

SENATE FLOOR AMENDMENT

Second Reading

BY SENATOR Ball

1 Amend printed bill, page 7, line 16, strike "**requirements and**
2 **prohibitions.**" and substitute "**prohibitions - definition.**".

3 Page 7, strike lines 17 through 27.

4 Page 8, strike lines 1 through 12 and substitute:

5 (1) (a) AS USED IN THIS SECTION, UNLESS THE CONTEXT
6 OTHERWISE REQUIRES, "MARKETING AFFILIATE" MEANS A PERSON THAT
7 PROMOTES A SPORTS BETTING OPERATION IN EXCHANGE FOR A
8 COMMISSION OR FEE.

9 (b) "MARKETING AFFILIATE" DOES NOT INCLUDE A BROADCASTER.

10 (2) A SPORTS BETTING OPERATION OR THE SPORTS BETTING
11 OPERATION'S MARKETING AFFILIATES SHALL NOT TARGET PERSONS UNDER
12 TWENTY-ONE YEARS OLD OR CREATE ADVERTISING CONTENT THAT IS
13 CLEARLY MEANT, BECAUSE OF THE CONTENT'S MESSAGE OR GRAPHICS, FOR
14 AN AUDIENCE UNDER TWENTY-ONE YEARS OLD.

15 (3) A SPORTS BETTING OPERATION OR THE SPORTS BETTING
16 OPERATION'S MARKETING AFFILIATES SHALL NOT ADVERTISE ON MEDIA,
17 INCLUDING BROADCAST, CABLE, RADIO, PRINT, AND DIGITAL
18 COMMUNICATIONS, FOR WHICH THE MAJORITY OF THE DEMOGRAPHIC
19 AUDIENCE IS REASONABLY EXPECTED BY THE SPORTS BETTING OPERATION
20 OR SPORTS BETTING OPERATION'S MARKETING AFFILIATE TO BE UNDER
21 TWENTY-ONE YEARS OLD. THIS SUBSECTION (3) DOES NOT APPLY TO
22 PUBLIC VENUES WHERE THE DEMOGRAPHICS OF ATTENDEES CANNOT BE
23 DETERMINED."

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