



Legal Division

Notice of Public Hearing

Notice is hereby provided that in accordance with G.L. c. 30A, § 2, the Massachusetts Gaming Commission (“Commission”) will convene a public hearing for purposes of gathering comments, ideas, and information relative to the proposed adoption of a regulation. The regulation was promulgated pursuant to G.L. c. 23N, § 4 as part of the Commission’s regulatory process, and concerns the following regulation:

205 CMR 256.06: *Advertising to Other Vulnerable Persons*

The proposed amendment would remove the term “branding” from 205 CMR 256.06(3) to be consistent with the requirements set forth in 205 CMR 256.06(2).

Scheduled hearing date and time:

Tuesday, July 28, 2026, at 9:30 AM EST

Pursuant to chapter 2 of the session acts of 2025, Governor Healey extended a limited relief from certain provisions of the Open Meeting Law to protect the health and safety of the public and individuals interested in attending public meetings during the global Coronavirus pandemic. In keeping with the guidance provided, the Commission will conduct this hearing utilizing remote collaboration technology.

MICROSOFT TEAMS MEETING ID: 215 931 499 374 333 PASSCODE: Rb72Jc6N
DIAL IN BY PHONE: (213) 631-9908 PHONE CONFERENCE ID: 387 629 749#

A complete copy of the draft regulation referenced above may be downloaded by visiting www.massgaming.com, clicking on ‘Regulations and Compliance’ and selecting the ‘[Proposed Rulemaking](#)’ section. Anyone wishing to offer comments can email autumn.birarelli@massgaming.gov and request the virtual hearing link to appear and speak. Alternatively, written comments may also be submitted to the same email address with ‘Regulation Comment’ in the subject line. **Written comments must be received by 5:00 PM EST on July 27, 2026.**

Additionally, please find the Small Business Impact Statement in accordance with M.G.L. c. 30A, § 2 attached.



Massachusetts Gaming Commission

101 Federal Street, 12th Floor, Boston, Massachusetts 02110 | TEL 617.979.8400 | FAX 617.725.0258 | www.massgaming.com

SMALL BUSINESS IMPACT STATEMENT

The Massachusetts Gaming Commission (“Commission”) hereby files this Small Business Impact Statement in accordance with G.L. c. 30A, §2, relative to the proposed amendment to **205 CMR 256.00: *Sports Wagering Advertising***, specifically **205 CMR 256.06: *Advertising to Other Vulnerable Persons***. The regulation amendment is authorized by M.G.L. c. 23N, § 4.

This regulation is being promulgated as part of the process of updating regulations governing sports wagering in the Commonwealth. It sets forth the requirements regarding sports wagering advertising.

The proposed amendment to 205 CMR 256.06 applies to entities licensed by the Commission under G.L. c. 23N. Accordingly, this regulation is unlikely to have an impact on small businesses. Under G.L. c. 30A, §2, the Commission offers the following responses to the statutory questions:

1. Estimate of the number of small businesses subject to the proposed regulation:

Small businesses are unlikely to be subject to this regulation.

2. State the projected reporting, recordkeeping, and other administrative costs required for compliance with the proposed regulation:

There are no projected reporting, recordkeeping, or other administrative costs required for small businesses to comply with this regulation.

3. State the appropriateness of performance standards versus design standards:

The standards set forth are design standards to encourage uniformity in compliance.

4. Identify regulations of the promulgating agency, or of another agency or department of the Commonwealth, which may duplicate or conflict with the proposed regulation:

There are no conflicting regulations in 205 CMR, and the Commission is unaware of any conflicting or duplicating regulations of any other agency or department of the Commonwealth.

5. State whether the proposed regulation is likely to deter or encourage the formation of new businesses in the Commonwealth:

This amendment is unlikely to have any impact on the formation of new businesses in the Commonwealth.



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Massachusetts Gaming Commission
By:

/s/ Autumn Birarelli
Autumn Birarelli
Staff Attorney

Dated: June 18, 2026



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