



PENNSYLVANIA GAMING CONTROL BOARD
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September 27, 2024

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Sent via Electronic Mail

Slot Machine Licensees
Table Games Certificate Holders
Interactive Gaming Certificate Holders and Operators
Sports Wagering Certificate Holders and Operators
Video Gaming Terminal Operators

**RE: Industry Guidance 2024-08 ADDENDUM
Advertisement Requirements – Clarification on Advertising at College Events/Venues**

Dear Certificate Holders and Operators:

Pennsylvania Gaming Control Board (“Board”) staff are issuing an amended clarification responding to questions received on the September 24, 2024, guidance relating to advertising at college events and venues. As with the original guidance, this clarification is being sent pursuant to 58 Pa. Code § 501a.7.

This addendum is relative to gaming related advertisements and marketing at professional sporting venues not primarily used for college events (e.g. Acrisure Stadium in Pittsburgh, Wells Fargo Center in Philadelphia, etc.). At such venues, Board staff finds it appropriate to allow more “permanent” marketing (e.g. – painted billboard style signage, naming of establishments within venues, etc.) to remain in place during college related events. Licensees must, however, ensure that all advertisements displayed on electronic signage are turned off or changed to non-gaming products and establishments during college related events.

For venues that are the primary site for college sporting events or venues that are located on college campuses, Board staff expects licensees to follow the guidance that was sent on September 24, 2024.

Sincerely,

Elizabeth Lanza, Director
Office of Compulsive and Problem Gambling

cc: Kevin O’Toole, Executive Director, PGCB
Steve Cook, Chief Counsel, PGCB
Cyrus Pitre, Chief Enforcement Counsel, PGCB
Claire Yantis, Administrative Director, PGCB
Paul Mauro, Director, Bureau of Investigations & Enforcement, PGCB
Gregg Hazzouri, Director, Bureau of Casino Compliance, PGCB
Paul Resch, Director, Bureau of Gaming Operations, PGCB
Kevin Kile, Director of Sports Wagering Operations, PGCB
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