

# A Historical Overview of Legalized Sports Gambling in Canada

*Although gambling on sporting events has occurred since ancient times, government-regulated single-event sports betting is a relatively new phenomenon in Canada (2021). While strictly prohibited and generally considered unthinkable in earlier times, gambling in professional sports is omnipresent today (e.g., sponsorships, broadcasts), and it generates vast sources of revenue for teams, their respective leagues and provincial and federal governments through taxation revenues. The authors of this paper do not advocate for legalized sport gambling in Canada, but more accurately endeavour to the seismic shift and historic growth of legalized sports gambling in country. In addition to chronicling the economic benefits that the practice has brought to the sports industry, the gambling establishments, and the federal and provincial governments, the authors document the negative elements associated with legalized sports gambling (e.g., addictions, financial hardships, and mental and physical health impacts). Regardless of one's opinion on the appropriateness of legalized sports gambling in Canada, the practice appears to be deeply embedded in society and is destined to continue.*

## Sports Gambling in Canada: A Historical Primer

While legalized sports gambling is relatively new to Canada, it is a well-established practice in other countries. For example, the United Kingdom and Australia have long histories of sports betting that generate significant levels of income that is reallocated to support other government priorities. Legalized sports betting in the United States also has a long history and generates in excess of \$120B annually (Kaburakis, et al., 2014) in tax revenue to support other government initiatives.

Until recently, Canadian authorities formally shunned the notion of legalized gambling in sport. However, records show that the concept was discussed by as early as 1892 (Smith, 2012). That stated, gambling on sporting events (with the notable exception of horse racing) remained illegal in Canada until recent times. This is not to suggest that gambling in sport didn't exist. The practice was alive and well, through bookies and social gambling (i.e., betting pools) or large-scale sporting events, such as the Super Bowl (Smith, 2012).

However, over time, attitudes towards legalized sports gambling began to change, undoubtedly due to the realization of the amount of money changing hands in the black market, all without government regulation or taxation. Historians point to Canada's experience hosting the 1976 Montreal Olympic Games as a key turning point in the government's entry into the sports gambling arena. The immense debt accrued as a result of hosting these Games required a revenue generation catalyst, and it was found in the form of Lotto Canada.

Provincial legislators soon took note of the revenue generated federally, and they also wanted to benefit from this windfall. With the Federal government's blessing, the provinces were given jurisdiction to launch and oversee gambling

1 programs related to sports (Villeneuve & Pasquier, 2018). However, in  
2 exchange, the provincial governments agreed to contribute \$100 million to the  
3 hosting costs of the 1988 Winter Olympic Games in Calgary, Alberta  
4 (Villeneuve & Pasquier, 2018). Government involvement in sports gambling  
5 was launched and, with the expansion into contemporary sports gambling  
6 opportunities and practices, has grown into a \$14B/year industry (Lewis, 2024).  
7 How did this happen, and what milestones transpired to pave the way for this  
8 development?

## 11 **Establishment of Canadian Gambling Laws**

13 Following Confederation in 1867, most of the laws governing Canada  
14 reflected their origins of the United Kingdom, with a notable exception of sports  
15 gambling, which remained illegal in Canada for many years. In time, Canada  
16 began to develop its own set of laws, including those focused on gambling. These  
17 developments were seen in the drafting of the original *Criminal Code of Canada*  
18 in 1892 documents. Several gambling activities were formally written into law  
19 as illegal, and only horse racing, office pools and personal challenges in places  
20 like billiard halls or golf courses were technically legal (Smith, 2012). The debt  
21 crisis caused by the hosting of the 1976 Olympics triggered the need for  
22 incremental government revenue and, in many ways, as history has illustrated,  
23 paved the way for formalized sports gambling in Canada.

## 26 **Introduction of Government-Sanctioned Parlay Betting**

28 The financial success of the government-sanctioned lotteries was indisputable,  
29 and government leaders were soon convinced that other revenues could be  
30 generated through sports gambling (Matheson, 2021). Government leaders in  
31 Canada began authorizing the use of lotteries for sports betting (Smith, 2012).  
32 This change meant that Canadians of legal age were allowed to legally bet on  
33 sports, within a strict set of parameters established by government officials.

34 To generate government revenue, most provincial sports betting schemes  
35 were structured to ensure a financial windfall for the legislators (Humphreys &  
36 Perez, 2012). In addition, provincial sports betting lotteries had payout limitations,  
37 ensuring that bettors did not win too big. The take-home profit for legal betting  
38 schemes also far outweighed the potential returns for the person placing the bet  
39 (Smith, 2012).

40 Sport organizations in Canada continued to shun the gambling industry. At  
41 that time, leaders felt that the purity of sport was too important to subject it to  
42 the perceived evils of gambling (Humphreys & Perez, 2012). With time,  
43 attitudes changed. Some point to the shifts in society's view of civil liberties and  
44 the personal right to choose (Kaburaski et al., 2014). Others suggested that  
45 stakeholders recognized the significant revenue that could be generated by  
46 engaging in sports gambling (Matheson, 2021; Villeneuve & Pasquier, 2018). In

1 all likelihood, all of these factors facilitated the shift and the commensurate need  
2 for legislation to regulate and formalize gambling in professional sport (Brandt,  
3 2017).

#### 6 **The Passing of Bill C-218**

8 Sports gambling quickly became an irresistible revenue source for sport  
9 organizations and government officials. Single-event sports betting was seen as  
10 an especially attractive option for gamblers and those seeking incremental  
11 revenue. However, the practice needed to be formalized and regulated. It was  
12 through the enthusiastic passing of Bill C-218.

13 Bill C-218 unanimously passed its first reading in the Canadian House of  
14 Commons in March of 2012 before it was sent on to the Senate for final review  
15 and adoption (Villeneuve & Pasquier, 2018). Supporters justified their  
16 endorsement by noting that the sport betting revenues are essentially a voluntary  
17 tax which one is not obligated to pay. Additionally, individuals who did choose  
18 to participate in sports betting were perceived to have higher incomes than the  
19 average Canadian, making the implicit tax both voluntary and progressive  
20 (Humphreys & Perez, 2012). However, not everyone was convinced. For  
21 example, the National Hockey League (NHL) governors opposed sports betting,  
22 claiming that the adoption of Bill C-218 would potentially increase the  
23 likelihood of match-fixing (Rodriguez et al., 2017). Ensuring a greater take for  
24 sport organizations like the NHL appeared to soften the leaders' opposition and  
25 garnered their support for the practice.

#### 28 **Onset of In-Game/Contextual Betting**

30 In-game betting, also commonly known as contextual betting or in-play  
31 betting, are wagers that occur mid-play during a sports competition with  
32 constantly live-updating odds. This feature, now completely legal in Canada, is  
33 seen as the 'cash cow' of gameplay styles for sportsbooks. The goal for many  
34 sportsbooks is to increase the total number of in-game betting players, which is  
35 why their advertising is so concentrated during live competitions. In their study,  
36 Lopez-Gonzalez (et al., 2018) found that almost half of the advertisements (46%)  
37 portrayed characters betting while watching sport. In addition, Lopez-Gonzalez  
38 (et al., 2018) confirmed the perception that the advertisements keep consumers  
39 more engaged. This style of betting is far more interactive than a traditional  
40 sports wager. In-play betting requires the gambler to monitor shifting payout  
41 odds in a manner comparable to someone playing the stock market.

42 With live odds constantly changing, the adrenaline effect of gambling is  
43 significantly prolonged (Lopez-Gonzalez, et al., 2018) and this helps explain  
44 why some researchers (Baker et al., 2024) have found strong links between  
45 problem gambling and in-game betting. Gambling intensity is magnified through

1 in-game betting and it is why some foreign markets have implemented measures  
2 to curtail or limit the practice.

3  
4 “In Australia, live-betting odds were found to be advertised via several methods in  
5 stadiums including on ‘pull-through banners’ or ‘pop-ups’ and website addresses  
6 were provided alongside the live odds, so that customers know where to place an  
7 instant bet. However, it is important to add that online in-play sports betting in  
8 Australia has since been made illegal” (Killick & Griffiths, 2022, p. 19).

### 11 **Proliferation of Sports Gambling Advertising and Sponsorship**

12  
13 Sports betting companies covet advertising links with athletes, teams, and  
14 leagues to heighten awareness and garner greater public support and engagement.  
15 Generally speaking, sportsbooks offer poorly differentiated products to consumers  
16 in a market which is highly competitive. As a result, marketing and advertising plays  
17 a significant part in artificially creating the illusion of product or service  
18 differentiation in the hopes of attracting customers (Lopez-Gonzalez & Griffiths,  
19 2017). With this emphasis on consumer marketing, it is no surprise that betting  
20 companies usually opt for the largest and most dominant sponsorship assets.  
21 Researchers uncovered “embedded” advertisements during live sports events often  
22 appeared in high-profile locations, such as on-field signage and on team uniforms,  
23 or during periods when spectators were more likely to be watching, such as during  
24 half-time (Killick & Griffiths, 2022). Prominent advertisements on competitors’  
25 jerseys have also grown to become the most frequently purchased sponsorship asset  
26 by betting companies (Killick & Griffiths, 2022). Jersey sponsorships of  
27 professional soccer teams in Europe went from one deal in 2002 to 26 deals as early  
28 as 2010 (Lopez-Gonzalez & Griffiths, 2017). Professional sport in Canada has  
29 witnessed comparable growth (Banerjee, 2024).

30 Sportsbooks all have a very similar product and prices, so sponsorship and  
31 marketing are viewed as the best way to increase market share. So far, it appears  
32 that these sponsorships tend to be visibly significant, with betting companies  
33 opting for the most eye-catching and primary sponsorship assets. This includes  
34 assets like jersey sponsorships, board sponsorships, and on-field/court logos.  
35 Another common aim of betting companies is to dominate the televised  
36 commercial space during sporting events. Today, Canadian sport consumers are  
37 inundated with betting advertisements and invitations to participate. Many of  
38 these companies use underlying themes to bolster their image and earn public  
39 acceptance. The theme of gambling as a social behaviour is common, and  
40 humour is often used, as are celebrity endorsements (Killick & Griffiths, 2022).  
41 Marketing strategies like these are portrayed to provide the sensation that  
42 gambling is a safe and fun activity.

43 The primary concern that should be held by Canadians as sport betting  
44 continues to occupy greater visibility is the prevalence of gambling addiction  
45 and problem gambling (Winters & Derevensky, 2019). As has been seen in  
46 foreign markets, with the heightened awareness of gambling accessibility,  
47 consumers are bound to gamble more frequently on sports (Lole et al., 2019).

1 Athletes themselves have also been subject to scrutiny over the years as several  
2 notable figures have succumbed to gambling addictions. While the public  
3 attitude in Canada has shifted in regard to gambling, the results of other countries  
4 must be analyzed before making a serious judgement on the deregulated sports  
5 betting. Gambling is now viewed as a ‘victimless crime’ or an unavoidable taboo  
6 which may as well be taxed. As such, sports betting makes the case for  
7 deregulation because it will undoubtedly bring new revenues. However, due  
8 diligence must be done before seriously committing to this path.

9 Nearly 70% of all sports betting advertising occurs during live sporting  
10 events (Killick & Griffiths, 2022). The realization of these advertisements during  
11 broadcasts takes a few different forms. “Signs and billboards encouraging  
12 individuals to ‘bet live’ during games; betting odds announced by the broadcast  
13 team and; and odds displayed in stadiums on pull-through banners or ‘pop-ups’  
14 (Killick & Griffiths, 2022, p. 16). Integrated advertising is also a tremendously  
15 popular practice. Specifically, dynamic advertising (i.e., advertising on  
16 revolving or electronic banners in the stadium) was the most frequently reported  
17 marketing strategy on televised sport at 87%. (Killick & Griffiths, 2022). This  
18 approach has appeared to pay handsome dividends for betting companies as well.  
19 It’s been seen that television ratings increase when the local market teams cover  
20 the point spread and when point spread outcome uncertainty increases (Stadler  
21 Blank et al., 2021). This effect is stronger for games which typically don’t  
22 generate much fan interest (Stadler Blank et al., 2021). Researchers have found  
23 that these advertisements stimulated greater interest and participation in  
24 gambling. “Greater intended frequency of sports betting in the next 6 months  
25 was most strongly predicted by greater exposure to gambling promotions during  
26 sports broadcasts, higher problem gambling severity, and previous sports betting  
27 participation” (Hing et al., 2014, p. 15). However, as sportsbooks became  
28 increasingly pervasive, gambling addiction became more prevalent (Lopez-  
29 Gonzalez et al., 2019). Besides inciting problem gambling in consumers directly  
30 (Baker et al., 2024), there are several other complications caused by the  
31 promotion of sports betting.

32  
33 “An important commercial benefit of sports sponsorship is that it associates  
34 sponsors’ products with healthy positive images, something that is particularly  
35 important for products that pose risks to health. The association of a healthy activity  
36 with such products obscures the health risk issue while at the same time promoting  
37 consumption” (Maher et al., 2006, p. 2).

38  
39 By permitting the display of logos and content throughout on uniforms, in  
40 arenas and in stadiums, sport organizations further the cultural absorption of  
41 sports betting. Killick & Griffiths (2022) point out that gambling content posted  
42 alongside sports news and events normalizes gambling in a broader social  
43 context while further strengthening the relationship between gambling and  
44 sports. This contribution to the normalization is not limited to the activity  
45 witnessed in venues either. Many sport organizations now post betting odds and  
46 sponsored content online via social media. Sports betting advertising is delivered

1 by numerous social media influencers, including credible journalists, and as a  
2 result, gambling advertising appears to be increasingly tied to the appreciation  
3 of sport itself (Lopez-Gonzalez et al., 2018). These markets were formally  
4 separate from each other. Now, with the increased proliferation of cross-  
5 marketing strategies, specifically online, a convergence has occurred between  
6 the gambling industry and the sports industry (Lopez-Gonzalez et al., 2017), and  
7 this alliance has appeared to normalize sports betting behaviours.

8 A tidal wave of gambling advertising has desensitized consumers and has  
9 led to an inevitable increase in the practice of problem gambling (Lopez-  
10 Gonzalez et al., 2017). This saturation was also found in foreign markets where  
11 sports betting has long been deregulated, and researchers have had the benefit of  
12 time and history to study the situation in detail. According to Lopez-Gonzalez et  
13 al. (2017), social normalization takes over, and sports gambling appears to have  
14 less of a stigma attached to it in society when compared to other forms of  
15 gambling (e.g., casino activities). In a qualitative study, Lopez-Gonzalez et al.  
16 (2018) uncovered that some members of society believe that sports gambling  
17 does not actually classify as gambling. That said, Canadian officials can learn  
18 from the researchers and the experiences of other countries and make necessary  
19 changes to avoid duplicating practices that promote problematic behaviour.

20 Gambling industry officials are quick to point out the responsible gambling  
21 messages embedded in their advertisements. However, researchers counter the  
22 point by noting that these messages are largely ignored if they are noticed at all  
23 (Lole et al., 2019). In addition, gambling sponsorships visible in venues and  
24 player jerseys do not contain responsible gambling messages. Furthermore,  
25 gambling advertisements featuring celebrities and sports heroes glamorize and  
26 justify the practice (Lole et al., 2019). If sports gambling is to be widely permitted  
27 in society, those who allow for the activity must also be willing to accept the  
28 inevitable consequences of allowing and promoting such behaviour.

29 The determinant factor in socially normalizing sports betting rests in the  
30 way that it is presented to consumers. In an attempt to make sports betting  
31 palatable to a wider audience, many sportsbooks have tailored the image of their  
32 product to that of a stock market. This is an attempt to make sports betting feel  
33 more mainstream and that success is driven by the individual instead of fate.

34  
35 “Online sports betting is represented as a stock market wherein bets are products  
36 that bettors buy. Furthermore, sport competitions are the real world where events  
37 happen and cause stock to change its value, and bettors try to interact with it,  
38 observing events in sports, and predicting how team performance will impact bet  
39 value” (Lopez-Gonzalez et al., 2017, p. 8).

40  
41 Visualizations such as these begin to shift the conversation on betting away  
42 from its negative consequences. For some markets, it may simply be too late.  
43 Regarding the current situation in Australia, Constandt et al. (2022) noted that  
44 the growth of the gambling industry has turned gambling into a socially  
45 permissible and regularly occurring leisure activity. As Canada’s sports betting  
46 reality moves from its infancy towards adolescence (Banerjee, 2024), the

1 appropriate images need to be shared with consumers before attitudes are  
2 permanently moulded.

### 3 4 5 **The Explosive Growth of Sports Betting**

6  
7 The biggest perceived difference between sports betting and regular gambling  
8 in the eyes of consumers is the illusion of control. Gamification is a concept that is  
9 best defined as the addition of game-like elements to deepen interest or attract new  
10 consumers. Sports gambling is a perfect example of gamification. However, the  
11 gamification of sports betting is inherently dangerous because consumers often  
12 believe their knowledge will allow them to predict the outcome. If a gambler  
13 feels like they know the sport, they believe that they increase their chances of  
14 winning. It's been found that many sports bettors firmly believe this assertion  
15 and view sports betting as a skill-based game of a kind (Lopez-Gonzalez &  
16 Griffiths, 2017). This perception makes sports betting appear much safer than  
17 conventional gambling and promotes increased betting. This again relates to how  
18 fantasy sports have blurred the reality of sports betting for many. While this is  
19 perfect for betting companies, sports organizations that allow them to sponsor  
20 must understand how their product impacts consumer behaviour.

21 By analyzing the results from foreign markets that already have a similar  
22 betting system, the Canadian sports system can develop guidelines to help aid  
23 the transition into the new reality. If done correctly, sports organizations can  
24 continue to incorporate sponsorship money from betting companies while  
25 maintaining some semblance of social responsibility.

26 In markets where sports betting has been legalized for quite some time,  
27 many themes have emerged from advertising. These themes have also been  
28 quickly replicated in Canadian betting commercials. For many sportsbooks, the  
29 goal is to make sports betting give the impression of being a social, risk-free, fun  
30 activity, which allows bettors to demonstrate loyalty to their favourite teams  
31 (Killick & Griffiths, 2022). Betting due to sports loyalty is a theme that  
32 sportsbooks present very frequently to try and capture the emotion of sports. The  
33 concept of gambling as a social activity which pairs perfectly with sport has also  
34 been a prevailing theme throughout betting advertising:

35  
36 “Gamblers were depicted as being socially surrounded by individuals prior to  
37 placing their bets... Alcohol drinking more commonly occurred in sports  
38 advertisements which involved a higher number of characters shown within the  
39 advert, merging friendship bonding and alcohol drinking in the context of sports  
40 betting” (Killick & Griffiths, 2022, p. 17).

41  
42 Themes which include gambling as an aspect of male friendship are common  
43 in sports betting advertising because young males are also that industry's key  
44 demographic (Killicks & Griffiths, 2022). As such, appealing to them specifically  
45 is a crucial marketing goal.

46

1 “Previous research has identified that male friendship is a prominent aspect in  
2 sports betting narratives in other types of gambling advertising. In the current  
3 study, these displays were directly targeted at young male sports fans, supporting  
4 the previous literature this is the typical demographic for sports betting marketing”  
5 (Killick & Griffiths, 2022, p. 20).  
6

7 Understanding that young males are their primary market, betting companies  
8 have developed a few different marketing themes besides socialization, which  
9 focus on their desired demographic. An effective strategy which makes consumers  
10 view betting in a more positive light is the use of celebrity cameos. In foreign  
11 markets where sports gambling is heavily entrenched, such as the UK, this theme  
12 has become a mainstay. Slightly less than a quarter of betting advertisements  
13 (i.e., 23%) contained a minimum of one celebrity personality, with famous  
14 soccer players being the most common choice (Killick & Griffiths, 2022). For  
15 many, celebrities are viewed as trusted personalities. If these celebrities happen  
16 to be athletes, they can also represent healthy living for many. This association  
17 becomes problematic because the athlete is now endorsing a product which can  
18 be used irresponsibly and cause damage to consumers. Unlike traditional gambling,  
19 sport lends its health and sanitization attributes to betting. Healthy attributes such  
20 as fair competition, talent and perseverance, big rewards, physical well-being  
21 and exercise are transmitted to betting behaviour (Lopez-Gonzalez et al., 2017).  
22 Using these types of marketing themes, betting companies are essentially using  
23 sport washing to sanitize their image. Consumers today have so many choices,  
24 so the product needs to be perceived as safe. Sports organizations that allow for  
25 the betting companies to sponsor them need to understand their own role in this.  
26 Sponsorship/marketing managers are often tasked with solving the return-on-  
27 investment puzzles for sponsoring companies. In information overloaded  
28 environments, such as sports media and venues, it is these managers who decide  
29 how the advertisements can be presented (Breuer et al., 2021).

30 Researchers who have studied the behaviour of betting companies in foreign  
31 markets have concluded that their efforts to engage young males have been  
32 effective. They do this mainly through subtle messaging in advertisements. These  
33 researchers have shown that males are often found to be depicted in humorous  
34 scenes, while women often play secondary roles in advertisements and are  
35 commonly objectified in swimwear or fantasy situations” (Killick & Griffiths,  
36 2022). Lopez-Gonzalez et al. (2018) found that over three-quarters of  
37 advertisements (i.e., 77%) did not include any women who held main roles in  
38 the advertisements’ narratives, with only five advertisements including a  
39 minimum of two women. This is a practice that is arguably tone deaf to the fact  
40 that females account for nearly half of all sports fans. This represents a segment  
41 of the population that could also be targeted and exploited, making gambling in  
42 sports an even larger phenomenon.

43 Another area poised for growth and, unfortunately, exploitation is the youth  
44 market. Children are impressionable, and with gambling openly advertised  
45 during live and televised sporting events, many researchers have indicated that  
46 this could be a target market ripe for exploitation. Lopez-Gonzalez et al. (2017)  
47 found that children in Australia were acutely accurate in identifying sports

1 betting companies. Their arguably most concerning finding was that one-fifth of  
2 children associated their team with the betting company Bet365, even if the  
3 company was not the actual jersey sponsor (Lopez-Gonzalez et al., 2017). Killick  
4 & Griffiths (2022) noted that these impressions are not limited to identification as  
5 many of the children surveyed could relay the intended messages of the  
6 advertisements. In one study, there were a few children who acknowledged that  
7 betting advertisements taught them they could influence the odds of an outcome  
8 if they have sufficient knowledge and preparation, and that skill is fundamentally  
9 a part of the game (Lopez-Gonzalez et al., 2017).

10  
11 “Youth have been ‘overexposed’ to commercial gambling advertisements on  
12 television; they are able to recall specific advertisements, slogans and jingles; and that  
13 youth problem gamblers reported being more likely to gamble on certain products if  
14 they had seen gambling advertisements for them” (Hing et al., 2013, p. 4).

15  
16 People who gamble in sports typically engage in other addictive behaviours.  
17 Many engage in sports betting while consuming alcohol and smoking tobacco.  
18 Researchers have discovered that smoking and alcohol consumption are more  
19 frequently seen in people who engage in sports betting compared to those who  
20 do not (Nabifo et al., 2021). These types of behaviours have been proven to  
21 promote further gambling as the person’s judgment is inhibited. Nabifo et al.  
22 (2021) found that alcohol consumption is significantly associated with sports  
23 betting. In their study, the likelihood of sports betting among those in the  
24 moderate alcohol consumption category was double those with the low  
25 consumption category as the referent. Compounding the potential harm of gambling  
26 with overconsumption of alcohol could have detrimental impacts on consumers. It’s  
27 these types of situations which sports organizations must consider most when  
28 promoting sports gambling practices and sponsorship arrangements,

### 30 31 **Additional Issues and Cautions**

32  
33 With the passage of Bill C-218, Canada now has open-market, legalized  
34 sports betting. The NHL has accepted sponsorship money from major gambling  
35 establishments. A review of the experiences of other countries that have longer  
36 sports gambling histories provides valuable forecasting of what might happen in  
37 Canada. For example, a principal dilemma for countries that opted for legal  
38 sports betting is maintaining control. One of the significant challenges rests with  
39 the sheer volume of sports gambling advertising that occurs. Rawat et al. (2020)  
40 used ecological momentary assessment tools to collect and analyze advertising  
41 data from 102 sports bettors and 110 horse race bettors. The researchers uncovered  
42 that the participants received a total of 931 direct advertisement messages over a  
43 one-week period (Killick & Griffiths, 2022). The number of direct messages is  
44 not the only issue, as is the amount of time those broadcasted advertisements  
45 consume. It has been estimated that during Australian Football League and the  
46 National Rugby League matches, spectators are exposed to roughly 10 to 15  
47 minutes of gambling advertisements (Lopez-Gonzalez et al., 2017). Sports

1 spectators and those following games and events through various traditional and  
2 nontraditional forms of media are inundated with sports gambling advertisements.  
3 In addition, the betting companies can promote whichever product and image they  
4 choose. The only condition is that gambling companies are required to  
5 accompany their own advertisements with a safe gambling message. However,  
6 many betting companies appear to be minimizing the impact of this warning  
7 system. Messages encouraging responsible gambling were generally obtuse and  
8 usually presented in a text-heavy format at the end of the advertisement or at the  
9 bottom of the screen in small font (Lole et al., 2019).

10 There are many different elements of the new sports betting reality which  
11 could cause an increase in problem gambling in Canada (Winters & Derevensky,  
12 2019). One of these is what's referred to as in-play or in-game betting. This is  
13 betting that can occur during a live game with up-to-the-minute live odds, which  
14 correspond with the flow of play. It is often the main priority for betting  
15 companies and has been described as their cash cow of betting features (Killick  
16 & Griffiths, 2022). Australia, a country that has had legal sports betting for many  
17 years, has repealed this feature of sports gambling, making it illegal once again.  
18 (Killick & Griffiths, 2022) This is mainly due to the fact that in-play betting has  
19 been seen to cause the highest levels of problem gambling among sports bettors  
20 (Lopez-Gonzalez, Estevez, & Griffiths, 2017). The danger with in-play betting  
21 is the sheer volume at which a person can place bets during a game. With  
22 consistently changing odds, the bettor can be trading bets like a day trader on the  
23 stock market (Mahan et al., 2012). While this practice has been found to increase  
24 spectator interest and engagement, it also creates a situation where consumers  
25 could be purposefully exploited.

### 26 27 *Gambling Addiction & Problem Gambling*

28  
29 When assessing the impact of the sports betting industry's rise, the  
30 possibility of inciting gambling addiction must be discussed. It is seen as a  
31 necessary evil for the industry as many fans gamble casually, and not all are  
32 capable. One of the reasons for this can often be peer pressure. "Peer facilitation  
33 has been identified as a fundamental contributing factor to impulse betting, with  
34 excessive betting being more plausible when sport matches are viewed in the  
35 company of others" (Lopez-Gonzalez et al., 2017, p. 10). If people are watching  
36 live sporting events in groups and there is some gambling interest among the  
37 group, gambling probability increases among all.

38 Part of this is due to the saturation of gambling advertising during  
39 broadcasts. Researchers have shown that people suffering from a gambling  
40 addiction report that watching sports betting commercials worsens their  
41 behaviour or at least lessens their ability to abstain (Lopez-Gonzalez et al.,  
42 2017). One undesired side effect of these commercials is that their greatest  
43 impact is often on people who may already possess a gambling issue. One study  
44 conducted with a sample of 6,034 gamblers found that problem gamblers had a  
45 greater involvement with gambling advertising, even in cases where they were  
46 equally exposed as non-problem gamblers (Lopez-Gonzalez & Griffiths, 2018).

1 This research confirmed the fact that people who didn't previously gamble are  
2 far less likely to respond to advertising than those who did. Lole et al. (2019)  
3 found that these advertisements are more likely to encourage further sports  
4 betting, rather than enticing non-gamblers to take up the activity. This  
5 occurrence may be the result of people's personal tendencies when viewing the  
6 advertisements in question.

7 "Two studies that looked at embedded sports betting advertising found that  
8 responsible gambling messages were present during television breaks and live  
9 odds announcements, but signs of responsible gambling messages were not  
10 present on sponsorship shirts or very infrequently in stadium banner advertising"  
11 (Killick & Griffiths, 2022, p. 17). As Canada begins to allow open betting  
12 sponsorships of sport, the content and use of these messages must also be  
13 considered.

14 The content of many sport sponsorships by betting companies can be  
15 harmful because they outwardly promote gambling to new consumers as well as  
16 encourage current gamblers to heighten their engagement in the practice.  
17 Sportsbooks will often offer welcome bonuses for new bettors, free bonuses for  
18 loyal accounts, and money-back exceptions in multiple complex accumulated  
19 bets (Lopez-Gonzalez et al., 2017). While this does not always succeed in  
20 establishing new customers, it does seem to work in prolonging engagement  
21 from casual or heavy gamblers. These results are detrimental because they play  
22 directly into problem gambling behaviour (Winters & Derevensky, 2019). In a  
23 study by Lole et al. (2019), gamblers were more likely to place a greater number  
24 of bets based on offers, compared to responsible gambling messages.  
25 Additionally, across all advertisements viewed, participants placed less than  
26 15% of the total number of fixations on or near the latter (Lole et al., 2019).  
27 Researchers have confirmed that gamblers react to positively to inducements and  
28 new offers.

29  
30 "Amongst 365 self-selected female gamblers in Ontario, 20% reported that  
31 gambling advertising had aroused urges to gamble. It was found that 46% of the  
32 131 pathological gamblers in the sample reported that TV, radio and billboard  
33 advertisements triggered their gambling" (Hing et al., 2014, p. 3).

34  
35 With gambling so integrated into the sport system, the effect it has on  
36 consumers must be taken seriously. Not only consumers can be incited to  
37 gamble, but the athletes, too, are also at risk.

### 38 39 *Gambling by Elite Athletes*

40  
41 Athletes competing at the highest level are subject to immense amounts of  
42 pressure and are usually fierce competitors. Many also feel confident in all their  
43 activities, including being successful in gambling (Håkansson et al., 2021).  
44 Combining the daily pressures of their profession with the sizable salaries,  
45 gambling can become a concerning habit. While mental health issues seen in  
46 elite athletes can include a broad range of disorders, there are some addictions  
47 that have been highlighted as more of a risk for athletes. One of these addictive

1 disorders seen in elite athletes is a gambling disorder (Håkansson et al., 2021).  
2 It appears that elite athletes can succumb to problem gambling because of the  
3 contextual factors of their lifestyles. Athletes are often under far more public  
4 scrutiny than the average person, so seeking treatment may be more difficult,  
5 along with the general assumption that they have a high degree of life satisfaction  
6 due to their pay and health (Håkansson et al., 2021). However, ignoring these  
7 assumptions and focusing on facts, athletes are in a situation which enables  
8 increased gambling. Håkansson et al. (2021) found that the rates of problem  
9 gambling detected in each setting with elite athletes are elevated compared to  
10 the general population. Additional reasons this may be the case include athletes  
11 being even more exposed to gambling in sports than the average person and their  
12 individual competitiveness.

13 Besides the personal problems it can create for the athletes themselves, elite  
14 athletes gambling is more problematic because they are marketed as role models.

15  
16 “Elite athletes may be role models for younger athletes and for the general public,  
17 and the extent of gambling problems in elite athletes, over and above other health  
18 concerns in affected individuals, may also influence attitudes toward gambling in  
19 the general population” (Håkansson, et al., 2021, p. 2).

20  
21 The marketing of elite athletes can be a powerful tool for reshaping consumer  
22 attitudes (Brandt, 2017). However, the betting companies, now emboldened by  
23 the prevailing legislation, use much more than elite athletes to market their new  
24 product.

25  
26 *Ubiquitous Ease of Access*

27  
28 One of the main predicaments associated with deregulated sports betting is  
29 that it becomes immediately available to consumers. The ubiquitous access to  
30 handheld technology exacerbates the problem. The instant availability of sports  
31 gambling on smart devices, when paired with increased advertising, has been  
32 shown to be associated with increased participation in gambling behaviour and  
33 decreased perception of potential harm (Lole et al., 2019). When gambling  
34 becomes as convenient as using mobile apps, the psychology of the activity  
35 shifts. In the past, people wishing to gamble would have to visit specific venues  
36 in order to place a wager. With the introduction and subsequent rise of online  
37 gambling, people can now literally gamble from everywhere around the globe  
38 (Constandt et al., 2022). The push to engage consumers in online gambling is  
39 problematic because it increases their willingness to gamble but also inhibits  
40 their ability to self-monitor. Houghton et al. (2019) found that because of the  
41 spontaneous decision-making and the intangible nature of spending money  
42 online, gamblers betting online are less able to monitor their spending while  
43 playing than offline players. Online sports betting greatly benefits sportsbooks  
44 because they save expense on staff by not requiring brick-and-mortar  
45 establishments, and the psychology of online gambling increases their customer  
46 engagement. Due to this situation, betting companies have been making a  
47 marketing push to move consumers online:

1  
2 “The use of betting technology, such as mobile smartphones and tablets, appeared  
3 in over 60% of the advertisements. Similarly, Lopez-Gonzalez et al. (2018) found  
4 that mobile betting technology appeared in 92.4% of the betting advertisements,  
5 presenting the accessibility and availability of this form of gambling” (Killick &  
6 Griffiths, 2022, p. 18).

7  
8 All these efforts are made to increase the awareness of the accessibility of  
9 sports betting. As the collaboration between sport organizations and betting  
10 companies continues and evolves, it is crucial for sport organizations to  
11 understand the role they play in distributing this same message.

12 Sports gambling is more accessible than ever, given the digital technology  
13 available. Gamblers are provided with rich information to help them make  
14 gambling decisions and create a greater illusion of control. Team statistics,  
15 player trends, injury reports, and line-up changes are readily and immediately  
16 available to sports gamblers through technology. With the availability of big data  
17 and the emergence of online streaming platforms, it is now feasible to tailor  
18 sponsor messages mid-game based on the viewers’ data and match context  
19 (Breuer, et al., 2021). The illusion of control and of making “informed” wagers  
20 is omnipresent. In addition, broadcasters and “sport insiders” are providing  
21 insider information and predictions during their broadcasts to seemingly help  
22 gamblers make their wagering decisions.

23  
24 “ESPN... features gambling predictions alongside each day’s sports matchups.  
25 ESPN.com’s NBA scoreboard places gambling predictions alongside basic game  
26 information, ticket links, and key players to watch. It includes the predicted winner  
27 of each contest, margin of victory, and total points scored in the contest” (Houghton  
28 et al., 2019, p. 2).

29  
30 Providing this type of information can be harmful to consumers because it  
31 manipulates them into believing gambling is a skill instead of a phenomenon  
32 based on luck.

### 33 34 *Gamification and the Illusion of Control*

35  
36 While playing slot machines at casinos is undoubtedly a purely luck-based  
37 activity, because of exterior influencing factors, many believe that sports betting  
38 can be skill-based. Sports betting has been labelled as ‘the most irrationally  
39 driving type of gambling’ (Lopez-Gonzalez et al., 2018). This helps demonstrate  
40 the role of perceived skill and knowledge on irrational beliefs in sports gambling.  
41 Skill was perceived to positively influence the odds of winning. However,  
42 because sport is random, no matter the wager, there are no guarantees. Part of  
43 this perception is due to the role of fantasy sports. Many gamblers started with  
44 pay-to-play fantasy sports, where both player and team information is used to  
45 inform weekly gambling choices. Fantasy gaming is quickly becoming a large  
46 component of the sports gambling scene, most poignantly in the United States,  
47 where fantasy sports websites turned sportsbooks have partially absorbed the

1 consumer base for online sports betting (Lopez-Gonzalez & Griffiths, 2017).  
2 The danger of associating fantasy sports with the current sports betting landscape  
3 is that sports betting becomes gamified. Consumers don't place enough  
4 emphasis on the severity of their actions while engaging in sports gambling.

5  
6 “Contemporary betting marketing highlights the active role of bettors and the way  
7 mobile technologies can be used to enhance the control over the betting experience,  
8 and implicitly, over the bet outcome itself. The development of betting interfaces  
9 towards more involved experiences featuring more options for bettors to interact  
10 with the ongoing bets (e.g. cash out) has gamified sports betting” (Lopez-Gonzalez  
11 & Griffiths, 2017, p. 10).

12  
13 This reinforces the point that sport organizations need to be cognizant of  
14 how they display sports betting sponsorships. If the experience is gamified,  
15 consumers can believe that they can improve at sports betting over time as they  
16 could with traditional sports. “The more activated the role of bettors is  
17 meaningful in terms of and enhanced ‘illusion of control’... Furthermore, it also  
18 brings to life the One such study found higher agreement from problem gamblers  
19 that gambling advertising encouraged them to think they could win when  
20 compared to non-problem gamblers (Clarke et al., 2006). The perception is that  
21 in sports betting, training, knowledge, experience, and skills separate those who  
22 win from those who lose” (Lopez-Gonzalez & Griffiths, 2017, p. 11). When  
23 coupled with problem gambling, the gamification of sports betting can result in  
24 dangerous scenarios.

25 Research has already found that sports betting advertising incites gambling  
26 in some, and now there have been studies that show it manipulates people to  
27 believe they can win too. Beyond planting the belief that winning is consistently  
28 possible, betting advertisements have also found alternative strategies to gamify  
29 the experience. Commercials for sportsbooks will often include themes  
30 associated with sport or competition. One example of this is the bravery versus  
31 cowardice dichotomy, which is used to encourage betting to prove one's skills  
32 and knowledge over other bettors or a bookmaker (Lopez-Gonzalez et al., 2017).  
33 In addition to implying that consumers are guaranteed to win, these new  
34 commercials attempt to trigger consumers' competitive urges. This association  
35 with bravery is similar to the way activity on a stock market is branded. Whereby  
36 stockholders must constantly read and predict trends and then react to them in  
37 spite of the chaotic environment. This concept of sports gambling being similar  
38 to stock markets has been made before and also contributes to the illusion of  
39 control problem. “In online sports betting, cashing out is understood as a way to  
40 adapt to the changing cycles of the market. By cashing out, bettors minimize  
41 their losses from downward trend bets, as when selling stock” (Lopez-Gonzalez  
42 et al., 2017, p. 9). Contorting gambling into a system where consumers can  
43 influence their own outcomes is troubling because it also contributes to social  
44 normalization.

45

## 1 **A Way Forward**

2

3 Ultimately, the objective of sport organizations should be to find a healthy  
4 way to collaborate with betting companies while not inflicting additional societal  
5 harm. It begins with sport organizations collectively using their selling power to  
6 demand certain concessions from betting companies. As it stands, betting  
7 companies stand to gain far more than sport organizations, given how their  
8 sponsorships currently manifest themselves. The most common way for  
9 gambling sponsors to measure the effectiveness of their advertisement is through  
10 visibility, rather than traditional efficiency (Breuer et al., 2021). This metric is  
11 known as ‘media exposure’. If this visibility is how betting companies are  
12 measuring the success of their sponsorships, the current situation for them is  
13 ideal. One proposed potential solution to equitable collaboration between sport  
14 organizations and sportsbooks is the concept of attenuated property rights (Dietl  
15 & Weingärtner, 2014). Under this scenario, the right to offer bets on games  
16 would be held by the sport organization themselves and would be up for sale to  
17 sportsbooks in a way very similar to how broadcasting companies purchase the  
18 rights to televise games (Dietl & Weingärtner, 2014). This proposed solution  
19 would greatly empower sport organizations to decide how they will collaborate  
20 with sportsbooks. Attenuated property rights would swing the balance of power  
21 decidedly to sport organizations and coupled with the legal changes required to  
22 give the sport organizations their own “betting rights,” it makes enacting this  
23 change very difficult. Ultimately, a solution will require a balance between the  
24 two.

25 When finding a balance between sport organizations and gambling entities,  
26 the principal demand must be the elimination of in-game betting, or at the very  
27 least it is promotion. It’s common for sports betting companies to offer bets on  
28 fractions of games. It has been suggested that prohibiting these fractional bets  
29 could help reduce the addictive properties by restricting bets which have short  
30 feedback loops (Parsons, 2020). The addictive properties of in-game betting are  
31 exactly why Australia, a country with a deeply rooted gambling culture, made it  
32 illegal again after deregulating sports betting. The way for sport organizations to  
33 use their selling power here is to refuse sponsorships to any betting company  
34 which promotes in-game betting, or for sport organizations to refuse that gameplay  
35 be advertised using their sponsorships. In this scenario, sport organizations would  
36 retain the ability to accept sponsorship dollars from gambling companies while not  
37 directly inciting the most problematic version of the practice.

38 However, the limit can be pushed further, and additional concessions could be  
39 realized. These additional demands would require betting companies to introduce  
40 additional and more transparent, responsible gambling messages on any sponsored  
41 material. Moreover, many commercial sport organizations are represented as  
42 wagerable events on the websites of the sponsoring betting companies. Sport  
43 organizations could demand these same transparent, responsible gambling messages  
44 on all wagers which apply directly to their team. Researchers have shown that  
45 specifically in the context of electronic gambling machines, using pop-up  
46 responsible gambling messages mid-play has been successfully used to

1 encourage healthy gambling behaviours (Lole et al., 2019). This fix is an easy  
2 one, too, with a simple colour swap on messages needed to increase awareness.  
3 In that same study just mentioned, the advertisement that captured the most  
4 attention was the one with a contrasting background, highlighting the benefit of  
5 more visible messages (Lole et al., 2019). By simply introducing colour contrast,  
6 sport organizations can responsibly claim they have done their duty in presenting  
7 responsible gambling messages to their customers.

8 Another way in which sport organizations can compromise with betting  
9 companies on sponsorship is by dictating when logos can be displayed. An ideal  
10 pair for betting companies is promoting in-game betting during high-stakes or  
11 dramatic situations during the game. The interest level of fans is often dependent  
12 on the perceived uncertainty of a game. As a result, sponsors hoping to advertise  
13 themselves should prefer exposure during periods with high outcome uncertainty,  
14 such as overtime or sudden-death situations (Breuer et al., 2021). Sport managers  
15 issuing sponsorships for commercial teams could contractually remove the  
16 ability for logo display by betting companies in situations such as overtime  
17 games, shootouts and even with certain parameters on match score and timing.  
18 Thus, removing more emotionally stimulating moments for gambling promotion. The  
19 display of betting logos in venues could be prohibited as well, but the demands  
20 of sports organizations must be reasonable enough that betting companies are  
21 still willing to cooperate and sponsor. Government officials also have a role to  
22 play and, through legislation, could scale back the intensity with which sports  
23 betting companies are advertising, sports organizations are able to commit to a  
24 few practices themselves. These are small-scale changes, yet they are profound  
25 enough to demonstrate the sports industry's commitment to the promotion of fair  
26 competition and healthy living. All the while sport organizations can make these  
27 demands while still adding to their bottom line through new sponsorships.  
28 However, before these alterations can be acted upon, domestic research must be  
29 conducted to gather perspective on Canada's unique situation.

## 31 32 **Conclusion**

33  
34 Early in 2022, Bill C-218 passed through the Canadian Senate and officially  
35 became law. This law enabled private organization, management, and  
36 participation in single-event sports betting. What the bill also enabled was the  
37 sponsorship of sport organizations by betting companies. With a newly emergent  
38 industry pushing a potentially harmful product to consumers, sport organizations  
39 now face another moral choice in terms of sponsorship. While this dilemma is  
40 not new for the industry, the post-COVID financial reality poses a predicament  
41 for sport organizations. The desire to accept sponsorship dollars is high, but so  
42 is the risk of inciting problem gambling in consumers.

43 When looking back at the historical sports gambling situation in Canada, it  
44 is clear how the country arrived at its current state. The nation's gambling laws  
45 were essentially inherited by the ruling colonial power after confederation. These  
46 laws were incredibly strict and criminalized almost all formal gambling activity.

1 This paradox of social acceptance but official condemnation continued for  
2 several decades into the twentieth century.

3 The dynamic began to shift due to the financial fallout from hosting several  
4 major world sporting events, such as the Montreal and Calgary Olympic Games.  
5 These mega-events caused such a debt burden that the government decided to  
6 introduce a new way to source funds to repay it. The solution to this problem  
7 was legal lottery schemes, including parlay sports betting. These lotteries,  
8 controlled by the provinces, were a legal avenue where consumers could bet on  
9 sports, but the odds and payouts were always heavily skewed in favour of the  
10 house. This built up consumer frustration, and they began to question the reason  
11 for the parlay betting system. Continuing on into the 2000s, this frustration  
12 eventually forced lawmakers to contemplate the introduction of a more open  
13 system. This concept of legal and deregulated sports betting manifested itself in  
14 Bill C-218 and is where Canada finds itself now. Since sports betting companies  
15 are now able to freely operate in Canada, they are permitted to sponsor sport  
16 organizations as well. Before undertaking these agreements, sport organizations  
17 should look to foreign markets first in identifying how these collaborations  
18 function and what their impact is.

19 The first universal impact of deregulating sports betting was an explosion  
20 of interest in the industry. Across all foreign markets which engaged in this, all  
21 saw massive uptakes in profits for gambling companies as they fought for market  
22 share. Combine this with an absence of regulation in how the betting companies  
23 operate and the scene is set. Sports betting in many of these markets have become  
24 commonplace discussion points in mainstream sports since its inception.

25 Betting companies did this through the use of many marketing tactics, some of  
26 which were unethical. One of the less ethical techniques was to market to specific  
27 demographics. The demographic of choice are young male professionals, typically  
28 aged 18-35. This particular age and gender group have since been described as the  
29 “typical sports gambler” and often feel they are the target of betting commercials.  
30 Another demographic that the advertisements have an unintentional yet  
31 profound impact on has been children and adolescents. Very impressionable and  
32 drawn to contrasting graphics and humour, young people have inadvertently  
33 become targeted by sports gambling marketing.

34 The most concerning finding of the sports betting explosion in foreign  
35 markets was its impact on problem gambling behaviour and gambling addiction.  
36 While findings were inconsistent as to how many nongamblers were converted  
37 into problem gamblers, it was frequently seen that current gamblers would be  
38 pushed further into problem gambling behaviour. A group which did opt to join  
39 sports betting in a notable way were previous pay-to-play fantasy sports  
40 competitors. This group often participated in sports betting with high levels of  
41 engagement, sometimes reaching problem gambling levels. Recovering gambling  
42 addicts were another group of note, occasionally succumbing to relapsed problem  
43 gambling when exposed to sports gambling advertising.

44 Once fully legalized to operate and promote themselves, sports betting  
45 companies began to market themselves quite creatively. Several techniques were  
46 deployed to capture early market share and distinguish themselves from the

1 competition. One of these was the repeated use of humour in commercials,  
2 consequently removing fears of gambling consequences. Another was celebrity  
3 endorsement, used to hopefully achieve the same effect as humour but also to  
4 legitimize the product. The legitimacy of sports gambling was also the goal of  
5 sponsorship. By aligning their image with that of widely recognized sport  
6 organizations, sportsbooks could attain a similar status in the eyes of the public.  
7 These sponsorships took on various forms, however almost all were centrally  
8 located. Gambling companies preferred to be center stage, with their logos  
9 occupying primary spaces such as jerseys and in-venue displays. Sponsorships  
10 were also scattered densely throughout broadcasts and social media, often  
11 streaming through the most dramatic time periods of matches.

12 Due to this high volume of public exposure, sport organizations in Canada need  
13 to make note of several issues before engaging in these lucrative sponsorships. The  
14 first of these is the ease of access to gambling. Consumers can now gamble by  
15 simply opening their smartphones or computers. There is no venue needed in order  
16 to place a wager. Secondly, this increase of visibility and access contributes to the  
17 social normalization of the behaviour (Brant, 2017). This issue is one that sport  
18 organizations aid betting companies with the most by accepting sponsorships. By  
19 juxtaposing reputable sports brands with betting companies, the prestige of the one  
20 begins to become affiliated with the other.

21 Two crucial issues to be aware of when proceeding in the sports gambling  
22 reality are gamification and in-game betting. The gamification of sports betting  
23 occurs primarily through the medium of mobile apps and significantly lowers  
24 the perceived risk of betting behaviour. However, the largest worry with  
25 gamification is the illusion of control. Framing gambling like a game creates the  
26 concept that players can improve through practice and strategy. Since sports are  
27 entirely random, this is simply not the case. Next there is the issue of in-game  
28 betting. In-game betting creates instant feedback loops which promote and  
29 stimulate continued gambling. This gameplay mode has been identified as the  
30 one which can consistently create problem gambling habits among users. In-  
31 game betting is also the most frequently promoted gameplay mode, and often  
32 done so during live sport matches.

33 As Canada progresses with deregulated sports betting, sport organizations  
34 must confront their responsibility as public-facing entities. Many sport  
35 organizations possess sizable fanbases across all age groups and geographic  
36 regions in Canada. Accepting the sponsorship dollars from betting companies is  
37 an easy and lucrative business for them, but the possibility of inciting problem  
38 gambling behaviour is a risk they take when doing so. However, there could be  
39 potential compromises. Ways in which sport organizations can aid their bottom  
40 line while taking the public into consideration. As the market dictates the success  
41 of sportsbooks, sport organizations can use their selling power to demand certain  
42 concessions from gambling companies in terms of sponsorships. The first of  
43 these is to prohibit the promotion of in-game betting. While gambling companies  
44 will certainly promote their most profitable gameplay mode elsewhere, sport  
45 organizations have the power to erase these advertisements from broadcasts and  
46 in-venue signage. The second major concession that can be demanded is

1 requiring all sports gambling sponsored material to include responsible gambling  
 2 messages, which must have contrasting colours. This would ensure that these  
 3 messages are seen and are viewable throughout venues, broadcasts, and online.

4 Since Canada has just recently opened the doors for this industry, all  
 5 research collected thus far has been conducted in foreign markets where the  
 6 activity has been legal for quite some time. Such countries include the UK,  
 7 Australia, and Spain. While these markets provide an informed outline for  
 8 Canada, domestic studies must take place now that the country is able to analyze  
 9 its own population. Sport organizations, especially those which are publicly  
 10 funded, should collaborate and be involved in this research. The next few years  
 11 will be crucial in shaping social attitudes and establishing a precedent for how  
 12 the sports industry interacts with and presents sports betting to the public.  
 13 Following the COVID-19 shutdown of the industry, sponsorship revenue from  
 14 gambling organizations has been an attractive option. With so much on the line,  
 15 it is crucial that sport organizations find a way to more effectively walk the  
 16 tightrope. Sports gambling is an emergent industry, but sport organizations must  
 17 do their part not to incite problem gambling. We believe that sport leaders and  
 18 government officials can do more to ensure more positive outcomes for the  
 19 sports industry and its fans.

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