



News Release

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ADG Urges Responsible and Legal Betting Ahead of Super Bowl LIX

PHOENIX – On Sunday, February 9, 2025, the Philadelphia Eagles will face the Kansas City Chiefs in Super Bowl LIX at the Caesars Superdome in New Orleans, Louisiana, with kick-off at 6:30 p.m. ET. As one of the most anticipated and wagered-on sporting events of the year, the Arizona Department of Gaming (“ADG”) is reminding Arizona residents and visitors to bet responsibly and within the bounds of the law.

“The Super Bowl is an exciting event that brings communities together, but it’s essential to approach event wagering with caution and accountability,” said Jackie Johnson, ADG Director. “We encourage all Arizonans to enjoy the game responsibly by ensuring their wagers are placed legally and thoughtfully.” Further emphasizing the importance of using licensed operators for all event wagering activities, “illegal gambling undermines public safety and the integrity of the game, while responsible betting practices help ensure a safe and enjoyable experience for all participants,” stated ADG Director, Jackie Johnson.

Sports Pools – Know What Rules to Follow

In the United States, it is common to see friends and family participate in sports pools for the Super Bowl, often known as “Super Bowl Squares”. These pools are legal as long as the state’s social gambling rules are followed. According to Arizona Law ([A.R.S. § 13-3301\(7\)](#)), social gambling requires:

- That gambling cannot be conducted as business, which means that hosts cannot receive financial benefit, unless they are participating in the game;
- Hosts pay out **all** pool money to the winner(s);
- Only participants can win; and
- Players compete on equal terms with each other.

A few things to be on the lookout for that indicate illegal gambling:

- Paying a fee to participate, including “suggested” or “voluntary” donations.
- A host who keeps a percentage of the pool for administering the game.
- A required minimum purchase to participate (food or beverage, etc.).
- Unequal odds.
- Underage participants (under 21 years of age).

ADG takes complaints about illegal gambling seriously. To report suspected illegal gambling activity, visit our website at gaming.az.gov/about/contact-us, call (602) 255-3886, or email publicaffairs@azgaming.gov. You can remain anonymous.

Responsible Betting – What to Keep in Mind

With sports betting legal in the state, it has become increasingly important to educate yourself on how you can bet responsibly. Listed below are some helpful tips as part of the American Gaming Association’s (“AGA”) *Have A Game Plan*.[®] *Bet Responsibly*.[™] campaign:

- **Set a Budget** – It is crucial to keep in mind that everyone will have different budgets; never bet beyond your own means. Be cautious and make sure you set a limit – and stick to it – if you plan on wagering. More information on how to responsibly set a budget for wagering can be found on the AGA’s *Have A Game Plan* website: [How Much Should I Wager?](#)
- **Know the Odds** – There are plenty of key terms everyone should know when making a sports bet. What’s a parlay? Over/under? Moneyline? If you decide to wager, make sure you are briefed on [The Basics of Sports Betting](#).
- **Keep it Social** – Whenever gambling, be mindful that all forms of gambling are for the purpose of entertainment. This is **not** a way to make money. By gaming with friends, family, and colleagues, you can keep playing responsibly and have fun.
- **Keep Your Cool** – No one’s perfect, and in sports, winning and losing are all part of the game. Whether you’re wagering from the sidelines or watching from home, remember to keep your cool. Good sportsmanship isn’t just for the players on the field; it’s for everyone.
- **Play Legally** – Legal operators provide important player protections that are not found in the illegal market. Whether you are placing a wager on your phone or at a physical sportsbook, make sure you are using a legal operator in the state. Visit the ADG website to view a full list of the state’s approved operators and retail locations: [Approved Operators](#).

You can view more information on how to bet responsibly by visiting haveagameplan.org.

If you or someone you know has a gambling problem, you can get help now by calling 1-800-NEXT-STEP (1.800.639.8783), the Division of Problem Gaming (“DPG”)’s confidential helpline, texting “NEXTSTEP” to 53342, or utilizing a chat feature on the DPG website. DPG’s helpline provides confidentiality and connects callers with a master’s level counselor who can connect them with available resources, including statewide treatment providers who specialize in problem gambling. The helpline is available 24/7 to everyone facing a problem with gambling, whether that be individuals and affected family members, friends, or co-workers. Learn more and access DPG resources on the Division’s website: problemgambling.az.gov.

About ADG

Established by the Arizona State Legislature in 1995, ADG is the state regulatory agency for [tribal gaming](#), [event wagering & fantasy sports contests](#), [racing and pari-mutuel/simulcast wagering](#), and [unarmed combat sports](#). ADG also provides and supports education, prevention, and treatment programs for people and families affected by problem gambling through its [Division of Problem Gambling](#) and 24-hour confidential helpline, 1-800-NEXT-STEP.

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