

**SOUTH CAROLINA EDUCATION LOTTERY
BOARD OF COMMISSIONERS**

**MARKETING & RETAILER RELATIONS COMMITTEE
MEETING MINUTES**

August 4, 2026

4:15 p.m.

The Marketing and Retailer Relations Committee of the Board of Commissioners of the South Carolina Education Lottery (SCEL) met on Tuesday, August 4, 2026, at 1333 Main Street, Columbia, South Carolina, Room 428, with the following members, representing a quorum, participating:

Dr. Edward Keith, Chairman
Sam Litchfield, *Ex-officio*

Dr. Vareva Evans-Harris (via phone)
Jack Osteen

Chairman Keith called the meeting to order at 4:15 p.m. and recognized, Ammie Smith, Chief Product Officer and Josh Whiteside, Chief Marketing Officer to discuss proposed campaigns for Holiday Advertising and SCEL 25th Anniversary. For Holiday Advertising, Mr. Whiteside discussed the concept of the White Elephant regifting around the holidays with the statement “let’s free the white elephant.” SCEL would focus on lottery tickets in “It’s the gift that’s never regifted”. He showed a storyboard depicting a white elephant at a holiday gift exchange party to illustrate the concept. Thereafter, Chairman moved for approval of the concept seconded by Commissioner Osteen. The motion passed unanimously.

Next, Mr. Whiteside discussed the 25th Anniversary campaign. Concept One: 52@25, which highlights the 52 retailers who have been with SCEL for the last 25 years. He suggested showcasing testimonial from actual retailers who have been active for the last 25 years. Mr. Whiteside also discussed Concept Two: “We like those odds” which showcases players’ idiosyncrasies and superstitions as to where and how they like to play. He noted that SCEL would most likely use actors based on players’ true accounts.

Next, he discussed Concept Three: “Proud Palmetto Parent” which highlights the approximate 112,000 students yearly who benefit from lottery funding. The underlying concept is that these students are family to SCEL. Thereafter, Chairman moved for approval of the 25th Anniversary campaign which Commissioner Osteen seconded. The motion passed unanimously.

There being no further business, the meeting adjourned at 4:34 p.m.

/s/
Dr. Edward Keith, Chairman
Marketing & Retailer Relations Committee

8/5/2026
Date

As required by *S.C. Code Ann.* § 30-4-80, SCEL posted notification for this meeting at its administrative offices, 1333 Main Street in Columbia. As provided in the Board Bylaws, SCEL also posted the meeting notice and agenda on its website (sceducationlottery.com), and sent emails pursuant to requests made by individuals, media outlets and other organizations. These notifications included a link that provides the time, date, place, and agenda for the meeting.