

Chapter 29: PROMOTIONAL CREDITS AND OTHER PLAYER INCENTIVES

§1. Promotional Credits

1. Each licensed slot machine operator and casino operator that issues promotional credits for use at slot machines, including but not limited to promotional credits based on player history, must submit internal control procedures on the use of those promotional credits to the Board for approval. Those internal control procedures must include, at a minimum, the following:
 - a) Description of the program and tracking system used to record promotional credits;
 - b) Administrative and accounting controls applicable to recording, calculating and auditing promotional credits;
 - c) The levels of patron play required for the issuance of promotional credits to include no play;
 - d) Employee titles authorized to issue promotional credits at each level; and
 - e) Any expiration dates for promotional credits.
2. Each card or device used to track player history must require at least a four-digit personal identification number (PIN) for the use of promotional credits. If a player enters an invalid PIN, a slot machine must not allow more than five (5) attempts to re-enter a PIN before deactivation of the card or device.
3. Any activity involving a card or device used to track player history must be recorded and maintained in a database. Access to the database must be made available to the Board or the Department of Public Safety upon request.
4. Promotional credits:
 - a) Must be issued in the form of free play credits on a ticket, voucher, or player card to be used solely to play a slot machine;
 - b) May be moved between slot machines by way of player card uploading; and
 - c) Cannot be redeemed for cash.
5. Each licensed slot machine operator and casino operator must file with the Board any promotions involving the use of promotional credits for slot machines prior to their use.
6. Each licensed slot machine operator and casino operator must file every month with the Board a report on any daily or 24-hour issuance of a total of \$250 or more in promotional credits redeemed by a patron, including the amount issued, the name of patron, and the name and number of the employee who issued the credit.

§ 2 Table Game Player Incentives

1. “Match Play” means a method of promotional play at a table game in which the total wager consists of equivalent fixed value contributions from the patron and a promotional item in voucher form issued by the licensed casino operator.
2. “Free Bet” means a promotional item in voucher form with a fixed amount placed on a single bet at a table game.
3. Each licensed casino operator that uses vouchers at table games must submit internal control procedures on the use of those vouchers to the Board for approval. Those internal control procedures must include, at a minimum, the following:
 - a) Description of the program and voucher process used to issue and record vouchers;
 - b) Administrative and accounting controls applicable to issuing, recording, calculating and auditing vouchers;
 - c) Description of Match Play and Free Bet promotions;
 - d) The levels of patron play required for the issuance of vouchers to include no play;
 - e) Employee titles authorized to issue vouchers at each level; and
 - f) Any expiration dates for vouchers.
4. Vouchers shall contain at least the following specific information:
 - a) An identification of the type of voucher (either Match Play or Free Bet);
 - b) Operator name and logo;
 - c) Value of voucher;
 - d) Name of recipient and, if applicable, the rewards number of the recipient;
 - e) Expiration date, if applicable;
 - f) Specific games for use, if applicable;
 - g) Directions for redemption;
 - h) Bar code with numbers, if applicable; and
 - i) A resource on obtaining assistance with a gambling problem.
5. Match Play must employ the following controls:
 - a) A promotional item in voucher form, that is issued by a licensed casino operator, must be used by any patron engaging in match play.
 - b) The promotional item must have a fixed stated play ratio and value.
 - c) The patron’s gaming chips used for match play must be equivalent to or greater than the value to the promotional item.
 - d) The patron’s total wager shall equal the combined value of the promotional item and the patron’s gaming chips.
 - e) The amount the patron receives as the result of a winning match play wager shall be determined using the combined value of the patron’s gaming chips and their accompanying promotional item.

STATUTORY AUTHORITY:

8 M.R.S. § 1001(26) and § 1003(1)(B), (2)(I), (3)(E), and (3)(J)

EFFECTIVE DATE: **June 9, 2021**