



AMERICAN
GAMING
ASSOCIATION®

ERADICATING THE ILLEGAL MARKET

Industry Toolkit

**STOP
ILLEGAL
GAMBLING**



ERADICATING THE ILLEGAL MARKET

Introduction



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. **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 communications toolkit to ensure our industry speaks with one voice, delivering consistent messaging about the harm illegal gambling creates and why it must be stopped.

We've designed these resources to help the industry consistently communicate and support your engagements on this important topic.

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

- **Key Messages:** Use these to guide all written communications and talking points with key 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 the report in your meetings with regulators, policymakers, law enforcement and other key stakeholders.

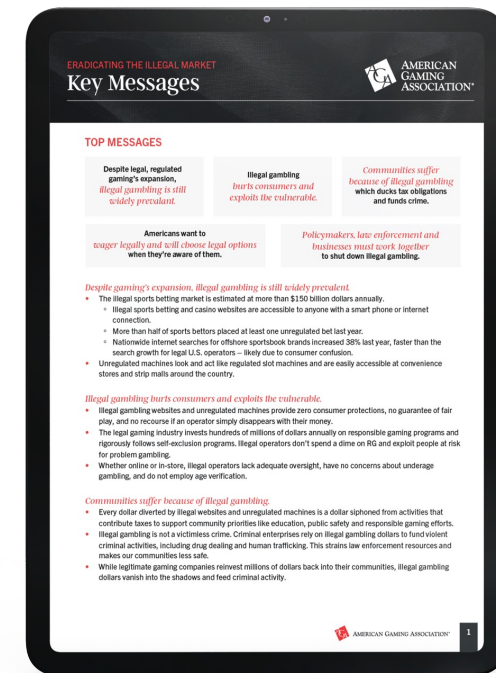
The AGA cannot do this alone. It will require an industrywide effort in close collaboration with business partners, law enforcement and government officials. Thank you for your partnership in this effort and please reach out with any questions or suggestions on how we can bolster this important work.

Bill Miller
President & CEO
American Gaming Association

Key Messages

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 funds crime.
- ◆ 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

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Factsheets & Infographics



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

Benefits of Regulated Gaming Machines Infographic

Legal vs. Illegal Gambling Factsheet

Illegal Sports Betting by the Numbers Infographic



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Social Media Guide



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

It's Time to Stop Illegal Gambling.

Those "skill" machines at your local bar or convenience store? They're unregulated, unsafe and offer no guarantee of fair play.

StopIllegalGambling.org



Looks Can Be Deceiving.

The machine at the end of the bar looks just like a legit casino game. It's not. It's unregulated, with no guarantee of fair play.

StopIllegalGambling.org



Keep it Legal.

If sports betting is legal in your state, play it safe by only wagering with legal, licensed sportsbook operators.

StopIllegalGambling.org



ILLEGAL GAMBLING FUNDS: Money Laundering. Human Trafficking. Organized Crime.

Do you know where your money goes when you gamble *illegally*?

StopIllegalGambling.org

StopIllegalGambling.org

Don't be fooled.

55% of Americans who bet on sports with *illegal operators* thought they were betting *legally*.



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Illegal Market Research



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](#)

