



Ahead of the NFL Season Kickoff, SBA Urges Fans to Bet Legally and Responsibly

"Unlike illegal operators, legal sportsbooks offer a range of responsible gaming tools, including deposit limits, play statistics and self-exclusion programs that help fans enjoy the season."

WASHINGTON, D.C. – As football fans get ready for the NFL season, the Sports Betting Alliance (SBA) today highlighted the responsible gaming tools available through its member sportsbooks and urged bettors to set their limits before kickoff.

*"The start of football season is a good time for fans to think about what they're comfortable spending over the next few months, whether that's on tickets, fantasy football, enjoying a game out with friends, or betting responsibly on games," said **Joe Maloney, President and CEO of the Sports Betting Alliance.** "For millions of adults, sports betting is part of the fan experience. And legal sportsbooks provide tools that help customers set limits and manage their play."*

Responsible gaming is central to what SBA members do. Member companies [invest](#) tens of millions of dollars each year in tools that help customers make informed decisions from their first login. These tools are built into the customer experience, so they are easy to find and easy to use:

- **Onboarding and education** so customers know what tools are available from the moment they sign up.
- **Deposit, wager and time limits** that customers set for themselves.
- **Activity and account management tools** that track wins, losses and time spent on the platform.
- **Cooling-off periods** that let customers pause play for a set period.
- **Self-exclusion programs** that let customers step away for months, years or permanently.
- **Direct connections to support** through organizations that provide treatment, counseling and help for individuals and families affected by problem gambling.

State regulators review and approve every one of these products before they reach the market. SBA members also do not accept credit card deposits.

Illegal operators offer none of these responsible gaming protections.

As another season gets underway, the SBA encourages fans to open their legal, regulated sportsbook app, find the responsible gaming section, and set the limits that fit them before the first kickoff.

For more information on the tools SBA members have made available, please visit <https://sportsbettingalliance.org/responsible-gaming/>.

About the Sports Betting Alliance

The Sports Betting Alliance is an advocacy organization dedicated to legal, regulated online sports betting and online gaming in the U.S. SBA members are licensed to operate in states and jurisdictions where sports betting is legal, ensuring strict compliance and promoting state-of-the-art responsible gaming tools. Members include bet365, BetMGM, DraftKings, Fanatics, and FanDuel.

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