



Alaska's Winning Bet:

Bringing Online Sports Betting Out of the Shadows and into a Regulated Marketplace to Protect Consumers

April 2026



Tax Benefits of a Regulated Online Sports Betting Marketplace

Regulated online sports betting would generate reliable tax revenue for Alaska while helping fund essential public services and programs, in areas such as education and health care.

The HB 154 Fiscal Note reports¹ that an online sports betting market could bring:

Up to \$18 million in annual tax revenue to Alaska

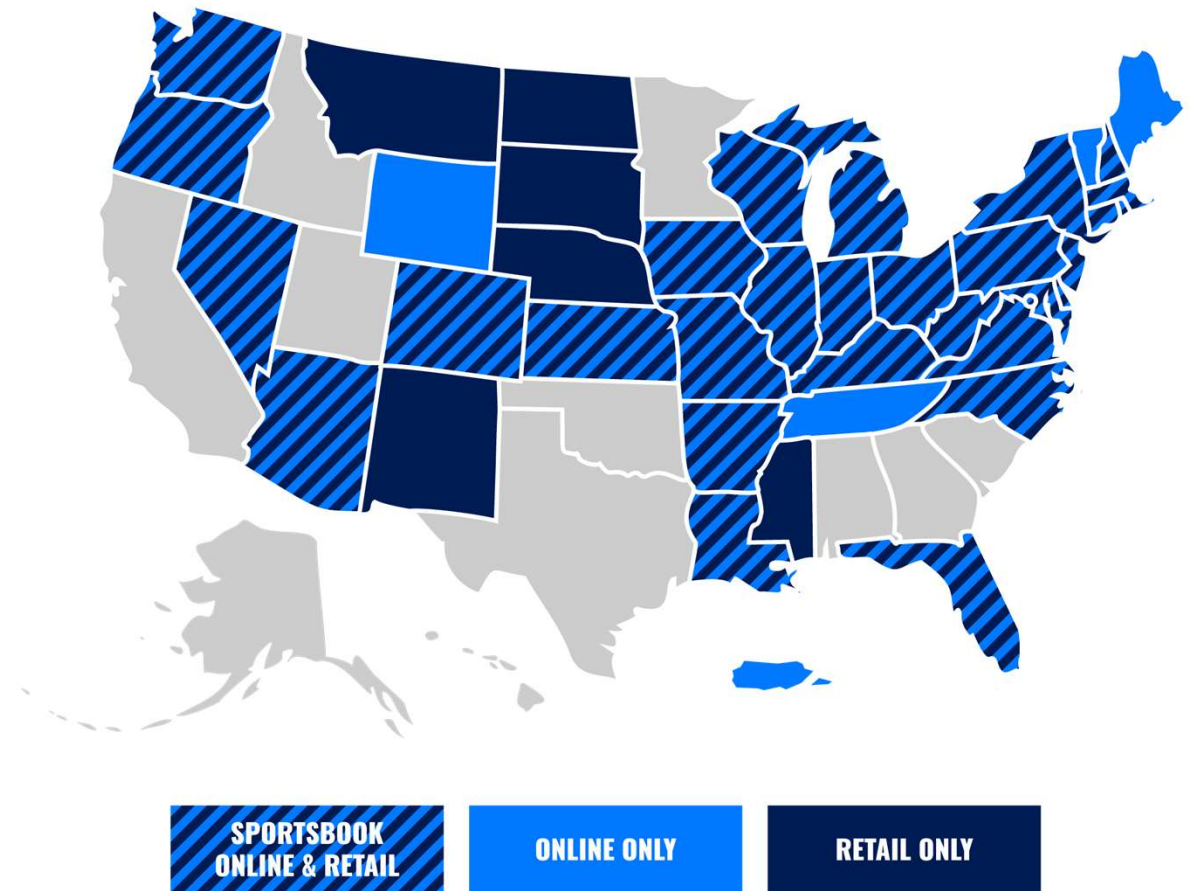
Legalizing online sports betting presents an opportunity to strengthen the Alaskan economy.

- 90% of Alaska's revenue comes from just two sources – the state's Permanent Fund and oil revenues.
- A heavy reliance on oil and investment income creates an extremely volatile revenue stream
- Diversifying revenue strengthens Alaska's ability to plan for the future while capturing revenue that is already flowing to illegal markets.

The Landscape: Sports Betting in the U.S.

Legal Retail & Online Sports Betting

- 40 states/territories have legalized some form of sports betting
- In 2025, legal sports betting drove **\$3.2 billion** in state tax revenue for **essential public services**
- In states with legal sportsbooks, **consumers leave the illegal market and adopt responsible gaming tools**



Legal Sportsbooks: Regulated & Safe

PLAY SAFE



Illegal Operators are Successfully Targeting Vulnerable & Underage Users

Ease of Access & Lack of Restrictions

- No age verification
- No geolocation restrictions
- Predatory messaging
- Targeting minors directly through digital advertising
- Position betting as a way for younger audiences to generate income quickly or manage finances

Operate Outside U.S. Law

- Redirect users to websites based outside of the U.S.
- Promote use of cryptocurrency
- Can shut down at any moment with no recourse for lost funds

The image shows two overlapping screenshots of online betting websites. The top screenshot is for 'BETONLINE', featuring a dark header with the site name in white and red, and buttons for 'LOGIN' and 'JOIN'. Below the header is a red banner with the text 'BET ON BASEBALL' and a partial image of baseball players. The bottom screenshot is for 'MYBOOKIE', featuring a dark header with a menu icon, the site name in orange and white, and buttons for 'Login' and 'JOIN NOW'. Below the header are navigation links for 'Sportsbook', 'Live Betting', 'Casino', and 'Racing'. The main content area has a large promotional banner with the text 'Bet On Anything. Anywhere. Anytime.' and 'First Deposit Bonus Up To \$1000 + \$10 Casino Chip'. At the bottom of the banner is a large green button that says 'PLACE BETS'.

Attempts to Access Illegal Sportsbooks in Alaska

Alaskans are Already Betting

- Between September 1, 2025, and Super Bowl LX, **more than 56,000 geolocation checks** from devices located within Alaska.
- Alaskans are **already placing bets on illegal platforms** – whether they know it or not.
- *Example: Fisherman placing wagers on illegal sites while out at sea.*

Size of the Illegal Market in Alaska

- An estimated **\$139 million in illegal wagers** are placed in Alaska every year.
- **Over 300 illegal platforms** are already being **used by Alaskans** to place illegal sports and casino bets.

Illegal Online Platforms in Alaska

- **Bovada**, the most used illegal sportsbook in Alaska, has an estimated annual revenue of nearly **\$12 million in untaxed income**.
- Other top illegal platforms include **BetOnline**, **MyBookie**, and **Ignition Casino**.

Illegal Operators: Unregulated & Unchecked

CHUMBA
CASINO

Stake

BOVADA

FINANCIAL REVIEW

Virtual Gaming Worlds pioneered using a US legislative loophole that allows it to offer casino-like experiences online with real cash prizes in states where online gambling is otherwise banned.

These unregulated operators claim to exploit loopholes

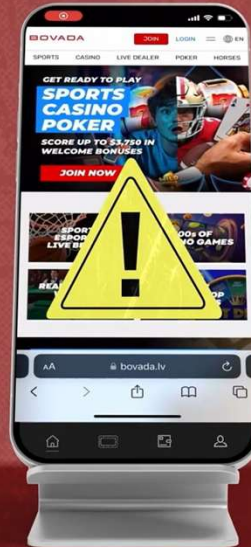


Unregulated, Growing Illegal Market

REGULATED



UNREGULATED



but don't follow the same rules



Benefits of a Legal Marketplace: Responsible Gaming Tools



Deposit Limits & Alerts

Decide how much you can spend and get notified when you exceed your limit



Time Limits

Determine the maximum amount of time you want to spend on a sportsbook



Wager Limits & Tracking

Set how much you can wager within a given time period and keep a running tab of spending habits



Loss Limit

Cap the amount you can risk, and potentially lost, during a given time period



Max Wager Size Limits

Choose the most you can wager on a single bet



Self-Exclusion

Exclude yourself from placing bets with legal operators

Debunking Myths About Legal Sports Betting

MYTH: "Legal Sports Betting is the 'Wild West'"

REALITY: The true "Wild West" is the unregulated market. States with legal sports betting have rigorous safeguards and strict oversight.

- One of the most regulated industries in the nation
- Operators work closely with state regulators

MYTH: "Legal Sports Betting Wrecks Household Finances"

REALITY: Most users wager less on a legal online sports betting site/app each month than they spend on coffee over the course of a week at Starbucks.

- Casual betting, not big investments, with an average:
 - Top-third of bettors depositing about \$100 per month
 - Bottom two-thirds depositing a few dollars per month

MYTH: "Increases in Problem Gambling Call Traffic Means More People Are Facing Problem Gaming"

REALITY: Rising hotline calls often reflect greater outreach and awareness, not a spike in new gambling disorders.

- Awareness of hotlines has increased as legal sportsbooks advertise them
- Illegal operators do not promote hotlines or any Responsible Gaming initiatives

Online Sports Betting Compliments Charitable Gaming

Fundamental Differences

- **Online sports betting is a fundamentally different product** from the pull-tabs, bingo games, and raffles currently offered under Alaska's charitable gaming framework.
- Online sports betting attracts affluent users (under 50 years old) while charitable gaming demographics skew older.

Additive to State Revenue

- Legal online sports betting, like charitable gaming, is **highly regulated and beneficial to the state's economic outlook**.
- Sports betting is already happening in Alaska. By regulating the marketplace, the taxes it generates can directly **benefit local economies**.

Mutual Growth

- In states, like New Hampshire and Virginia, where sports betting and charitable gaming are both legal, the **taxable revenue for both games continues to increase side by side**.
- In Virginia, charitable gaming revenue increased by \$4.7 million from 2024 to 2025.



Thank You!

