

Multi-State Disclaimer

- ▶ [Legal Disclaimer](#)
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▶ Legal Disclaimer

The information provided on this website does not, and is not intended to, constitute legal advice; instead, all information, content, and materials available on this site are for general informational purposes only. Information on this website may not constitute the most up-to-date legal or other information.

Readers of this website should contact their gaming attorney to obtain advice with respect to any particular legal matter. No reader, user, or browser of this site should act or refrain from acting on the basis of information on this site without first seeking legal advice from gaming counsel in the relevant jurisdiction. Only your individual attorney can provide assurances that the information contained herein and your interpretation of it is applicable or appropriate to your particular business. Use of, and access to, this website/portal or any of the links or resources contained within the site do not create an attorney-client relationship between the reader, user, or browser and BetMGM or its website authors, contributors, contributing law firms, or legal department members.

All liability with respect to actions taken or not taken based on the contents of this site are hereby expressly disclaimed. The content on this posting is provided "as is;" no representations are made that the content is error-free.

★ * All media must include Responsible Gambling disclaimers. If you plan to use a form of media not listed below, please reach out to your account executive for additional guidance.

	Radio Spots (Including Podcasts)	Social Media Ads	Mobile Desktop/Display Banners
ACQUISITION BETMGM SPORTSBOOK	<p>Gambling problem? Call 1-800-GAMBLER (Available in the US) Call 877-8-HOPENY or text HOPENY (467369) (NY) Call 1-800-327-5050 (MA)</p> <p>21+ only. Please Gamble Responsibly. Call 1-800-NEXT-STEP (AZ), 1-800-BETS-OFF (IA), 1-800-981-0023 (PR). First Bet Offer for new customers only (if applicable). Subject to eligibility requirements. Rewards are non-withdrawable bonus bets that expire in 7 days. In partnership with Kansas Crossing Casino and Hotel. See BetMGM.com for Terms. US promotional offers not available in DC, Mississippi, New York, Nevada, Ontario, or Puerto Rico.</p> <p>*Disclaimers valid for Bet and Get and First Bet Offers. Please reach out to your account manager if you are promoting any promotion other than those listed above.</p> <p>*See example for sizing requirement and ON, NY, PA, LA and OH specific Guidelines</p> <p>"First Bet Offer for New customers only" language should only be used for First Bet Offers All other acquisition offers should include "new customers only" language</p>		

<p>ACQUISITION BETMGM CASINO</p>	<p>Visit BetMGM.com for Terms and Conditions. 21+ years of age or older to wager. MI, NJ, PA or WV only. Excludes Michigan Disassociated Persons. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit, unless otherwise provided in the applicable Terms. Please Gamble Responsibly. Gambling Problem? 1-800-270-7117 for confidential help (MI), 1-800-GAMBLER (NJ, PA & WV).</p> <p>ONTARIO: Visit BetMGM.com or BorgataOnline.com for Terms & Conditions. Must be 19+. ON Only. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit, unless otherwise provided in the applicable Terms. Please Play Responsibly. If you have questions or concerns about your gambling or someone close to you, please contact ConnexOntario at 1-866-531-2600 to speak to an advisor, free of charge.</p>	<p>Visit BetMGM.com for Terms and Conditions. 21+ years of age or older to wager. MI, NJ, PA or WV only. Excludes Michigan Disassociated Persons. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit, unless otherwise provided in the applicable Terms. Please Gamble Responsibly. Gambling Problem? 1-800-270-7117 for confidential help (MI), 1-800-GAMBLER (NJ, PA & WV).</p> <p>ONTARIO: Visit BetMGM.com or BorgataOnline.com for Terms & Conditions. Must be 19+. ON Only. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit, unless otherwise provided in the applicable Terms. Please Play Responsibly. If you have questions or concerns about your gambling or someone close to you, please contact ConnexOntario at 1-866-531-2600 to speak to an advisor, free of charge.</p>	<p>Visit BetMGM.com for Terms and Conditions. 21+ years of age or older to wager. MI, NJ, PA or WV only. Excludes Michigan Disassociated Persons. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit, unless otherwise provided in the applicable Terms. Please Gamble Responsibly. Gambling Problem? 1-800-270-7117 for confidential help (MI), 1-800-GAMBLER (NJ, PA & WV).</p> <p>ONTARIO: Visit BetMGM.com or BorgataOnline.com for Terms & Conditions. Must be 19+. ON Only. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit, unless otherwise provided in the applicable Terms. Please Play Responsibly. If you have questions or concerns about your gambling or someone close to you, please contact ConnexOntario at 1-866-531-2600 to speak to an advisor, free of charge.</p>
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<p>ACQUISITION BETMGM POKER</p>	<p>NEW JERSEY: Visit BetMGM.com for Terms and Conditions. Must be 21+. NJ only. New Customer Offer. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit and/or tournament entries. Rewards subject to expiry. Gambling Problem? Call 1-800-GAMBLER.</p> <p>MICHIGAN: Terms & Conditions apply. Must be 21+. STATE Only. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit, unless otherwise provided in the applicable Terms. States Respective RG Message.</p> <p>PENNSYLVANIA: Terms & Conditions apply. Must be 21+. PA Only. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit, unless otherwise provided in the applicable Terms. If you or someone you know has a Gambling Problem, help is available, Call 1-800-GAMBLER. In Partnership with Hollywood Casino Penn National Race Course.</p> <p>ONTARIO: Visit BetMGM.com for Terms and Conditions. Must be 19+. ON Only. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit and/or tournament entries. Rewards subject to expiry. Please Play Responsibly. If you have questions or concerns about your gambling or someone close to you, please contact ConnexOntario at 1-866-531-2600 to speak to an advisor, free of charge.</p>	<p>NEW JERSEY: Visit BetMGM.com for Terms and Conditions. Must be 21+. NJ only. New Customer Offer. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit and/or tournament entries. Rewards subject to expiry. Gambling Problem? Call 1-800-GAMBLER.</p> <p>MICHIGAN: Terms & Conditions apply. Must be 21+. STATE Only. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit, unless otherwise provided in the applicable Terms. States Respective RG Message.</p> <p>PENNSYLVANIA: Terms & Conditions apply. Must be 21+. PA Only. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit, unless otherwise provided in the applicable Terms. If you or someone you know has a Gambling Problem, help is available, Call 1-800-GAMBLER. In Partnership with Hollywood Casino Penn National Race Course.</p> <p>ONTARIO: Visit BetMGM.com for Terms and Conditions. Must be 19+. ON Only. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit and/or tournament entries. Rewards subject to expiry. Please Play Responsibly. If you have questions or concerns about your gambling or someone close to you, please contact ConnexOntario at 1-866-531-2600 to speak to an advisor, free of charge.</p>	<p>NEW JERSEY: Visit BetMGM.com for Terms and Conditions. Must be 21+. NJ only. New Customer Offer. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit and/or tournament entries. Rewards subject to expiry. Gambling Problem? Call 1-800-GAMBLER.</p> <p>MICHIGAN: Terms & Conditions apply. Must be 21+. STATE Only. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit, unless otherwise provided in the applicable Terms. States Respective RG Message.</p> <p>PENNSYLVANIA: Terms & Conditions apply. Must be 21+. PA Only. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit, unless otherwise provided in the applicable Terms. If you or someone you know has a Gambling Problem, help is available, Call 1-800-GAMBLER. In Partnership with Hollywood Casino Penn National Race Course.</p> <p>ONTARIO: Visit BetMGM.com for Terms and Conditions. Must be 19+. ON Only. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit and/or tournament entries. Rewards subject to expiry. Please Play Responsibly. If you have questions or concerns about your gambling or someone close to you, please contact ConnexOntario at 1-866-531-2600 to speak to an advisor, free of charge.</p>
<p>ACQUISITION BORGATA SPORTSBOOK</p>	<p>Visit BorgataOnline.com for Terms and Conditions. Must be 21+. NJ only. New Customer Offer. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable free bets or site credit. Free bets expire in 7 days from issuance. Gambling Problem? Call 1-800-GAMBLER.</p>	<p>Visit BorgataOnline.com for Terms and Conditions. Must be 21+. NJ only. New Customer Offer. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable free bets or site credit. Free bets expire in 7 days from issuance. Gambling Problem? Call 1-800-GAMBLER.</p>	<p>Visit BorgataOnline.com for Terms and Conditions. Must be 21+. NJ only. New Customer Offer. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable free bets or site credit. Free bets expire in 7 days from issuance. Gambling Problem? Call 1-800-GAMBLER.</p>

<p>ACQUISITION BORGATA CASINO</p>	<p>Visit Borgata.com for Terms and Conditions. 21+ years of age or older to wager. NJ only. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit, unless otherwise provided in the applicable Terms. Please Gamble Responsibly. Gambling Problem? 1-800-GAMBLER.</p>	<p>Visit Borgata.com for Terms and Conditions. 21+ years of age or older to wager. NJ only. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit, unless otherwise provided in the applicable Terms. Please Gamble Responsibly. Gambling Problem? 1-800-GAMBLER.</p>	<p>Visit Borgata.com for Terms and Conditions. 21+ years of age or older to wager. NJ only. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit, unless otherwise provided in the applicable Terms. Please Gamble Responsibly. Gambling Problem? 1-800-GAMBLER.</p>
<p>ACQUISITION BORGATA POKER</p>	<p>NEW JERSEY: Visit BorgataOnline.com for Terms and Conditions. Must be 21+. NJ only. New Customer Offer. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit and/or tournament entries. Rewards subject to expiry. Gambling Problem? Call 1-800-GAMBLER.</p> <p>PENNSYLVANIA: New Customers Only. Terms & Conditions apply. Must be 21+. PA Only. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit, unless otherwise provided in the applicable Terms. If you or someone you know has a Gambling Problem, help is available. Call 1-800-GAMBLER. In Partnership with Rivers Casino Philadelphia.</p>	<p>NEW JERSEY: Visit BorgataOnline.com for Terms and Conditions. Must be 21+. NJ only. New Customer Offer. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit and/or tournament entries. Rewards subject to expiry. Gambling Problem? Call 1-800-GAMBLER.</p> <p>PENNSYLVANIA: New Customers Only. Terms & Conditions apply. Must be 21+. PA Only. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit, unless otherwise provided in the applicable Terms. If you or someone you know has a Gambling Problem, help is available. Call 1-800-GAMBLER. In Partnership with Rivers Casino Philadelphia.</p>	<p>NEW JERSEY: Visit BorgataOnline.com for Terms and Conditions. Must be 21+. NJ only. New Customer Offer. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit and/or tournament entries. Rewards subject to expiry. Gambling Problem? Call 1-800-GAMBLER.</p> <p>PENNSYLVANIA: New Customers Only. Terms & Conditions apply. Must be 21+. PA Only. All promotions are subject to qualification and eligibility requirements. Rewards issued as non-withdrawable site credit, unless otherwise provided in the applicable Terms. If you or someone you know has a Gambling Problem, help is available. Call 1-800-GAMBLER. In Partnership with Rivers Casino Philadelphia.</p>

► US State Specific Guidelines

BETMGM

FIRST BET OFFER

GET UP TO **\$1,000**

PAID BACK
IN BONUS BETS, IF YOU DON'T WIN

**JAMIE
FOXX**

THE KING OF SPORTSBOOKS THE KING OF SPORTSBOOKS THE KING OF SPORTSBOOKS THE KING OF SPORTSBOOKS

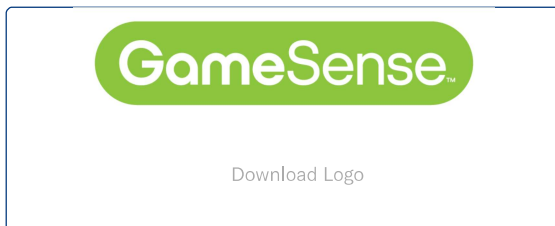
**GAMBLING PROBLEM? CALL 1-800-GAMBLER (DC, IL, IN, LA, MD, MS, NJ, OH, PA, TN, VA, WV, WY).
CALL 877-8-HOPENY OR TEXT HOPENY (467369) (NY). CALL 1-800-327-5050 (MA).**

21+ TO WAGER. PLEASE GAMBLE RESPONSIBLY. CALL 1-800-NEXT-STEP (AZ), 1-800-522-4700 (CO, KS, NV), 1-800-BETS-OFF (IA), 1-800-270-7117 FOR CONFIDENTIAL HELP (MI). VISIT BETMGM.COM FOR TERMS & CONDITIONS, US PROMOTIONAL OFFERS NOT AVAILABLE IN NV, NY OR ON.

New York	Pennsylvania	Louisiana	Ohio	Massachusetts
<p>Ads must contain Responsible Gambling (RG) message:</p> <ul style="list-style-type: none"> • Please gamble responsibly. Gambling problem? Call (877-8-HOPENY) or text HOPENY (467369) <p>The RG message must meet these requirements:</p> <ul style="list-style-type: none"> • <u>For print ads</u> - the height of the font used must be the greater of the same size as the majority of the text used in the sign and 2% of the height or width (whichever is greater) of the entire asset • <u>For billboards</u> -the height of the font must be at least 5% of the height or width (whichever is greater) of the face of the billboard • <u>For video/TV</u> - the RG message must be visible EITHER: <ul style="list-style-type: none"> I. The entire time the ad is displayed - font height must be at least 2% of the height/width (whichever is greater) of the image displayed OR II. From the first moment a table game/game device/slot machine/associated gaming facility is displayed or orally referenced AND should be on a dedicated screenshot for at least the last three seconds of the ad. If this option is used: <ul style="list-style-type: none"> a. The font height during the ad must be at least 2% of the height/width (whichever is greater) of the image displayed AND b. On the final dedicated shot, the font must be 	<p>Ads must contain an Responsible Gambling (RG) message:</p> <ul style="list-style-type: none"> • Please gamble responsibly. Gambling problem? Call 1-800-GAMBLER. <p>The RG message must meet these requirements:</p> <ul style="list-style-type: none"> • <u>For direct mail marketing, posters and other print ads</u> - the font height must EITHER be the same size as the majority of the text used OR be 2% of the height or width (whichever is greater) of the sign • <u>For multijurisdictional billboards</u> - shall contain the national toll-free number and font height must be at least 5% of the height or width (whichever is greater) of the face of the billboard. • <u>For websites</u> (including social) - the RG message must be posted on each webpage or profile related to the ad posted <ul style="list-style-type: none"> I. For multi-jurisdiction ads, the font height must EITHER be the same size as the majority of the text used OR be 2% of the height or width (whichever is greater) of the ad • <u>For multi-jurisdiction video/TV ads</u> - The RG message must be AT LEAST <ul style="list-style-type: none"> I. 1% of the height or width, whichever is greater, of the image that will 	<p>All letters accompanying the RG toll-free number must be in capital letters and the same size as the toll-free number:</p> <ul style="list-style-type: none"> • Please gamble responsibly. Gambling problem? Call 1-800-GAMBLER. <p>The RG message must meet these requirements:</p> <ul style="list-style-type: none"> • <u>For exterior-print ads</u> (including billboards) - shall include the toll-free number and all accompanying letters in a rectangle which shall comprise an area equal to 1/10 of the entire advertisement's height and extend across the entire width of the ad. The toll-free number and accompanying letters must be sized to use the entire area within the rectangle. • <u>For handheld print ads</u> (newspaper, flyers, coupons, etc.) - shall include the toll-free number and accompanying letter is a rectangle which shall comprise an area equal to 1/20 of the entire ad's height and extend across the entire width. • <u>For Radio ads</u> - shall contain an RG assistance message with the toll-free number • <u>For Web and Social ads</u> - the font height of the RG message shall be at least the same size as the majority of the text used on the 	<p>All ads must contain an Responsible Gambling (RG) message:</p> <ul style="list-style-type: none"> • Please gamble responsibly. Gambling problem? Call 1-800-GAMBLER. <p>The RG message must meet these requirements:</p> <ul style="list-style-type: none"> • The advertisement must contain a conspicuous and clearly legible RG message at all times. If the advertisement is missing any of the required information or is not conspicuous, the ad will be immediately flagged. 	<ul style="list-style-type: none"> • Disclaimer must include the MA problem gambling logo - downloadable logo included below chart • Disclaimer must include the GameSense logo within the text - logo included below chart • RG tagline and GameSense tagline must be separated - see example below chart • The height of the font used to advertise Responsible Gaming Messaging must be the greater of: <ul style="list-style-type: none"> I. The same size as the majority of the text used in the advertisements posted on the webpage or profile page; or II. 2% of the height or width, whichever is greater, of the advertisements posted on the webpage or profile page.

New York	Pennsylvania	Louisiana	Ohio	Massachusetts
<p>at least 8% of the height and width (whichever is greater) of the image displayed</p> <ul style="list-style-type: none"> • <u>For websites</u> - (including social media and phone apps), the RG message must be posted on each webpage or profile page and on any gaming-related ad on the webpage or profile <ul style="list-style-type: none"> I. The font height must be at least the same size as the majority of the text used in the webpage or profile 	<p>be displayed when multiple jurisdictions' helpline numbers are displayed</p>	<p>webpage or profile page.</p> <ul style="list-style-type: none"> • <u>For TV/Video ads</u> - shall contain an RG assistance message with a toll-free number and must EITHER: <ul style="list-style-type: none"> I. Be visible the entire time the advertisement is being displayed with the font height being at least 2% of the height or width (whichever is greater) of the image that will be displayed OR II. Be visible in a separate dedicated screenshot for at least 3 seconds of the ad. The font height being at least 8% of the height or width (whichever is greater) of the image displayed 		

► Massachusetts Specific Example:



► Ontario Specific Guidelines

An affiliate is a paid media channel, and therefore is subject to the policy requirements for all other paid media channels. BetMGM must ensure that their presence on the affiliate's site shows its association with iGO. Given the affiliate environment, this can be through the use of the iGaming Ontario logo (preferred) or with the line "BetMGM operates pursuant to an Operating Agreement with iGaming Ontario."

Ontario Logo Files:



[Download Logo](#)

iGO Logo:

BetMGM shall display an iGO Logo in a prominent location in any paid visual media advertising materials produced for the Ontario market, including, but not limited to:

- Television (including Over-The-Top and on-demand)
- Digital & Social
 - BetMGM shall ensure that the iGO Logo within the footer on our Websites includes a link to the iGO website by clicking on the iGO Logo.
- Print
- Out-of-Home
- For clarity, in media that utilizes video, animation and/or rotating static images, an iGO Logo may be inserted within a section of one of these display elements. The iGO Logo must appear such that it is clearly integrated into a minimum of 5% of the creative execution. For example:
 - A 1.5-second tag at the end of a 30-second TV spot
 - A 3-second tag at the end of a 60-second TV spot
 - In rotating digital display ads, one continuous appearance for 5% of the full rotation time
- When using an iGO Logo, BetMGM must adhere to the following brand standards:
 - Always use artwork in the Logo Suite and never recreate or redraw an iGO Logo
 - An iGO Logo design and/or proportions may under no circumstances be changed
 - An iGO Logo may only be depicted in the designated colors and must not be used in black and white
 - Standing out clearly is key to the iGO brand presence. Follow these requirements for minimum sizes for print and digital applications to ensure that images, text and trim edges don't compromise an adequate clear space surrounding each iGO Logo



- When using an iGO Logo, BetMGM ***NOT*** do the following:





- The AGCO has not established specific regulatory limits or restrictions on advertising and marketing around overall volume, types of channels, or timing. However, based on our monitoring of industry activity in the months ahead, the AGCO will consider additional measures if warranted.

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