

SEPTEMBER 2022

On Deck with Jim Henderson

In 2012 an NFL lawyer stated in a deposition that the NFL was adamantly opposed to sports gambling, saying it would “negatively impact our long-term relationship with our fans and negatively impact the perception of our sport across the country.”

In 2022 fans bet millions of dollars on the pre-season opening Hall of Fame Game between Jacksonville and Las Vegas...the most inconsequential game of the year...all with the NFL's blessing and encouragement. What changed so dramatically on how the NFL viewed gambling in those ten years?

For one...the Supreme Court ruled in 2018 to open up sports betting around the country.

When the NFL learned it didn't have to fool with controlling betting on its product, they jumped all over the chance to profit from it. The NFL made Draft Kings, Fan Duel, and Caesars its official sports betting partners.

Caesars...with its casino in New Orleans...unleashed a deluge of ads featuring the Manning Family in anticipation of the 2022 season...the first season where you can legally bet on the NFL in Louisiana.

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You can anticipate some NFL teams building their own sports books inside or adjacent to their stadiums, the idea being “we’ve got anxious bettors here. How do we keep them here and betting more?”

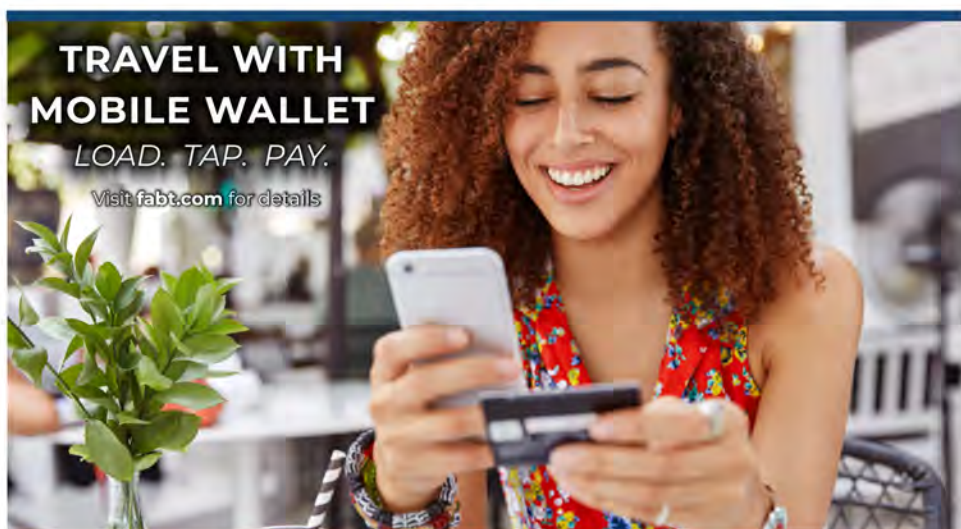
The NFL and their betting partners will make it increasingly flexible to bet when and where you want, including on an app from your seat as the game unfolds in front of you. Your betting choice on the outcome of the game going down? Get even as quickly as the next possession.

Live betting is exploding in popularity. You can wager along in real time on the outcome of each drive. You can wager on whether the drive will result in a touchdown, a field goal, a turnover, or a punt. Imagine the Saint fan sitting next to you rejoicing that the “Black and Gold” chooses to punt, trailing by three touchdowns in the fourth quarter. That’s the guy in the section cheering while being pelted with Lucky Dogs...the same guy who bet prior to the drive that they would.

The NFL and their sports book partners are betting that “a fool and his money are soon parted.” It has never been so easy, so enticing, or so quickly done as this season.

God Bless,

Jim Henderson



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Monday, October 10th

Veterans Day
Friday, November 11th

Thanksgiving Day
Thursday, November 24th
All offices will close at Noon on Friday, November 25th

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