

The logo for Arizona Sharp features the word "ARIZONA" in a bold, white, sans-serif font. To its right is a stylized yellow and red sunburst icon, followed by the word "Sharp" in a white, cursive script font.

ARIZONA  Sharp

A group of diverse people are shown in a dimly lit setting, likely a bar or sports arena, cheering enthusiastically. They are wearing plaid shirts and have their arms raised, some holding up a red and yellow striped banner. The atmosphere is energetic and celebratory.

# GET READY, ARIZONA STATE BETTORS

**YOUR GUIDE TO THE ARIZONA SPORTS BETTING WORLD**

## SEPTEMBER 9TH ANNOUNCED AS LAUNCH DAY IN ARIZONA

The Arizona Department of Gaming has made it official, selecting September 9 as the launch date of legal sports betting. This has always been the target date, but there were some delays in the process that had some questioning whether this was possible.

There will be 20 online sportsbook licenses handed out on that day as long as many operators apply for a license. Tribal casino operators will receive 10 of these licenses, and professional sports and venues will receive the other 10.



***“This represents the most significant changes in almost two decades, a truly historic event. This compact amendment and associated legislation continues and builds on the success that the tribal-state partnership has provided for decades. We can call this a win-win-win for the tribes, the state and the taxpayers.”***

Governor Doug Ducey

The ADG has also confirmed that 10 other licenses will be made available for facilities such as off-track betting facilities and horse racing tracks. This will create a very competitive market right off the bat in Arizona, and it could turn the state into one of the leaders.

## TIMELINE OF ARIZONA'S SPORTS BETTING BILL

On April 2021, the Arizona Senate approved HB2772, legalizing in-person and mobile sports betting in the state. The bill was signed into legislation by Gov. Doug Ducey, paving the way for Arizona to begin establishing sports betting rules and sportsbooks.

In June of 2021, the rules for sports betting in the state were proposed, followed by the tax structure for sports betting on July 2. After more than a month of revisions, the rules for sports betting became official on July 26, 2021, giving sportsbooks the opportunity to submit applications to operate in the state.



### The following outlines the important timeline of events for sports betting in Arizona:

Following the official publication of the rules, sportsbook applicants were subject to a 5-day examination period from the Arizona Department of Gaming to confirm whether or not they would be fit to operate a sportsbook in the state.

Applicants who were approved were permitted to begin marketing their sportsbook starting August 30th, 2021, with the goal that all approved sportsbooks would go live on September 8th, just in time for the start of the 2021/2022 NFL season. Under the sports betting bill, rule amendments would be considered through April 15, 2022.

*April 12-15: Senate approves HB2772 and Bill is signed by Gov. Ducey, legalizing sports betting*

*June 17: Arizona Department of Gaming releases rules for sports betting*

*July 2: Tax structure announced*

*July 26: Sports betting rule became official and sportsbooks can begin submitting applications*

*August 30: Sportsbooks can begin marketing their products*

*September 8-9: Sports betting goes live with the start of the NFL season*

*April 15 2022: Sports betting rule amendments are finalized*



The NBA's Phoenix Suns have an existing relationship with FanDuel, an industry leading sportsbook. A FanDuel Sportsbook is set to open inside the Footprint Center, the Suns' home arena, in 2021. It is likely that FanDuel will also become one of the largest online and mobile sportsbooks in the state, as they have in other states throughout the country. The WNBA's Phoenix Mercury, who also play at Footprint Center, has a sports betting partnership of their own with Bally Bet. It is unclear whether or not Bally Bet will be opening a sportsbook in the area, given FanDuel's plans to do so.

### The following professional sports and sportsbook partnerships exist:

**Phoenix Suns (NBA)** and FanDuel

**Phoenix Mercury (WNBA)** and Bally Bet

**Arizona Diamondbacks (MLB)** and Caesars and William Hill

**Phoenix Raceway (NASCAR)** and Barstool Sportsbook

**Barstool Bowl (NCAA Football)** Barstool Sportsbook

**TPC Scottsdale (PGA Tour)** DraftKings

**Phoenix Rising (USL)** – awaiting approval from Arizona Gaming

## PARTNERSHIPS WITH PROFESSIONAL SPORTS TEAMS

The Arizona Diamondbacks of the MLB have a joint gaming partnership of their own, with Caesars and William Hill. Teams throughout the MLB have been striking deals with major sportsbooks, despite baseball's controversial past with sports betting. It appears, however, that sports betting is now being welcomed with open arms, with teams like the Washington Nationals opening sportsbooks just outside the ballpark. The Arizona Diamondbacks are set to become home to Caesars Sportsbook, which opens at Chase Field sometime in 2021.

Phoenix Raceway, a popular NASCAR venue in Arizona, announced a timely partnership with Barstool Sportsbook in 2021. Shortly after that deal was announced, Barstool Sportsbook made headlines again, sharing that the Arizona Bowl, a major college bowl game, will now be called the Barstool Bowl. The name change not only marks a significant shift in college bowl games, it also opens the door for additional sportsbook partnership opportunities.



TPC Scottsdale is one of the most popular golf courses in the country and plays host to the PGA Tour's Waste Management Phoenix Open. The PGA Tour has a strategic partnership with DraftKings, a company who made their name with daily fantasy sports but has since risen to the top as one of the nation's leading sportsbooks. The partnership is also set to bring a DraftKings Sportsbook to TPC Scottsdale once sports betting is officially live in Arizona.

The Phoenix Rising, a professional soccer team, is currently asking for clarification about whether or not a team from the United Soccer League can qualify for a license. The USL is the league below Major League Soccer but is technically still a professional league.

It is likely that their questions could lead to a gaming partnership of their own. However, even if the Phoenix Rising does qualify for a license, the existing partnerships fall short of the ten licenses set aside by the new legislation. That being said, it is possible teams could relocate to Arizona and strike new partnerships in the future.



## ABOUT ARIZONA SHARP

Arizona Sharp aims to become the best possible resource for all of the state's top sports headlines, as well as provide detailed reviews of the best Arizona sportsbooks and other DFS sites operating in-state.

The Arizona market will be massive, and that's why Arizona Sharp is here as a resource to everyone here in the state. Whether you're an avid gambler or just a novice looking to learn more about how to bet sports, this site will prove to be a valuable asset in terms of information, betting guides and unbiased reviews of online sportsbooks and other daily fantasy sites operating in AZ.

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