Kindbridge
Research Institute

Colorado Limited Gaming Control Commission
1707 Cole Blvd.
Suite 300
Lakewood, CO 80401

Dear Review Committee,

The Kindbridge Research Institute (KRI) is pleased to submit a proposal for a research project aimed at assessing adherence to Colorado's sports betting and gaming ad regulations, focusing on Rule 9 related to Responsible Gaming. With the gambling industry's growth and the surge in advertising, this research will evaluate how well current TV advertising practices meet regulatory standards, ensuring responsible messaging and the protection of minors.

Project Milestones:

1. **Data Access and Definition Development:**
    - Secure access to advertising databases through collaborations with Vivvix and Nielsen.
    - Finalize clear, verifiable definitions for the regulations under Rule 9 in accordance with regulatory guidelines.
2. **Query Development:**
    - Develop database queries based on the regulatory definitions for assessing compliance.
3. **Sample Selection and Coding:**
    - Select a representative sample of advertisements for compliance assessment.
    - Complete coding of these advertisements according to established criteria.
4. **Initial Data Analysis and Interim Reporting:**
    - Begin data analysis on coded advertisements to assess compliance levels.
    - Produce an interim report summarizing initial findings and progress.
5. **Comprehensive Data Analysis:**
    - Conduct a thorough analysis of the database query results with a focus on assessing compliance with Rule 9.
6. **Report Compilation:**
    - Compile the findings into a draft report, including examples and edge cases of compliance and non-compliance.
7. **Report Review and Finalization:**
    - Review, refine, and finalize the report, ensuring its accuracy, completeness, and relevance.
8. **Report Submission:**
    - Submit the final comprehensive report, including findings and recommendations, to the relevant commission.

KRI is committed to enhancing responsible advertising in Colorado's gambling sector through this project, utilizing our expertise and partnerships to foster transparency and uphold regulatory standards.

We appreciate your consideration and are eager to contribute to this vital aspect of regulatory compliance and public interest.

Sincerely,

Dr. Nathan Smith

Dr. Nathan Smith
Executive Director
Kindbridge Research Institute