North Dakota Lottery

Guideline for Retailers – Use of the North Dakota Lottery's Logo for Advertising

Before using the North Dakota Lottery's logo for advertising or promotional materials, a retailer first must submit a written request for approval to the Lottery. The request must include a complete description of the planned advertising material and information about the promotional activity, along with the name, telephone number, and e-mail address of the retailer's contact person. Send written requests to:

North Dakota Lottery
Office of Attorney General
1720 Burlington Drive Suite C
Bismarck ND 58504-7736

After the retailer's proposed advertising or promotion is approved, the Lottery will provide a copy of its logo in a PDF or JPEG electronic format to the retailer.

Promotions may not violate the Lottery law or rules. The North Dakota Administrative Code § 10-16-01-02.3 states:

Advertising materials may not:

a. Present a game as an investment to achieve financial security;
b. Target a specific ethnic, racial, or religious group of people;
c. Use the name, signature, or picture of a current elected or serving state official to promote a game;
d. Indicate that a person has a better chance of winning by purchasing a ticket at a specific retailer's site.
e. Promise or imply that a person will win or that a person who does not play has lost anything, other than a chance to win. However, advertising may promote the opportunity available to win;
f. Misrepresent a chance of winning a prize; or
g. Degrade a person who does not buy a ticket.

The North Dakota Administrative Code § 10-16-03-05.5 states:

> A retailer shall sell a ticket only for the standard price of the ticket as set by the MUSL. However, the lottery may authorize a promotion for a period not to exceed ninety days in any six-month period that allows a retailer to offer a ticket for sale through a discount or other promotion provided that the retailer accounts for the standard price of the ticket to the Lottery. A retailer is not prohibited from buying a ticket for the standard price of the ticket and offering it, at no charge, to a person.

If the advertising or promotional material does not include the Lottery's logo, it is not necessary to seek any prior approval.

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