

SENATE BILL No. 432

By Senators Holscher and Peck

1-31

1 AN ACT concerning gaming; relating to sports wagering; prohibiting
2 advertising of sports wagering through internet websites and electronic
3 device applications; amending K.S.A. 2023 Supp. 74-8785 and
4 repealing the existing section.

5
6 *Be it enacted by the Legislature of the State of Kansas:*

7 Section 1. K.S.A. 2023 Supp. 74-8785 is hereby amended to read as
8 follows: 74-8785. (a) The executive director shall adopt rules and
9 regulations regarding the advertisement for sports wagering. Such rules
10 and regulations shall be adopted on or before January 1, ~~2023~~ 2025, and
11 shall include, but not be limited to:

12 ~~(a)~~(1) Ensuring that advertisements, including limitations on the
13 form, content, quantity, timing and location of such advertisements, do not
14 target children and minors, or other persons who are ineligible to place
15 wagers, or problem gamblers or other vulnerable persons;

16 ~~(b)~~(2) disclosure of the identity of the lottery gaming facility manager
17 in all such advertisements;

18 ~~(c)~~(3) provision of the toll-free number for information and referral
19 services for compulsive and problem gambling; ~~and~~

20 ~~(d)~~(4) prohibitions on false, misleading or deceptive advertisements;
21 *and*

22 *(5) prohibitions on advertisements published through internet*
23 *websites, other online mediums or electronic device applications.*

24 *(b) (1) No advertisements for sports wagering shall be published,*
25 *broadcast or otherwise presented through any internet website, other*
26 *online medium or electronic device application, except such*
27 *advertisements may be published as part of the content offered by an*
28 *interactive sports wagering platform that has been affirmatively accessed*
29 *by an individual holding an account with such platform.*

30 *(2) The provisions of this subsection shall not apply to any*
31 *advertisements published, broadcast or otherwise presented pursuant to a*
32 *marketing or other advertising contract that was in effect on July 1, 2024.*

33 Sec. 2. K.S.A. 2023 Supp. 74-8785 is hereby repealed.

34 Sec. 3. This act shall take effect and be in force from and after its
35 publication in the statute book.