



## **Testimony of Trevor Hayes, Head of Government Relations**

**State of Connecticut  
Public Safety Committee  
March 2, 2021**

Good morning Chair Horn, Chair Bradley, Ranking members Green, Champagne, and distinguished members of the Public Safety Committee.

My name is Trevor Hayes, I am the Head of Government Relations for William Hill US.

I want to thank Governor Lamont, and all of you, for your consideration in establishing a legal, regulated sports betting market in Connecticut. We believe Connecticut should establish a model with ample available licenses to ensure a robust, competitive market and maximum revenues to the state. Limiting consumer choices to just three operators will not accomplish this goal.

William Hill US is the largest sports betting company in the United States, with operations in 15 U.S. jurisdictions. The company has been in business for close to 90 years and touches about 20% of legal sports wagers placed in the U.S through our retail sports books and mobile apps. We operate in just about every type of U.S. regulated market, partnering with commercial casinos, tribal casinos, state lotteries and professional sports leagues and teams. We also operate online casino gambling where permitted.

We provide sports betting retail and mobile operations across the U.S. for Caesars Entertainment, the largest casino-entertainment company in the world. Caesars is in the process of acquiring us, combining William Hill's sports betting technology and operations with Caesars' national brand and 65-million-customer database, the largest of any casino gaming company.

William Hill has deep partnerships with the two largest sports media companies, CBS Sports and, through our Caesars relationship, with Bristol's own ESPN, which gives us access to their viewers and digital users. You may have seen the "Caesars Sportsbook by William Hill" odds regularly featured on SportsCenter and other ESPN programming.

A well-designed sports betting structure will achieve two goals for Connecticut: fairly and appropriately taxing economic activity in the state, and shifting customers from the existing, thriving black market that provides no consumer protections.

The best way to achieve those goals is through a competitive market where numerous companies are competing to offer the best products to attract consumers to legal, in-state operators.

Connecticut already has some of the components of an ideal market with the Connecticut Lottery Corporation and two tribal gaming operators. Adding those homegrown assets to opportunities for experienced, national companies that have sports betting operations and marketing expertise, Connecticut will be poised to create a robust market to compete with neighboring states and the black market while maximizing tax revenues.

We look forward to working with you to help bring to Connecticut a regulated sports betting industry, that will generate fair tax returns, protect consumers, and eliminate the black market.

I am happy to answer any questions you may have.