

**CHAPTER 38****ONLINE SWEEPSTAKES GAMES PROHIBITED****§1351. Definitions**

As used in this chapter, unless the context otherwise indicates, the following terms have the following meanings. [PL 2025, c. 645, §2 (NEW).]

**1. Board.** "Board" means the Gambling Control Board established under section 1002. [PL 2025, c. 645, §2 (NEW).]

**2. Direct consideration.** "Direct consideration" means a coin, token or other representation of value that may be purchased by a person or received through a bonus or promotion and that is used for playing or participating in an online sweepstakes game. [PL 2025, c. 645, §2 (NEW).]

**3. Dual-currency system of payment.** "Dual-currency system of payment" means a system of payment that allows a person to play or participate with direct consideration or indirect consideration or that is otherwise designed in a manner that:

A. Prevents a person from directly purchasing coins, tokens or other representations of value that are redeemable for any cash prize, cash award or cash equivalents or the chance to win any cash prize, cash award or cash equivalents; and [PL 2025, c. 645, §2 (NEW).]

B. Encourages a person to purchase services, products, coins, tokens or other representations of value that are not exchangeable for a prize, an award, cash or cash equivalents or a chance to win a prize, an award, cash or cash equivalents in order for that person to obtain the coins, tokens or other representations of value that are exchangeable for prizes, awards, cash or cash equivalents or a chance to win a prize, an award, cash or cash equivalents. [RR 2025, c. 2, Pt. A, §26 (COR).]

The unit may adopt rules to further define what constitutes a dual-currency system of payment. Rules adopted pursuant to this subsection are major substantive rules as defined in Title 5, chapter 375, subchapter 2-A.

[RR 2025, c. 2, Pt. A, §26 (COR).]

**4. Indirect consideration.** "Indirect consideration" means a coin, token or other representation of value that:

A. Is provided for free through a promotion or bonus or with the purchase of a related product, service or activity; and [PL 2025, c. 645, §2 (NEW).]

B. May be exchanged for a prize, an award, cash or cash equivalents or a chance to win a prize, an award, cash or cash equivalents. [RR 2025, c. 2, Pt. A, §27 (COR).]

As used in this subsection, "related product, service or activity" includes a coin, token or other representation of value that may be used for direct consideration.

[RR 2025, c. 2, Pt. A, §27 (COR).]

**5. Licensee.** "Licensee" means a person that holds any one of the following licenses:

A. A license issued under chapter 31; [PL 2025, c. 645, §2 (NEW).]

B. A license issued under chapter 33; [PL 2025, c. 645, §2 (NEW).]

C. A license issued under chapter 35; [PL 2025, c. 645, §2 (NEW).]

D. A license issued under chapter 39; or [PL 2025, c. 645, §2 (NEW).]

E. A license issued under Title 17, chapter 62. [PL 2025, c. 645, §2 (NEW).]  
[PL 2025, c. 645, §2 (NEW).]

**6. Online sweepstakes game.** "Online sweepstakes game" means any game, contest or promotion that:

A. Is available on the Internet and accessible on a mobile telephone, computer terminal or similar access device; [PL 2025, c. 645, §2 (NEW).]

B. Uses a dual-currency system of payment; and [PL 2025, c. 645, §2 (NEW).]

C. Simulates casino-style gaming, including, but not limited to, slot machines, poker and other table games, lottery games, bingo or sports wagering. [PL 2025, c. 645, §2 (NEW).]

[PL 2025, c. 645, §2 (NEW).]

**7. Unit.** "Unit" means the Gambling Control Unit established as a bureau within the Department of Public Safety under Title 25, section 2902, subsection 12.

[PL 2025, c. 645, §2 (NEW).]

## SECTION HISTORY

PL 2025, c. 645, §2 (NEW). RR 2025, c. 2, Pt. A, §§26, 27 (COR).

### §1352. Online sweepstakes games prohibited; fines; other penalties

A person that operates or promotes an online sweepstakes game or supports the operation or promotion of an online sweepstakes game commits a civil violation. [PL 2025, c. 645, §2 (NEW).]

**1. Fine.** A person that violates this section is subject to a fine of not less than \$10,000 and not more than \$100,000. All fines adjudged pursuant to this section must be collected by the unit and distributed to the Gambling Addiction Prevention and Treatment Fund established in Title 5, section 20006-B.

[PL 2025, c. 645, §2 (NEW).]

**2. Revocation of license.** If a licensee is convicted of unlawful gambling under Title 17-A, section 954, subsection 1-B or is otherwise found to be in violation of this section through the administrative process applicable to the license held by the licensee, the unit or board, whichever is responsible for administering the license, shall revoke the licensee's license.

[PL 2025, c. 645, §2 (NEW).]

**3. Ineligible for license.** A person that is found to be in violation of this section is ineligible to receive a license described in section 1351, subsection 5.

[PL 2025, c. 645, §2 (NEW).]

## SECTION HISTORY

PL 2025, c. 645, §2 (NEW).

The State of Maine claims a copyright in its codified statutes. If you intend to republish this material, we require that you include the following disclaimer in your publication:

*All copyrights and other rights to statutory text are reserved by the State of Maine. The text included in this publication reflects changes made through the Second Regular Session of the 132nd Maine Legislature and is current through October 1, 2026. The text is subject to change without notice. It is a version that has not been officially certified by the Secretary of State. Refer to the Maine Revised Statutes Annotated and supplements for certified text.*

The Office of the Revisor of Statutes also requests that you send us one copy of any statutory publication you may produce. Our goal is not to restrict publishing activity, but to keep track of who is publishing what, to identify any needless duplication and to preserve the State's copyright rights.

PLEASE NOTE: The Revisor's Office cannot perform research for or provide legal advice or interpretation of Maine law to the public. If you need legal assistance, please contact a qualified attorney.