

Second Regular Session
Seventy-fifth General Assembly
STATE OF COLORADO

ENGROSSED

*This Version Includes All Amendments Adopted
on Second Reading in the House of Introduction*

LLS NO. 26-0299.01 Sarah Lozano x3858

SENATE BILL 26-131

SENATE SPONSORSHIP

Ball and Pelton B.,

HOUSE SPONSORSHIP

Woodrow and Woog,

Senate Committees

Finance
Appropriations

House Committees

A BILL FOR AN ACT

101 **CONCERNING PROTECTIONS AGAINST ABUSIVE PRACTICES IN SPORTS**
102 **BETTING.**

Bill Summary

(Note: This summary applies to this bill as introduced and does not reflect any amendments that may be subsequently adopted. If this bill passes third reading in the house of introduction, a bill summary that applies to the reengrossed version of this bill will be available at <http://leg.colorado.gov>.)

The bill creates certain requirements and prohibitions related to sports betting.

Section 2 of the bill adds definitions to the statutes regulating sports betting.

Section 3 prohibits a person licensed by the Colorado limited gaming control commission (commission) to operate an internet sports

Shading denotes HOUSE amendment. Double underlining denotes SENATE amendment.
Capital letters or bold & italic numbers indicate new material to be added to existing law.
Dashes through the words or numbers indicate deletions from existing law.

SENATE
Amended 2nd Reading
April 27, 2026

betting operation (internet sports betting operator) from:

- Accepting more than 5 separate deposits from an individual in a 24-hour period;
- Limiting the size and frequency of deposits or bets because an individual obtains a financial benefit as a result of placing the bet or due to the individual's betting activities, unless the betting activities constitute a suspicious betting activity or are indicative of a gambling disorder; or
- Initiating or sending mobile device push notifications or text messages to account holders in the state soliciting bets or deposits.

Section 4 prohibits a person from:

- Including enhanced payout promotions or information on how to place a sports bet in an advertisement or promotion for a sports betting operation; or
- Broadcasting an advertisement or promotion for a sports betting operation from 8 a.m. to 10 p.m. or during a live broadcast of an athletic competition.

Section 4 also requires:

- A sports betting operator or internet sports betting operator to comply with certain requirements in contracting with and compensating a third party for marketing and advertising services; and
- An internet sports betting operator to provide to the division of gaming in the department of revenue data and metrics related to the operator's sports betting operation for the preceding calendar year. The division must comply with certain confidentiality requirements and compile the data into a public report every 3 years starting on January 1, 2029.

Section 5 prohibits an internet sports betting operator from offering or accepting a proposition bet or directly or indirectly accepting deposits using a credit card in connection with the acceptance of a sports bet (prohibitions). A violation of a prohibition constitutes a class 2 misdemeanor.

Section 6 allows the commission to assess a maximum penalty of \$25,000 against a violator of a prohibition.

Section 7 requires that the amount of money annually transferred from the sports betting fund to the water plan implementation cash fund is no less than the amount transferred to the water plan implementation cash fund in the previous state fiscal year, to the extent the unexpended and unencumbered money in the sports betting fund permits.

1 **SECTION 1. Legislative declaration.** (1) The general assembly
2 finds that:

3 (a) Participation in online sports betting has grown rapidly in
4 Colorado since its legalization in 2019. Over \$6.3 billion in online sports
5 bets were wagered in Colorado in 2025, which is an increase of over
6 130% from 2020.

7 (b) The growth has been especially pronounced among young
8 people, particularly men. More than half of 18- to 22-year-olds have
9 engaged in some form of sports betting, and surveys of high school
10 students report that between 60% and 80% have gambled for money
11 within the previous 12 months.

12 (c) Many people are capable of betting on sports responsibly, but
13 many are not. In Colorado, calls and texts to the problem-gambling
14 helpline increased by about 45% in the year after legalization of online
15 sports betting.

16 (d) Nationally, over 6 million adults struggle with a gaming
17 addiction, and the prevalence among high school students is roughly
18 double that of adults;

19 (e) Sports betting is associated with reduced household savings
20 and credit scores and more than a 25% increased risk of bankruptcies,
21 overdrafts, and loan delinquencies; and

22 (f) Women with a partner who has a gambling problem are 10
23 times more likely to have experienced intimate partner violence.

24 (2) The general assembly further finds that:

25 (a) Children and adolescents are frequently exposed to sports
26 betting advertising and are influenced by its messages;

27 (b) Advertising has a significant impact on children. "Risk-free"

1 and similar low- or no-risk claims are strongly associated with problem
2 gaming, and exposed youth often believe such claims, view sports betting
3 as normal behavior, and can accurately describe how to place sports bets.

4 (c) Children are more likely to watch television during daytime
5 hours, and sporting events draw a large mixed-age audience. Advertising
6 during daytime and live sporting events is therefore difficult to avoid for
7 sports fans, including minors and adults at an elevated risk.

8 (3) The general assembly further finds that sufficient funding for
9 the water plan implementation cash fund is a legislative priority and that
10 House Bill 25-1311, enacted in 2025, significantly increased the revenue
11 available for that purpose in 2025.

12 (4) The general assembly therefore determines that:

13 (a) Colorado has a substantial interest in regulating sports betting
14 to minimize harm to at-risk adults, children, and the broader community;
15 and

16 (b) Prohibiting deceptive low- or no-risk claims and setting
17 reasonable limits on when and where sports betting ads may appear are
18 necessary and targeted measures to protect children and reduce
19 gambling-related harm.

20 **SECTION 2.** In Colorado Revised Statutes, 44-30-1501, **add**
21 (8.7) as follows:

22 **44-30-1501. Definitions - rules.**

23 Definitions applicable to this part 15 also appear in section
24 44-30-103 and article 1 of this title 44. As used in this part 15, unless the
25 context otherwise requires:

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27 ==

1 (8.7) "PUSH NOTIFICATION" MEANS AN AUTOMATIC ELECTRONIC
2 MESSAGE, INCLUDING A TEXT MESSAGE, DISPLAYED ON AN ACCOUNT
3 HOLDER'S MOBILE DEVICE WHEN THE USER INTERFACE FOR AN INTERNET
4 SPORTS BETTING OPERATION IS NOT ACTIVELY OPEN OR VISIBLE ON THE
5 MOBILE DEVICE.

6 == ==
7 **SECTION 3.** In Colorado Revised Statutes, 44-30-1506, **amend**
8 (5)(a) introductory portion, (5)(c), (5)(d), _____ (8); and add (5)(a.5) as
9 follows:

10 **44-30-1506. Operations - eligibility to place bets -**
11 **record-keeping - information sharing - internet sports betting**
12 **operator requirements.**

13 (5) (a) A sports betting operator shall promptly AS SOON AS
14 PRACTICABLE report to the division:

15 (a.5) A SPORTS BETTING OPERATOR SHALL SIMULTANEOUSLY
16 REPORT INFORMATION DESCRIBED IN SUBSECTIONS (5)(a)(II) AND
17 (5)(a)(III) OF THIS SECTION TO THE RELEVANT SPORTS GOVERNING BODY.

18 (c) The division shall ~~given good and sufficient reason,~~ USE
19 REASONABLE EFFORTS TO cooperate with a sports governing body and
20 sports betting operators to ensure the timely, efficient, and accurate
21 sharing of information for the sole purpose of ensuring the integrity of
22 their sport.

23 (d) The division and sports betting operators shall ~~given good and~~
24 sufficient reason, USE REASONABLE EFFORTS TO cooperate with
25 investigations conducted by sports governing bodies and shall cooperate
26 with law enforcement agencies, including providing or facilitating the
27 provision of account-level betting information and any available audio or

1 video files relating to persons placing bets.

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3 (8) (a) (I) An internet sports betting operator shall accept bets only
4 from ~~persons~~ INDIVIDUALS physically located within the state of
5 Colorado. An internet sports betting operator may establish and fund
6 sports wagering accounts electronically through commission-approved
7 mobile applications and digital platforms.

8 (II) AN INTERNET SPORTS BETTING OPERATOR SHALL NOT ACCEPT
9 MORE THAN SIX SEPARATE DEPOSITS FROM AN INDIVIDUAL DURING A
10 GAMING DAY, WHICH IS A CONTINUOUS TWENTY-FOUR-HOUR PERIOD
11 ESTABLISHED BY AN INTERNET SPORTS BETTING OPERATOR TO RECORD,
12 RECONCILE, OR REPORT GAMING ACTIVITY FOR TAX OR REGULATORY
13 PURPOSES.

14 == ==

15 (b) AN INTERNET SPORTS BETTING OPERATOR SHALL NOT INITIATE
16 OR SEND MOBILE DEVICE PUSH == NOTIFICATIONS, INCLUDING ALERTS, TO
17 ACCOUNT HOLDERS IN THE STATE RELATING TO THE SOLICITATION OF BETS
18 OR DEPOSITS FROM THE INTERNET SPORTS BETTING OPERATOR'S INTERNET
19 SPORTS BETTING PLATFORM.

20 (c) NOTHING IN THIS SUBSECTION (8) REQUIRES THE COMMISSION
21 TO CREATE, SUBMIT, OR MODIFY A REPORT, DATA SUBMISSION, OR OTHER
22 REPORTING REQUIREMENT.

23 **SECTION 4.** In Colorado Revised Statutes, **add** 44-30-1506.5
24 and 44-30-1507.5 as follows:

25 **44-30-1506.5. Advertisement prohibitions - definition.**

26 (1) (a) AS USED IN THIS SECTION, UNLESS THE CONTEXT
27 OTHERWISE REQUIRES, "MARKETING AFFILIATE" MEANS A PERSON THAT

1 PROMOTES A SPORTS BETTING OPERATION IN EXCHANGE FOR A
2 COMMISSION OR FEE.

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

4 (2) A SPORTS BETTING OPERATION OR THE SPORTS BETTING
5 OPERATION'S MARKETING AFFILIATES SHALL NOT TARGET PERSONS UNDER
6 TWENTY-ONE YEARS OLD OR CREATE ADVERTISING CONTENT THAT IS
7 CLEARLY MEANT, BECAUSE OF THE CONTENT'S MESSAGE OR GRAPHICS, FOR
8 AN AUDIENCE UNDER TWENTY-ONE YEARS OLD.

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

18 **44-30-1507.5. Internet sports betting operations - data**
19 **submission requirement - report by the division.**

20 (1) NO LATER THAN FEBRUARY 1, 2028, AND NO LATER THAN EACH
21 FEBRUARY 1 THEREAFTER, AN INTERNET SPORTS BETTING OPERATOR
22 SHALL PROVIDE TO THE DIVISION ALL TRANSACTIONAL DATA AND METRICS
23 RELATED TO THE INTERNET SPORTS BETTING OPERATOR'S INTERNET
24 SPORTS BETTING OPERATION FOR THE PREVIOUS CALENDAR YEAR.

25 (2) THE DATA AND METRICS PROVIDED PURSUANT TO SUBSECTION
26 (1) OF THIS SECTION:

27 (a) SHALL BE REDACTED TO EXCLUDE PERSONALLY IDENTIFIABLE

1 INFORMATION; AND

2 (b) ARE EXEMPT FROM THE "COLORADO OPEN RECORDS ACT",
3 PART 2 OF ARTICLE 72 OF TITLE 24.

4 (3) NO LATER THAN JANUARY 1, 2029, AND NO LATER THAN
5 JANUARY 1 EVERY THREE YEARS THEREAFTER, THE DIVISION SHALL
6 COMPILE THE DATA PROVIDED PURSUANT TO SUBSECTION (1) OF THIS
7 SECTION INTO A REPORT ON INTERNET SPORTS BETTING IN THE STATE AND
8 PUBLISH THE REPORT ON THE DIVISION'S WEBSITE.

9 **SECTION 5.** In Colorado Revised Statutes, **amend** 44-30-1511
10 as follows:

11 **44-30-1511. Unlawful acts.**

12 (1) In addition to the prohibitions in section 44-30-801, it is
13 unlawful for: ~~any person:~~

14 (a) A PERSON to charge, in connection with the placement or
15 acceptance of a bet, a commission or fee greater than or less than that
16 fixed by the commission;

17 (b) A PERSON to accept a bet by any person under twenty-one
18 years of age; ~~or~~ OLD;

19 (c) A PERSON to accept a bet at any place or in any manner other
20 than a place or manner authorized and specified in a sports betting
21 license; OR

22 (d) AN INTERNET SPORTS BETTING OPERATOR TO ACCEPT DEPOSITS
23 USING A CREDIT CARD, EITHER DIRECTLY OR INDIRECTLY, INCLUDING
24 THROUGH AN ACCOUNT FUNDED BY A CREDIT CARD, IN CONNECTION WITH
25 THE ACCEPTANCE OF A SPORTS BET.

26 **SECTION 6.** In Colorado Revised Statutes, 44-30-524, **amend**
27 (1)(b) introductory portion and (1)(b)(III) as follows:

1 **44-30-524. Suspension or revocation of license - grounds -**
2 **penalties.**

3 (1) (b) The commission may suspend or revoke a license granted
4 pursuant to this article 30 for a violation by the licensee or an officer,
5 director, agent, member, or employee of the licensee, after notice to the
6 licensee, the opportunity for a hearing, and upon proof by a
7 preponderance of the evidence as determined by the commission.
8 Violations that may warrant license suspension or revocation include
9 violations of this article 30, any rule ~~promulgated~~ ADOPTED by the
10 commission, any provision of article 33 of this title 44, or any rule
11 ~~promulgated~~ ADOPTED by the executive director pursuant to section
12 44-33-108 (3) or conviction of a crime. In addition to revocation or
13 suspension, or in lieu of revocation or suspension, the commission may
14 impose a reprimand or a monetary penalty not to exceed the following
15 amounts:

16 (III) If the licensee is an operator OR AN INTERNET SPORTS
17 BETTING OPERATOR THAT VIOLATES SECTION 44-30-1511 (1)(d), the
18 amount of twenty-five thousand dollars;

19 **SECTION 7.** In Colorado Revised Statutes, 44-30-1509, **amend**
20 **(2)(e)** as follows:

21 **44-30-1509. Sports betting fund - wagering revenue recipients**
22 **hold-harmless fund - creation - rules - definitions - repeal.**

23 (2) For fiscal years commencing on or after July 1, 2024, from the
24 money in the sports betting fund, to the extent the unexpended and
25 unencumbered balance in the fund so permits, the state treasurer shall
26 distribute an amount equal to all revenue of the division annually derived
27 from the regulation of sports betting and fantasy contests, including

1 license fees, fines, and penalties, and the first twenty-nine million dollars
2 annually collected for payment of the sports betting tax as follows:

3 (e) Third, transfer all remaining unexpended and unencumbered
4 money in the fund that is subject to distribution pursuant to this
5 subsection (2) to the water plan implementation cash fund created in
6 section 37-60-123.3, WHICH AMOUNT MUST BE NO LESS THAN THE
7 AMOUNT TRANSFERRED TO THE WATER PLAN IMPLEMENTATION CASH FUND
8 IN THE PREVIOUS STATE FISCAL YEAR.

9 **SECTION 8. In Colorado Revised Statutes, 44-30-1505, amend**
10 **(7) as follows:**

11 **44-30-1505. License classifications - number of licenses -**
12 **designated sports betting operators - qualifications - rules.**

13 **(7) A sports governing body may petition the commission to**
14 **restrict, limit, or exclude a type of wager the outcome of which is solely**
15 **determined by the actions of a single player** CERTAIN TYPE OF WAGER
16 **WITH RESPECT TO SPORTING EVENTS OF THE SPORTS GOVERNING BODY.**
17 **Upon receiving such a petition, the commission shall review the request**
18 **in good faith, seek input from the sports betting operators on the petition,**
19 **and, if the commission deems it appropriate, adopt rules to restrict, limit,**
20 **or exclude that type of wager.**

21 **SECTION 9. Act subject to petition - effective date -**
22 **applicability.** (1) This act takes effect at 12:01 a.m. on the day following
23 the expiration of the ninety-day period after final adjournment of the
24 general assembly (August 12, 2026, if adjournment sine die is on May 13,
25 2026); except that, if a referendum petition is filed pursuant to section 1
26 (3) of article V of the state constitution against this act or an item, section,
27 or part of this act within such period, then the act, item, section, or part

1 will not take effect unless approved by the people at the general election
2 to be held in November 2026 and, in such case, will take effect on the
3 date of the official declaration of the vote thereon by the governor.

4 (2) This act applies to conduct occurring and agreements entered
5 into on or after the applicable effective date of this act.