

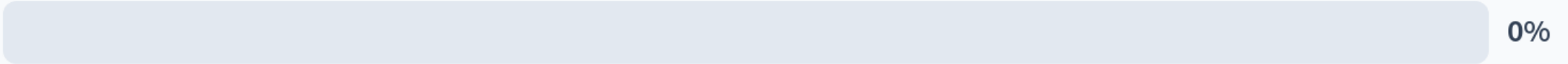
Sports Gambling in North Carolina



Have you ever placed a (legal) bet on sports in North Carolina?

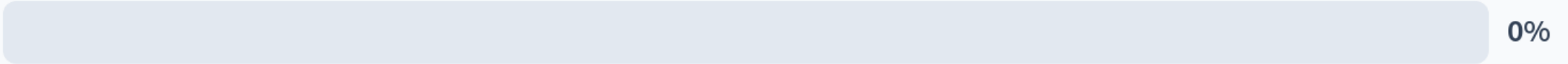
0

Yes



0%

No



0%



March 11, 2024



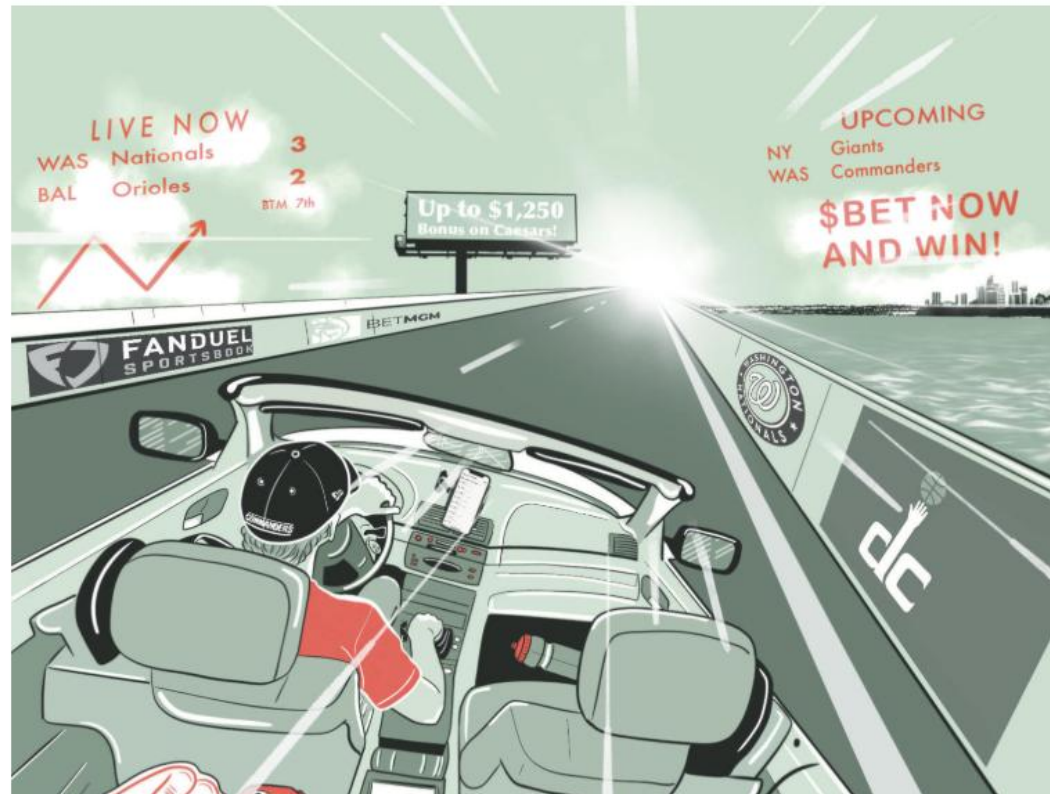
Sports Betting Is Taking DC Residents Across State Lines

Would you go to New Jersey just to place a bet?

WRITTEN BY [DANIELLA BYCK](#) | PUBLISHED ON **SEPTEMBER 11, 2023**

TWEET

SHARE



Missouri sports bettors line Kansas highway to place bets

Watch >

Uploaded: Mar 24, 2024 · 15 Likes

Missouri sports bettors have designated a unique spot across the state line to gather and place bets ahead... [More](#)

WFMY NEWS 2

NewsWeatherSports

ADVERTISE WITH USELECTIONS2 WANTS TO KNOW2 YOUR WELL-BEINGWHAT

SPORTS

Sports fans to save trips across NC border, with betting becoming legal in 2024

Study Reveals Surge in Gambling Addiction Following Legalization of Sports Betting



WCBU.org
89.9FM
Peoria Public Radio

n p r Network

A joint service of Bradley University and Illinois State University



WCBU
1A

NEXT UP

Local News

Gambling addiction on the rise as access to betting options expands

WCBU | By **Joe Deacon**

Published April 22, 2024 at 12:40 PM CDT



For People ▾

Therapists ▾

Learning & Resources ▾

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Is America in the Middle of a College Student Gambling Addiction Crisis?

Increased Risks with “Live” Betting

“I have clients who gamble in the shower; they gamble in bed in the morning,” said Harry Levant, a counselor and activist who has been in recovery from gambling addiction for a decade and serves as the director of gambling policy for the Public Health Advocacy Institute at Northeastern University School of Law. “These products are designed for people who need more and more action. Betting on Ping-Pong from Eastern Europe or every serve of tennis matches you can’t see — this is not a product built for recreation.”

Point Winner

Set 3 - Game 5 - Point 5

SGP

Corentin Moutet

-317

Reilly Opelka

+217

How the explosion of prop betting threatens the integrity of pro sports



JOHN AFFLECK

OCTOBER 28, 2025 4:00 AM

NBA

The exact moment Terry Rozier allegedly threw game for \$200k

By Dylan Svoboda

Published Oct. 23, 2025, 9:17 p.m. ET



NC State



16 Notre Dame

Saturday

3:30pm ET

Bets

TD Scorer Props

Passing Props

Receiving Props

Rushing Props

Game Specials

1st Quarter

Player Passing Yds

SGP



OVER

UNDER

CJ Carr (ND)

O 262.5
-114

U 262.5
-114

CJ Bailey (NCST)

O 244.5
-114

U 244.5
-114

GET UP

9:18 ET

BREAKING NEWS

Terry Rozier & Chauncey Billups arrested as part of gambling investigations

ABC: Billups' arrest made as part of separate but related case linked to illegal poker operation tied to Mafia



ESPN

WEEK 8

Cowboys vs Broncos

DEN -3.5 O/U: 50.5 DEN: 55% FPI chance to win

▶ 4:25 ET SUN

ESPN BET
SPORTSBOOK

NEW PLAYERS **BET \$10 GET \$100** IN BONUS BETS

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FANDUEL


DRAFT
KINGS

BETRIVERS



BETMGM



CAESARS

betway



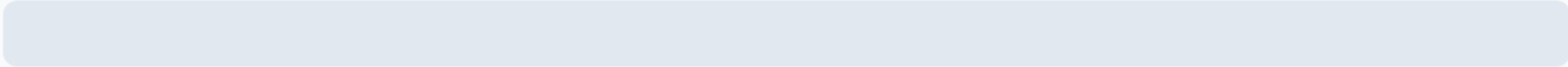
POINTSBET



What percentage of commercials during televised sporting events are for sports gambling websites?

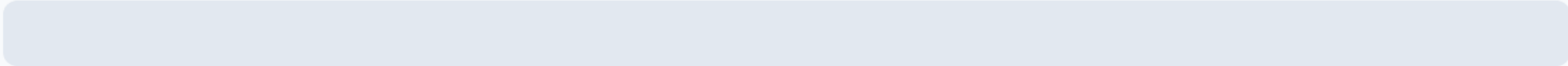
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5%



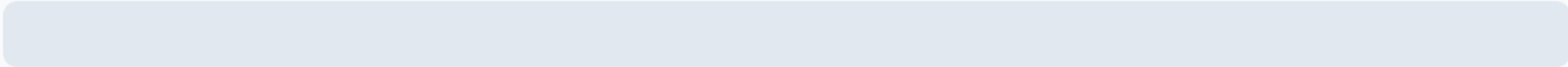
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10%



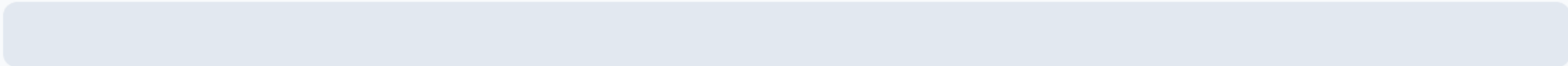
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20%



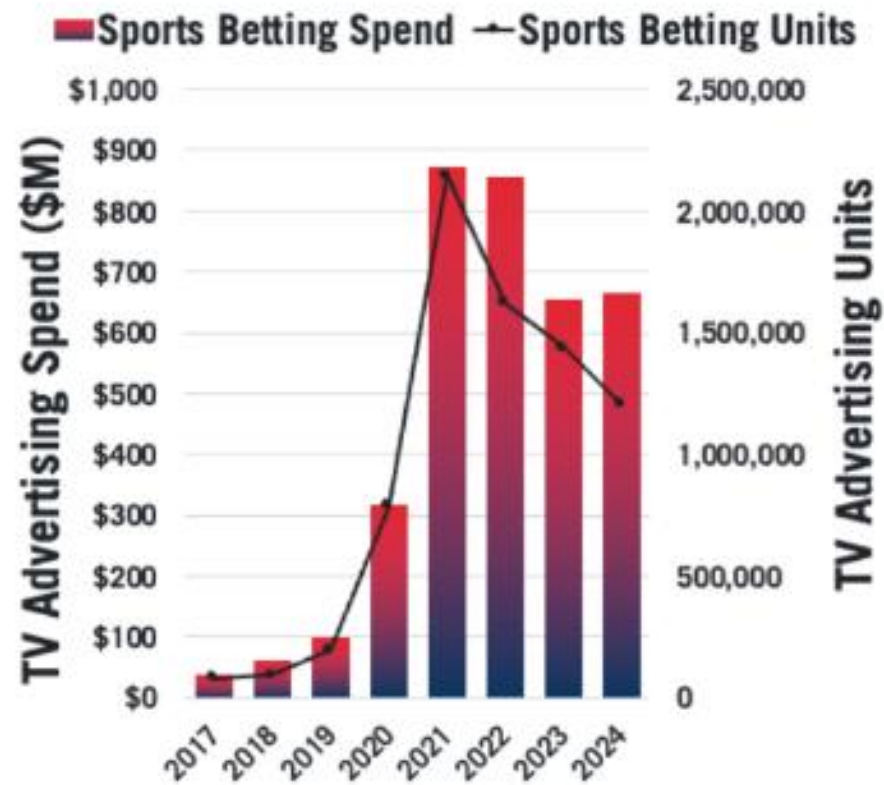
0%

35%



0%

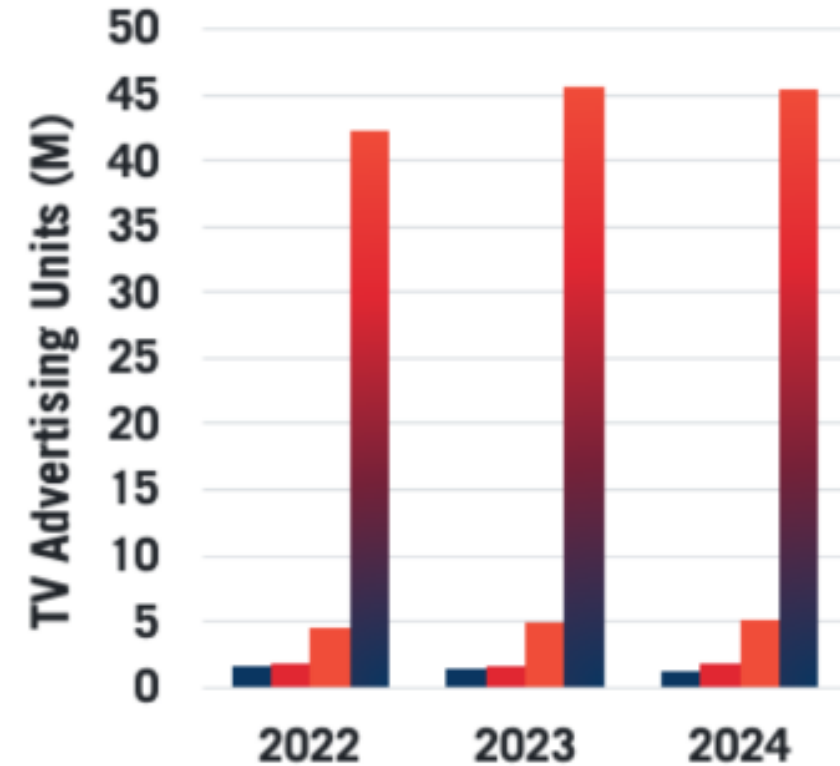
SPORTS BETTING ADVERTISING 2017 TO 2024



Source: Nielsen Ad Intel

TV ADVERTISING VOLUME RELATED TO SELECTED INDUSTRIES

■ Sports Betting Units ■ Alcohol Units
■ Telecom/Wireless Units ■ Pharmaceutical Units



Source: Nielsen Ad Intel



SPORTSBOOK

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TV+

FACEOFF

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Promotions

Popular

43 Live now

Rewards

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NCAAF

MLB

WNBA

Soccer

PGA Tour

Tennis

UFC

eSports

NBA

NCAAB

NHL

Parlay Hub

Popular Bets

NEW CUSTOMERS

BET \$5 GET \$300

IN BONUS BETS IF YOU WIN

More info

Log in

FRIDAY

30% PROFIT BOOST

More info

Log In

POSTSEASON

30% PROFIT BOOST

More info

NFL

MLB

NCAAF

WNBA

Soccer

NBA

NCAAB

Tennis

UFC

SGP

Popular Same Game Parlay™ Bets

DEN Broncos @ NY Jets

SGP SUN 9:31AM ET

London Calling: RB1 & WR1 from each team answer the bell at Tottenham Hotspur Stadium Sun AM

Courtland Sutton

ANY TIME TOUCHDOWN SCORER

Garrett Wilson

ANY TIME TOUCHDOWN SCORER

J.K. Dobbins

ANY TIME TOUCHDOWN SCORER

Breece Hall

ANY TIME TOUCHDOWN SCORER

DAILY FANTASY

SPORTSBOOK

CASINO

PICK6

LOTTERY

NEW

DK HORSE

DK SHOP

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ATP - Shanghai

WTA - Wuhan

WNBA

TT Elite Series

International Friendlies (M)

Baycurrent Classic

NASCAR Cup Races

World Cup Quals. - CAF

FIFA U20 World Cup

Korea - Basketball League

SPORT TEAMS

A-Z SPORTS

NEW CUSTOMERS

BET \$5 GET \$200

IF YOUR BET WINS

Paid INSTANTLY in Bonus Bets | Min. -500 odds req.

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UP TO 50%

For a Friday night College Football parlay!

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Opt In

PRO

25

On all game

Details

Opt In

Refer a Friend to DraftKings Sportsbook!

MLB PLAYOFFS

CFB

NBA

WNBA FINALS

WC QUALS

NFL WEEK 6

TEAM USA

TENNIS

UFC

Hit 'Em Up

Count on these bats to each tally 1+ hit in Friday's elimination game!

SGP

Julio Rodriguez 1+ Hit

Hear The Roar?

Back the Tigers in Game 5 of the ALDS!

SGP

DET Tigers to Win (@ SEA)

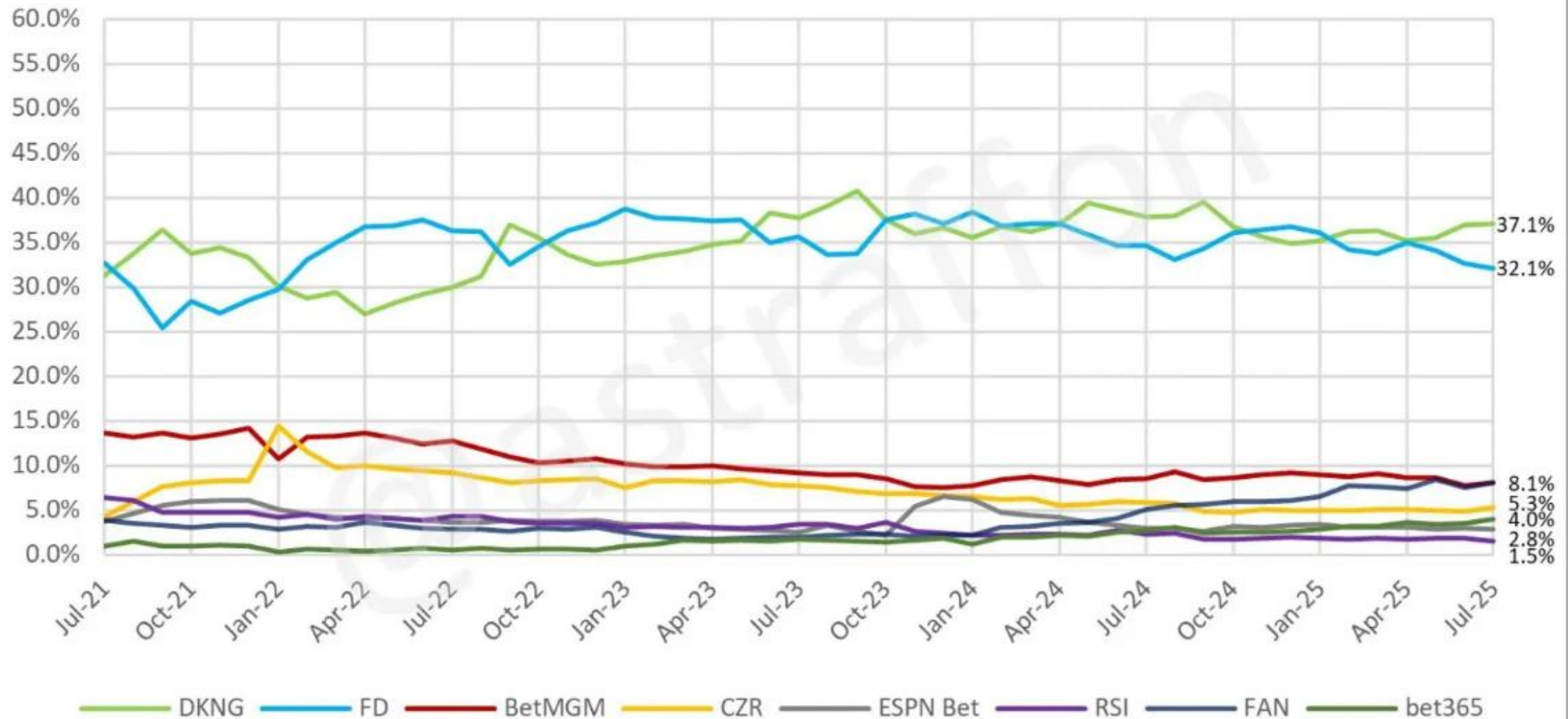
Going, Going, Gone!

Back Seattle & Detroit's the ALDS series decider

SGP

Cal Raleigh 1+ H

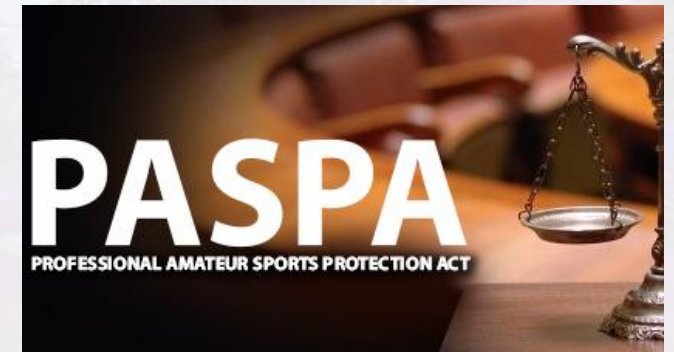
Sports Betting Mobile Handle Market Share (outside of NV)



Source: State filings; monthly shares subject to change as states report

estimates by @astraffon

How did we get here?



How did we get here?

Professional & Amateur Sports Protection Act (1992)

*“It shall be unlawful for **a governmental entity** to sponsor, operate, advertise, promote, license, or authorize [sports gambling]”*

How did we get here?

***Murphy v. National Collegiate Athletic Association
(2018 SCOTUS)***

“anti-commandeering doctrine”

10th Amendment > PASPA

How did we get here?



EBCI (2020)



Catawba Nation (2021)

How did we get here?



WHY did we get here?



What was the total amount wagered in the first year of legal sports wagering in NC?

0

\$100 million

0%

\$600 million

0%

\$1 billion

0%

\$6 billion

0%

\$10 billion

0%

2024-2025 Fiscal Year Total Revenue



\$6.6 Billion



\$6.6 Billion

Market	Handle	Revenue	Hold	Taxes
<u>North Carolina</u>	\$9,653,423,585	\$998,860,385	10.3%	\$171,542,223

NC Tax Rate on Hold: 18%

Market	Handle	Revenue	Hold	Taxes
<u>New York</u>	\$74,943,314,880	\$6,733,773,065	9.0%	\$3,429,602,256
<u>New Jersey</u>	\$65,983,301,847	\$5,179,582,686	7.8%	\$734,060,602
<u>Illinois</u>	\$51,920,449,124	\$4,390,287,742	8.5%	\$933,633,072
<u>Nevada</u>	\$49,994,352,733	\$2,948,800,000	5.9%	\$199,044,000
<u>Pennsylvania</u>	\$40,248,096,569	\$3,443,195,968	8.6%	\$833,759,648

BETTING

ESPN BET could shut down in 2026 after \$2 billion nightmare for Penn National

By [Erich Richter](#)

Published Feb. 28, 2025, 12:55 p.m. ET

28 Comments

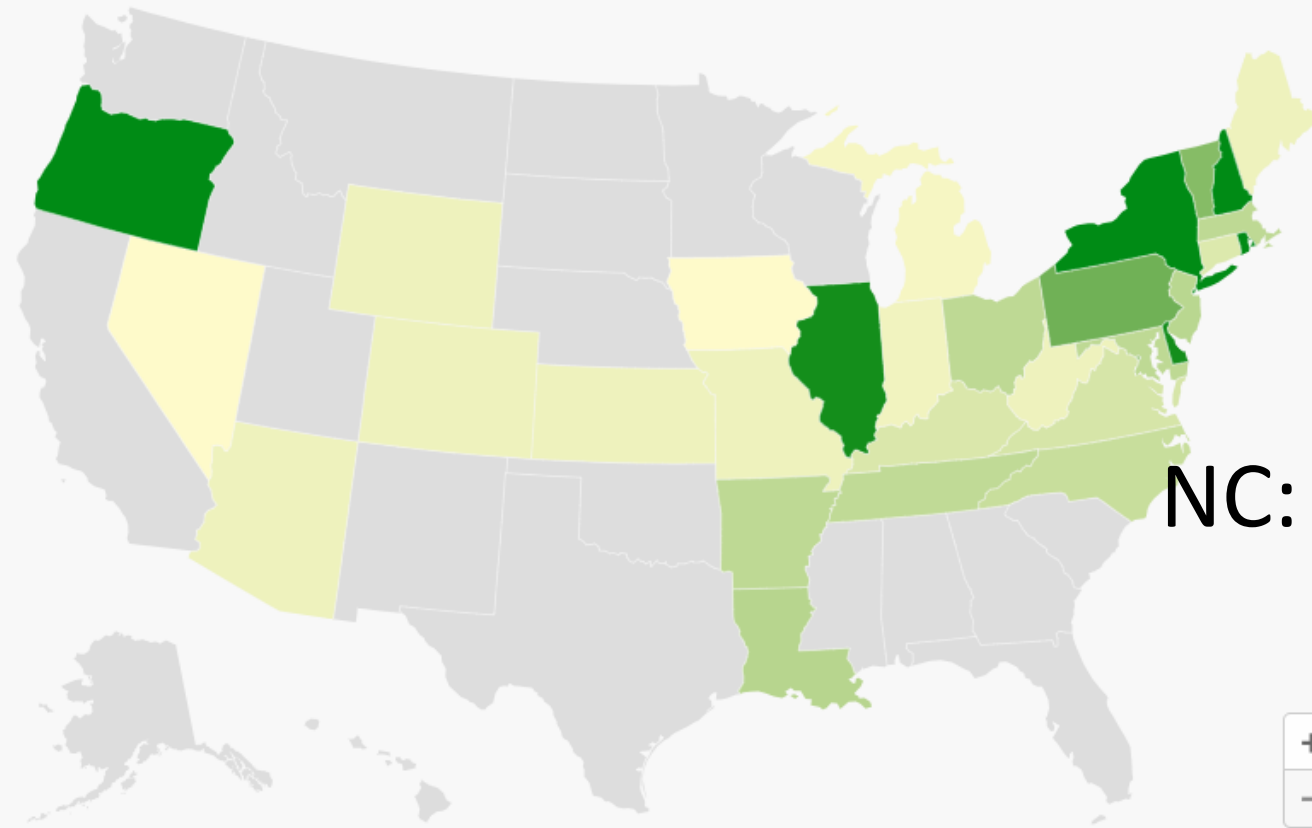


ESPN BET's day may be numbered.

30 States and DC Allow Statewide Online Sports Betting

Estimated Online Sports Betting Tax Rates, August 1, 2025

6.75% 51%



NC: 18%

Source: State Statutes; LegalSportsReport

[Embed](#) • [Download image](#) • [Get the data](#)

 TAX FOUNDATION

NC Gambling Tax Revenues 2024-25

\$117,000,000

(18% tax on hold)

+

\$8,000,000

(licensing fees)

-

\$500,000

(costs)

\$124,500,000

net revenues

Where does the money go?

Allocation	Annual Amount/Beneficiary
To the Department of Health and Human Services for gambling addiction education & treatment programs	\$2 million annually
To North Carolina Amateur Sports (for youth sports expansion)	\$1 million annually
To the NC Youth Outdoor Engagement Commission (grants for teams/groups, travel to events, and for hosting sporting events)	\$1 million annually
To collegiate athletic departments at 13 state universities	\$300,000 annually

\$7.9 million total in specific allocations

Where does the money go?

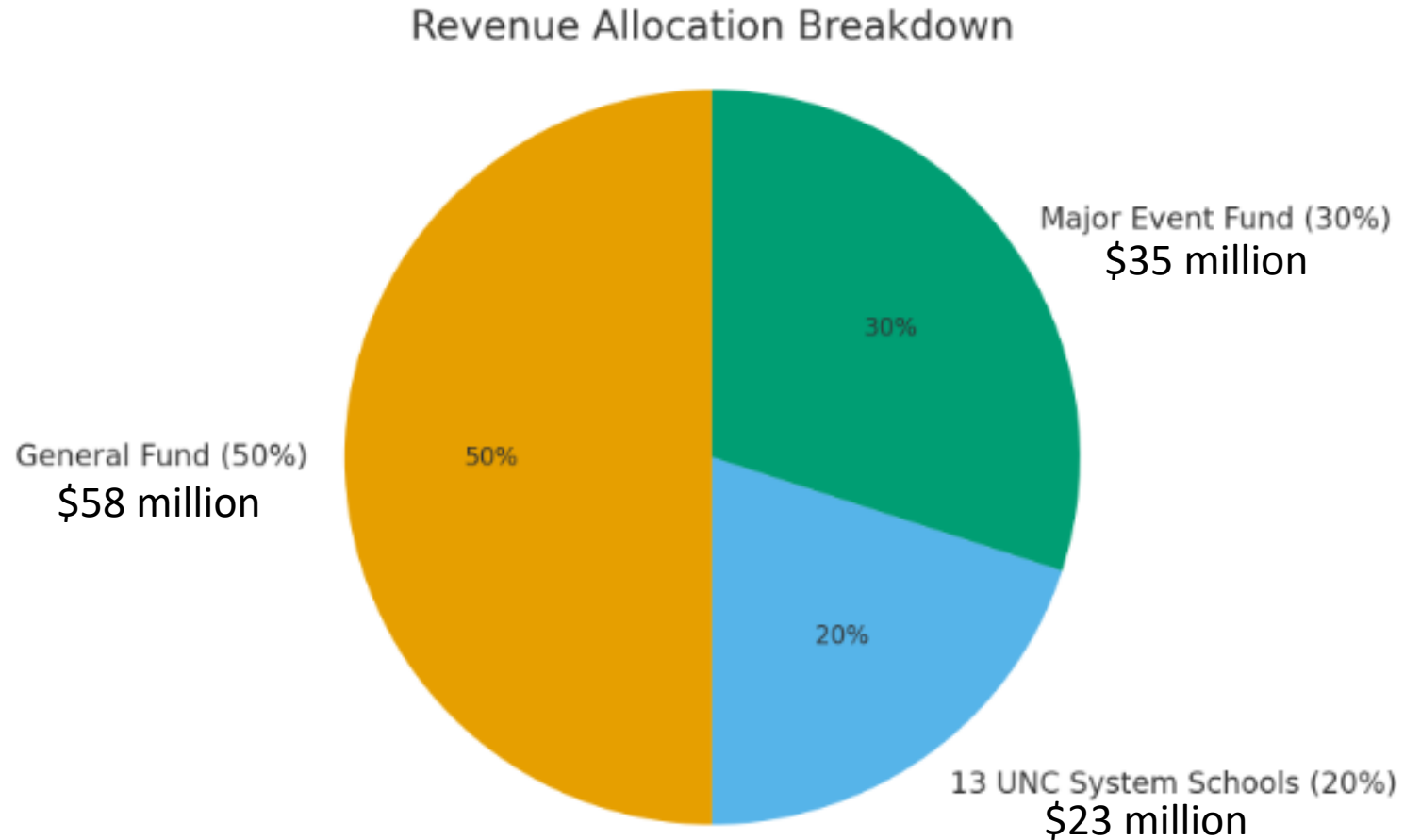
1. **Appalachian State University**
2. **East Carolina University**
3. **Elizabeth City State University**
4. **Fayetteville State University**
5. **North Carolina Agricultural and Technical State University**
6. **North Carolina Central University**
7. **UNC Asheville**
8. **UNC Charlotte**
9. **UNC Greensboro**
10. **UNC Pembroke**
11. **UNC Wilmington**
12. **Western Carolina University**
13. **Winston-Salem State University**



Where does the money go?

- \$124,500,000 total gambling tax revenues 2024-25
- Less \$7,900,000 specific allocations
- \$116,600,000 remaining

Where does the money go? (\$116M)



Potential Changes to Gambling Taxes

- Double tax from 18% to 36%
- Add UNC-Chapel Hill & NC State to schools receiving tax \$
 - Each receive 10% of remaining \$ after required distributions
 - \$30 million per year (estimate)

HOUSE SETTLEMENT APPROVED

- ▶ Schools can directly pay student-athletes up to \$20.5 million
- ▶ Payments can begin July 1
- ▶ Roster limits go into effect
- ▶ \$2.8 billion in backpay (2016-2024)



BELICHICK CONTRACT TERMS

- 5 YEARS, \$50 MILLION
- 3 YEARS GUARANTEED
- \$1.75 MILLION BONUS FOR NATIONAL CHAMPIONSHIP
- INCLUDES BONUSES BASED ON ACADEMIC PERFORMANCE & COACH AWARDS
- \$100K EXPENSE ALLOWANCE



Steve Belichick	Defensive coordinator/Linebackers coach	\$1,300,000	Jan. 7, 2025
Freddie Kitchens	Offensive coordinator/Tight ends coach	\$1,150,000	March 1, 2023
Bill Belichick	Head coach	\$1,000,000	Dec. 16, 2024
Will Friend	Offensive line coach	\$750,000	Jan. 21, 2025
Moses Cabrera	Head strength and conditioning coach	\$700,000	Feb. 1, 2025
Matt Lombardi	Quarterbacks coach	\$600,000	Jan. 15, 2025
Bob Diaco	Defensive line coach	\$575,000	Jan. 29, 2025
Garrick McGee	Wide receivers coach	\$525,000	Feb. 14, 2025
Brian Belichick	Defensive backs coach	\$500,000	March 10, 2025

More gambling!



A decades long saga . . .

Cyber-Sweepstakes Anyone?

Categories

Land Use & Code Enforcement

Published: 10/12/09

Author: [Richard Ducker](#)

What's Next for Video Sweepstakes?

Categories

[Finance & Tax](#), [Privilege License Taxes](#)

Published: 01/17/13

Author: [Chris McLaughlin](#)

2025 Video Sweepstakes Update



January 6, 2025 [Jeff Welty](#)

Print

On New Year's Eve, the North Carolina Court of Appeals issued an opinion in [No Limit Games, LLC v. Sheriff of Robeson County](#), __ N.C. App. __, __ S.E.2d __, 2024 WL 5250431 (Dec. 31, 2024). The case represents the latest development in the long-running battle over electronic sweepstakes games in North Carolina. This post provides a brief history of the issue, summarizes the recent opinion, and discusses the evolving sweepstakes industry and legal efforts to address it.