

COLORADO LOTTERY™

Telling Our Proceeds Story

The Centennial State



- **Population – 5.9 Million**
- **Colorado Lottery Founded 1983**
- **Proceeds Beneficiary – Outdoor Conservation**

Our Three Pillars



Revenue **Responsibility** **Conservation**

We Are A Conservation Organization



The Lottery Exists To Maximize Proceeds For Our Beneficiaries

Over $4 Billion Given Back Since 1983

Proceeds Awareness



Key Touchpoints

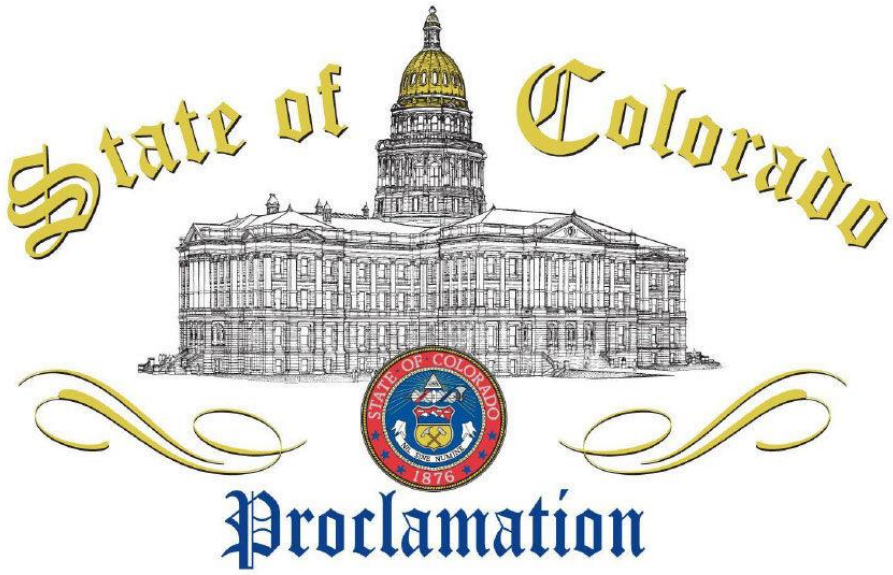


- Advertising/Marketing
- Website
- Social Media
- Events and Sponsorships
- Government Relations
- Community Outreach

Our Tagline Says It All



Colorado Lottery Conservation Month





Advertising & Marketing



Social Media







Advertising & Marketing



Advertising & Marketing



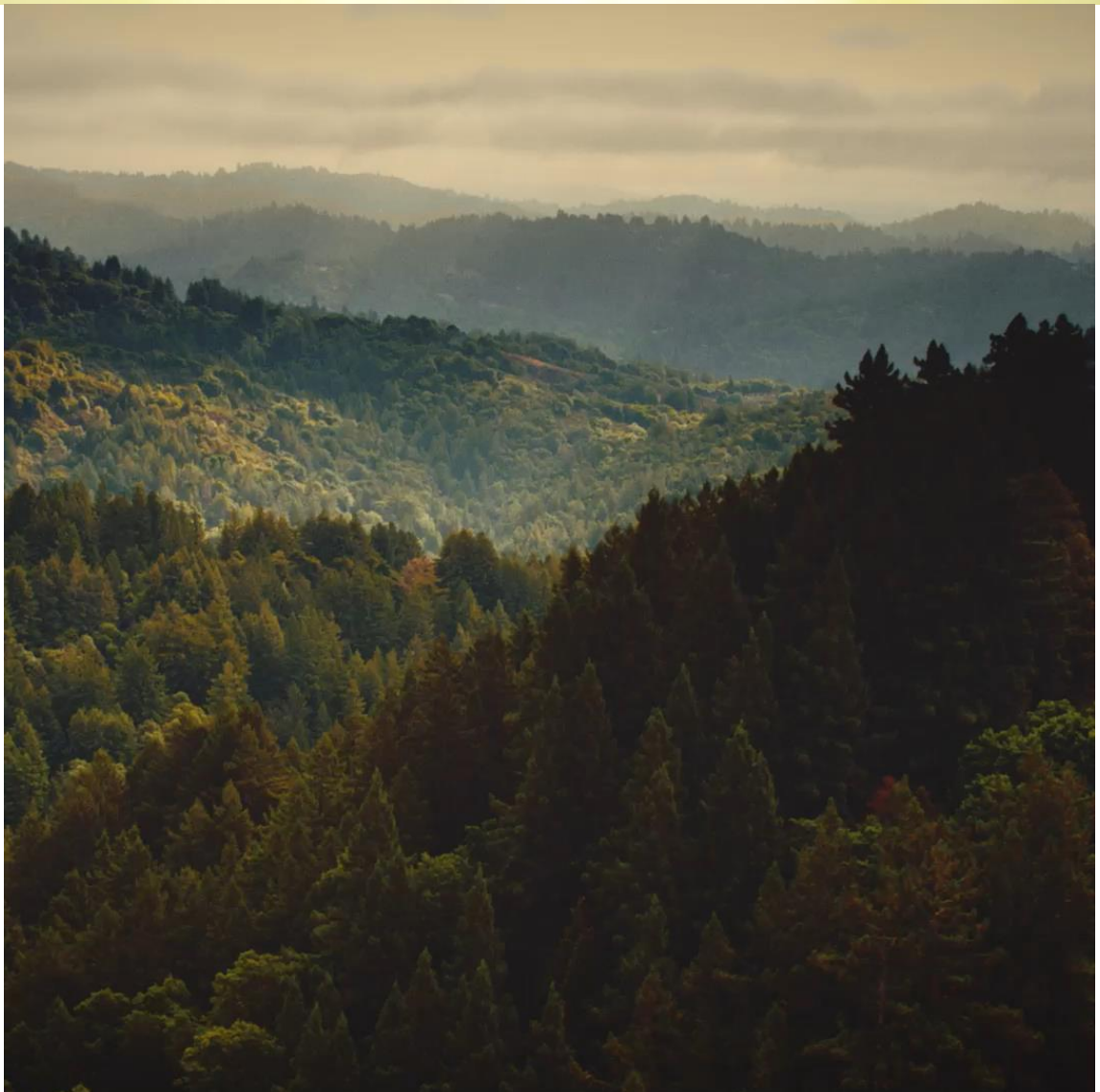


Electric Vehicle Charging Stations

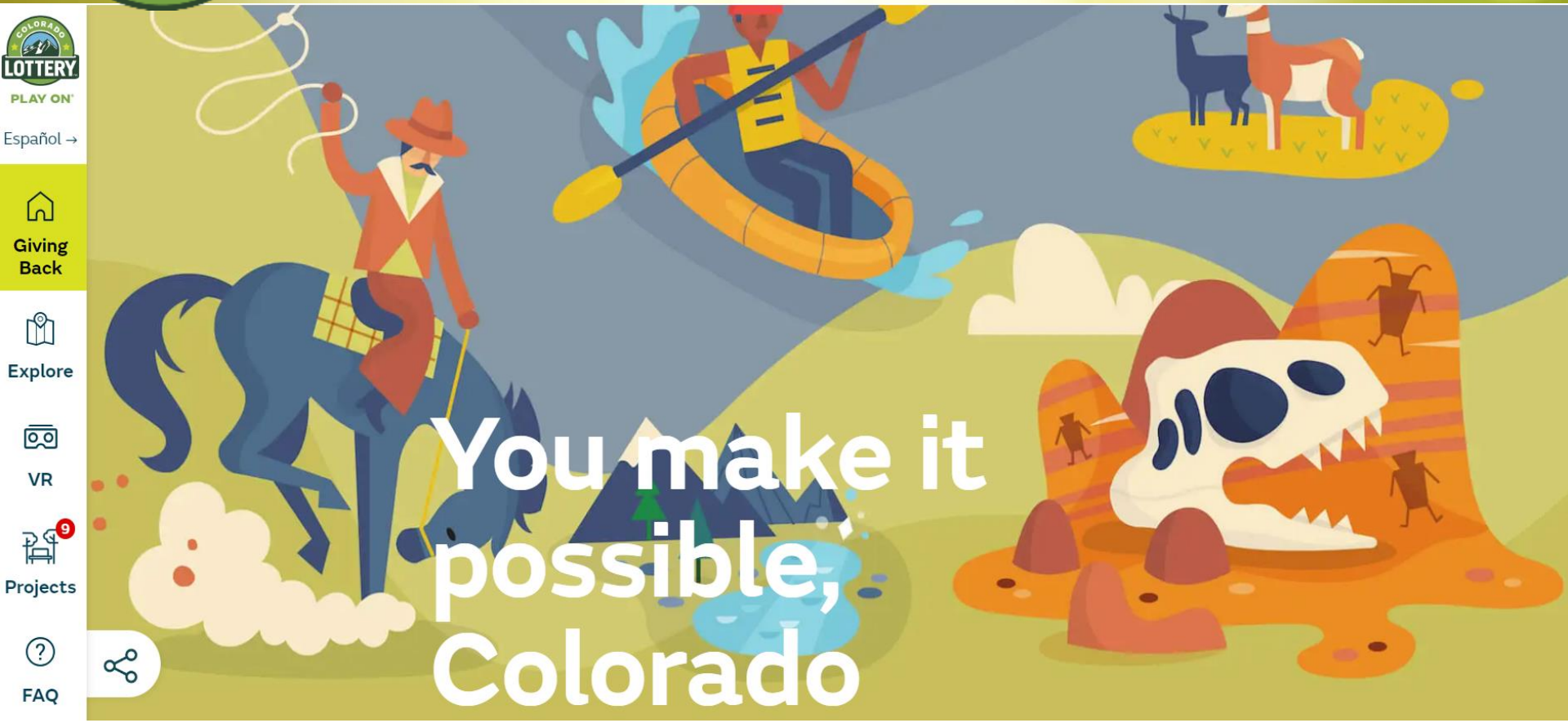
Advertising & Marketing



Advertising & Marketing



Website – Giving Back



Explore Proceeds Projects Across The State

Website – Giving Back









Events & Sponsorships







COLORADO'S PARTNER IN CONSERVATION

RUNYON TO THE RES





Events & Sponsorships

Colorado Lottery Day @ Colorado Rockies





Events & Sponsorships

The Dream Machine



Rocky Mountain PBS Partnership

Starburst Awards



Recognizing Excellence in Use of Lottery Funds

Working With The Legislature



Thank You!

