





# INTEROFFICE MEMO

Gary Grief, Executive Director      Michael P. Farrell, Charitable Bingo Operations Director

**To:** J. Winston Krause, Chairman  
Mark A. Franz, Commissioner  
Robert Rivera, Commissioner  
Erik C. Saenz, Commissioner

**From:** Mike Fernandez, Administration Division Director *MKF*

**Date:** October 10, 2019

**Re:** Report, possible discussion and/or action on agency major and prime contracts, including amendment, renewal or extension of the Dallas Cowboys trademark license and promotional agreements with Pro Silver Star, LTD and Frisco Management, LP.

The following briefing items are to advise the Commission of staff's intent to amend the Dallas Cowboys trademark license and promotional agreements with Pro Silver Star, LTD and Frisco Management, LP.

Service or Goods Provided	Trademark License and Promotional Agreement
Vendor	Pro Silver Star, Ltd. (Dallas Cowboys)
Proposed Action	Renew current contract
Description	1) Exercise second additional 2-year renewal, with the extension period to begin March 1, 2020 and continue through February 28, 2022 2) Update addendum to reflect current marketing and advertising initiatives
Term	March 1, 2016 – February 28, 2018 with four 2-year extension
Estimated Annual Cost	\$3,818,545
Conflict of Interest	Commissioners have independently confirmed they do not have a financial interest in Pro Silver Star, Ltd.

Service or Goods Provided	Trademark License and Promotional Agreement
Vendor	Frisco Management, L.P.
Proposed Action	Renew current contract
Description	1) Exercise second additional 2-year renewal, with the extension period to begin March 1, 2020 and continue through February 28, 2022 2) Update addendum to reflect current marketing and advertising initiatives
Term	March 1, 2016 – February 28, 2018 with four 2-year extension
Estimated Annual Cost	\$900,407
Conflict of Interest	Commissioners have independently confirmed they do not have a financial interest in Frisco Management, L.P.