



  
presque isle  
downs & casino

# SPORTS BOOK

Petition for Sports Wagering Certificate

 **BETAMERICA**  
SPORTSBOOK



# Presenting for Presque Isle Downs & Casino

- **Kevin O'Sullivan** – Vice President & General Manager, Presque Isle Downs & Casino
- **Dan Cuic** – Director of Slots, Presque Isle Downs & Casino
- **Cathy Beeding** – Senior Counsel and Corporate Compliance Officer, Churchill Downs Incorporated
- **Carter Vance** – Vice President, Associate General Counsel, Churchill Downs Incorporated
- **Alan Stremel** – Vice President, Sports Online Gaming, Churchill Downs Interactive Gaming dba BetAmerica
- **Kevin Hayes** – Regulatory Counsel, Doherty Hayes, LLC



# Presque Isle Downs & Casino Overview

- Presque Isle Downs will celebrate the property's 12<sup>th</sup> anniversary February 28<sup>th</sup>
- We enjoy a strong sports fan base with multiple professional sports teams (NFL, MLB, NHL, NBA) and collegiate teams located within 100-mile radius of our property
- Presque Isle's parent company, Churchill Downs Incorporated ("CDI"), operates two sports wagering facilities via retail kiosks at two Mississippi casinos - Harlow's Casino Resort & Spa and Riverwalk Casino Hotel - launched under the **BetAmerica** brand
- **BetAmerica** is the CDI brand for sports wagering and online gaming, offering a wide range of betting options on collegiate and professional sports and athletic events, including win bets, money line bets, point spread bets, totals / over-under bets as well as prop bets



3



# SBTech Partnership

- CDI entered into a strategic partnership agreement with SBTech – award winning European platform provider – to leverage its computerized bookmaking system and 10+ years of modeling and pricing experience to manage the risk of sports wagering
  - ✓ SBTech has partners in 21 regulated markets across the world and is able to offer world leading, accurate and reliable prices covering over 30 sports worldwide. Their custom risk management controls automate movement based on our specific appetite for risk to maximize turnover and revenue and real-time benchmarking keeps arbitrage to a minimum
- SBTech has the best sports betting offering
  - ✓ Best-in-class selection of events and wagering options, with a broad selection of in-play betting choices
  - ✓ Seamless cross-vertical product offering a bonus engine and loyalty program within a single management system



4



# Compulsive Gambling & Game Integrity

## Compulsive Gambling:

- Our current Problem & Compulsive Gaming Programs will be expanded to include sports betting
- Ongoing staff training regarding self-exclusion, age verification, etc.
- All marketing materials and promotions include 1-800-GAMBLER tagline

## Game Integrity:

- SBTech develops information on irregular or suspicious wagering activity that may impact game integrity
- Also integrated and actively communicating the feed delay with multiple feed providers as an additional safeguard to game integrity to assure there is no time delay between event occurrence and the wager



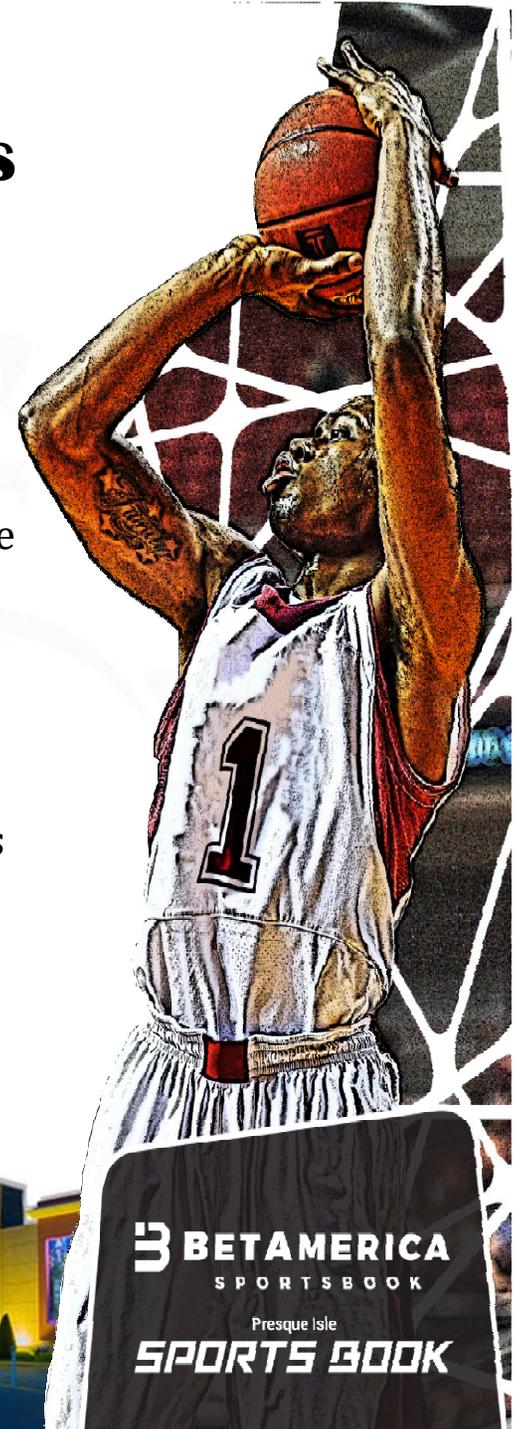
# Proposed Sportsbook Details

## Phase I – Retail Launch

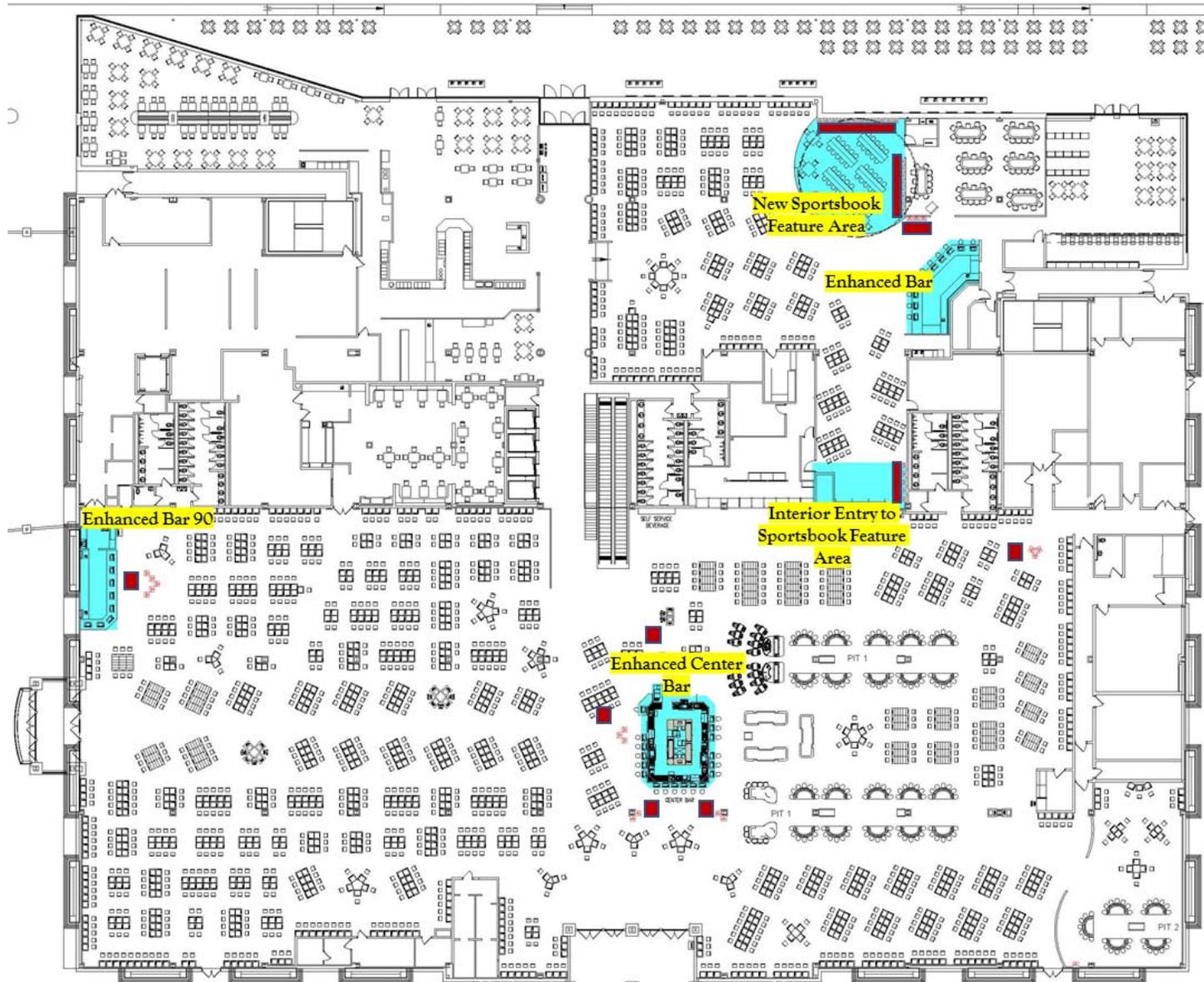
- Plans for a 1,275 sq. ft. Sportsbook location to be constructed in existing casino space, in addition to 317 sq. ft. in sports wagering kiosk space
- Primary Sportsbook location will be adjacent to the Poker Room & Simulcast Area
- Adding 50 self-betting sports wagering kiosks
- Adding 50 flat screen, large HD Televisions throughout the property to display sporting events as well as customizable odds boards to showcase pre-match and live wagering options

## Phase II – Online & Mobile Launch

- Offering online and mobile account wagering



# Floor Plan with Kiosk Layout



# Sportsbook at Presque Isle Downs



# Sportsbook Enhanced Bar



# South Interior Entry to Sportsbook



# Enhanced “Center Bar”



# Enhanced “Bar 90”



# Questions?



13



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