MINNESOTA
FAMILY COUNCIL

March 24, 2026
Minnesota Senate
75 Rev Dr Martin Luther King Jr Boulevard
St Paul, MN 55155
Re: Support S.F. 4474

Dear Senator,

Thank you for your service in the Senate. Minnesota Family Council represents tens of thousands of families across the state, and on their behalf, we urge you to support S.F. 4474.

Mobile sports gambling is not legal in Minnesota, but social online casinos and sweepstakes are functioning as a type of online gambling in Minnesota, given that sweepstakes offer free entry (no "consideration") for participation. Through sweepstakes games which simulate casinos, poker and sports betting, players can earn tokens or "sweeps coins" to be redeemed for cash prizes. To earn these sweeps coins, players must first play games with gold coins which are free in limited quantities and can be available for purchase.

According to Eilers & Krejcik Gaming, a gaming research firm, "Additional estimates place 2024 industry gross and net revenues north of $10.6 billion and $3.4 billion, respectively."[1] Various platforms such as Meta, Apple, and Google collect commission on the games.[2] Although players need not pay to play, the percentage of players who purchase gold coins to continue participation have contributed to the rapid growth, according to RG Research.[3] The rapid industry growth comes from a small amount of participants. By mimicking an illegal industry in Minnesota, these operators are able to generate significant profit. The Minnesota Attorney General issued a statement in November 2025 on his office's direction to social sweepstakes casinos to cease operations in Minnesota.[4] This bill creates statutory protections for Minnesotans from this industry which is built in Minnesota on deceptive practice.

Please vote "yes" on S.F.4474. Thank you.

Regards,
Rebecca Delahunt
Director of Public Policy

[1] https://kpmg.com/kpmg-us/content/dam/kpmg/pdf/2025/sweepstakes-gaming-emerging-industry-primer.pdf
[2] https://www.techtransparencyproject.org/articles/how-facebook-profits-from-predatory-casino-games?eType=EmailBlastContent&eId=63133076-3071-47ec-b690-abd70252f876
[3] https://rg.org/research/market/how-social-casinos-generate-billions-free-to-play-models
[4] https://www.ag.state.mn.us/Office/Communications/2025/11/05_IllegalGamblingWebsites.asp