AMERICAN GAMING ASSOCIATION®

ERADICATING THE ILLEGAL MARKET

State Advocacy Toolkit

STOP ILLEGAL GAMBLING

Introduction

AMERICAN GAMING ASSOCIATION®

Illegal gambling hurts consumers and communities.

For too long, illegal offshore websites and unregulated machines have operated with impunity. They blatantly disregard the laws, regulations, consumer protections and responsible gaming safeguards our industry upholds. Consumers can't always distinguish illegal and legal websites and slot machines—meaning illegal actors also taint our industry's reputation. Worse, every dollar diverted to illegal or unregulated gambling is a dollar siphoned from activities that contribute taxes to support local community priorities. **It's long past time we brought an end to illegal gambling.**

To spur action in our fight to shut down illegal actors, we've created a new state advocacy toolkit. Use these resources to help educate state lawmakers and regulators about illegal gambling's harmful impact to their local communities. Deploy the following arguments and data to call attention to illegal gambling's corrosive effect on state economies and how it threatens consumers. Help highlight for state and local law enforcement how the illegal market props up criminal enterprise, drains limited resources—and why it must be stopped.

We've designed these materials to help the industry speak with one voice and to support your engagements on this important topic.

Our ***Stop Illegal Gambling State Advocacy Toolkit*** includes:

- **Key Messages:** Use these to guide all written communications and talking points with state and local stakeholders.
- **Fact Sheets**: Share these in your meetings with elected leaders and regulators and send them to local law enforcement partners, reporters and others.
- **Social Media Content**: Deploy these graphics and use our sample posts on your owned communications channels.
- **Research:** Share this seminal report in your meetings with state regulators, policymakers, law enforcement and other key officials.
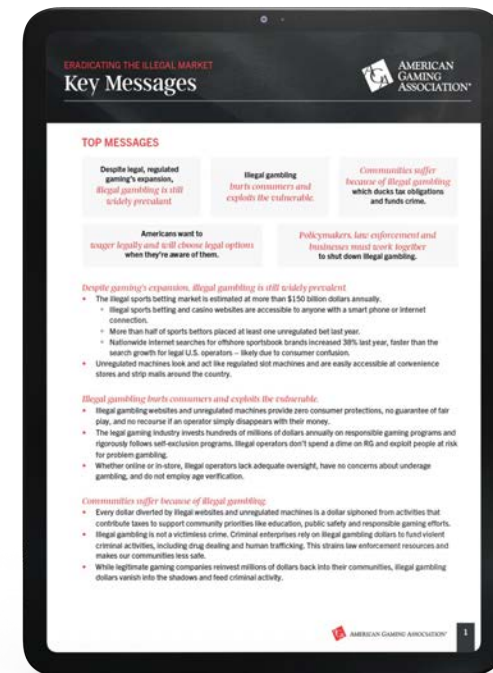
Stopping illegal gambling requires an industrywide effort in close collaboration with business partners, law enforcement and government officials. You have the full commitment of the AGA to combat this problem. I encourage you to reach out if there are any additional data or resources needed to bolster this important work. Thank you for your partnership in this effort.

Bill Miller
President & CEO
American Gaming Association

Key Messages

American Gaming Association

Use these key messages to guide all written communications and talking points with key stakeholders.

- Despite legal, regulated gaming's expansion, *illegal gambling is still widely prevalent.*

- Illegal gambling *hurts consumers and exploits the vulnerable.*

- *Communities suffer because of illegal gambling* which ducks tax obligations and often funds criminal activity.

- Americans want to *wager legally and will choose legal options* when they're aware of them.

- *Policymakers, law enforcement and businesses must work together* to shut down illegal gambling.

Download the Detailed Key Messages PDF

Factsheets & Infographics

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Share these in your meetings with elected leaders and regulators and send them to local law enforcement partners, reporters and others.

Legal vs. Illegal Gambling Factsheet

Sizing the Illegal Gambling Market Factsheet

"Skill" Machine Myths & Facts

Benefits of Regulated Gaming Machines Infographic

Illegal Sports Betting by the Numbers Infographic

Social Media Guide

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Deploy these graphics and use our sample posts on your owned communications channels.

Download the Social Graphics

Download the Social Media Guide

Download the Stop Illegal Gambling Stamp

Illegal Market Research

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The AGA released an independent assessment of the size of the illegal and unregulated markets. Share the report in your meetings with regulators, policymakers, law enforcement and other key stakeholders.

Deploy the accompanying graphics with data from the report on your owned communication channels.

Download the Report

Download the Social Media Graphics

Download the Report Overview