

In performing its work the Contractor will adhere to the following guidelines:

1. Advertising will be created and produced in a manner consonant with the dignity of the state and the welfare of its citizens.
 - ❖ Advertising will not contain or imply lewd or indecent language, images or actions.
 - ❖ Advertising will not portray product abuse, excessive play or a preoccupation with gambling.
 - ❖ Advertising will not imply or portray any illegal activity.
2. Advertising will not degrade the image or status of persons because of race, color, religion, national origin, sex or any other protected class.
3. Advertising will appropriately recognize diversity in both audience and media, consistent with these standards.
4. Advertising will not encourage people to play excessively or beyond their means.
 - ❖ Advertising and marketing materials should include a responsible play message when appropriate.
 - ❖ Responsible play public service or purchased media messages are appropriate, especially during large jackpot periods.
 - ❖ Support for compulsive gambling programs, including publications, referrals and employee training is a necessary adjunct to lottery advertising.
 - ❖ Advertising will not present, directly or indirectly, any lottery game as a potential means of relieving any person's financial or personal difficulties.
 - ❖ Advertising will not exhort play as a means of recovering past gambling or other financial losses.
 - ❖ Advertising will not knowingly be placed in or adjacent to other media that dramatize or glamorize inappropriate use of a lottery product.

Tone

1. The Lottery will not be promoted in derogation of or as an alternative to employment, or as a financial investment or a way to achieve financial security.
2. Advertisements will not be designed so as to imply urgency, will not make false promises and will not present winning as the probable outcome.
3. Advertising will not denigrate a person who does not buy a lottery ticket or unduly praise a person who does buy a lottery ticket.
4. Advertising will emphasize the fun and entertainment aspect of playing lottery games and not imply a promise of winning.

5. Advertising will not exhort the public to wager by directly or indirectly misrepresenting a person's chance of winning a prize.
6. Advertising will not imply that lottery games are games of skill.

Minors and Other Non-Eligible Persons

1. Persons depicted as lottery players in lottery advertising will not be, or appear to be, under the legal purchase age.
2. Advertising will not appear in media directed primarily to those under the legal age.
3. The Florida Lottery will not be advertised or marketed at venues where the audience is reasonably and primarily expected to be below the legal purchase age.
4. Advertising will not contain symbols or language that is primarily intended to appeal to minors or those under the legal purchase age.
 - ❖ The use of animation is to be monitored to ensure that characters are not associated with animated characters on children's programs.
 - ❖ Celebrity or other testimonials will not be used that would primarily appeal to persons under the legal purchase age.
5. Advertising will not encourage the purchase of lottery tickets by individuals who are not eligible to purchase or play the lottery.

Game Information

1. Odds of winning must be readily available to the public and be clearly stated.
2. Advertising should state alternative cash and annuity values where reasonable and appropriate.

Beneficiaries

1. Advertising may provide information regarding the use of lottery proceeds.
2. Advertising should clearly denote where lottery proceeds go, avoiding statements that could be confusing or misinterpreted.
3. Beneficiaries of lottery proceeds may be used in lottery advertising.