding that the Lottery Commissioner would be authorized to contract with one or more persons to allow the placement of advertising or promotional material, including, but not limited to, the placement of discount coupons for retail goods, on lottery tickets, shares, and other available media under the control of the Bureau of State Lottery. The Lottery Commissioner would not be permitted to authorize the placement of advertising for the promotion of the consumption of alcoholic beverages or tobacco products on lottery tickets under control of the Bureau.

FISCAL IMPACT:

There would be an indeterminate increase in the amount of revenue generated for the state School Aid Fund. The amount of the increase would depend on a number of factors, such as, how advertisers perceive the success of advertising on lottery products, marketing efforts, costs of advertising, and numbers and types of businesses and/or activities that are advertised. The Bureau of State Lottery has estimated that an additional \$7.9 million in revenue for the School Aid Fund would be generated.

Fiscal Analyst: Robin Risko

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