

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed 2/28/2018

Game #	1856	Confirmed Packs	3,692
Game Name	Houston Texans	Active Packs	1,737
Quantity Printed	5,522,550	Warehouse Packs	27,578
Price Point	\$5	Returned Packs	346
Start Date	8/21/2017	Printed Payout Percentage	68.00%
Top Prize	\$ 100,000	Percent Sold	51.91%
Number of Top Prizes Remaining	2	Number of Weeks Out	27

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 234,795	Actual ticket production costs
Licensing Fee	\$ 293,750	
Non-cash Prize Allocation	\$ 1,436,417	
Prize payout expense	\$ 8,454,825	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	\$ 10,419,787	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 14,333,779	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 14,333,779	

Excess of Revenue over Expended \$ 3,913,992

INTANGIBLE POSITIVE BENEFITS:

- Allows for open bin space for new games at same price point with higher average weekly sales.
- Allows retailers to return inventory to TLC that is not selling thus releasing their financial burden

INTANGIBLE NEGATIVE BENEFITS:

- There are still valuable prizes remaining in this game.

Assumptions:

- Estimated sales revenue is calculated based on the number of tickets printed times the percent sold from the DaVinci report. The percent sold amount is based on pack settlements. Some partial packs could be returned thus slightly reducing the sales revenue amount reported above.

Weekly Sales Comparison Information

Previous 3 Weeks Sales from DaVinci		
Most recent week sales	\$	194,045
Next week	\$	247,390
Next week	\$	294,045
Avg Weekly Sales Current Game	\$	245,160
Avg Weekly Sales \$5; 5M-9.99M Qty	\$	1,872,956
Percentage Of Variance In Sales		87%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1856	Printed Payout Percentage	68.00%
Game Name	Houston Texans	Actual Payout Percentage	69.01%
Percent Sold	51.91%	Number of Weeks Out	27
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			19

Recommendation

Based on the findings in this Summary Report, I am recommending closing the above game.

I am recommending closing the above game based on the below business reason(s):

This Houston Texans game needs to be pre-called in March to permit the game to be closed and the final drawing conducted prior to the launch of the next Houston Texans game tentatively scheduled to launch in August 2018, as well as to ensure the winners of season ticket prizes from the final drawing will receive tickets to the next season.

Pat Boursuel 2/28/18
Instant Product Coordinator Date

[Signature] 2/28/18
Products Manager Date

By signing below, I agree with the recommendation of the Products Department Staff to close the above game.

[Signature] 2/28/18
Lottery Operations Division Director Date

Kathy Ryma 3/7/18
Controller Date

Gay Guip 3/8/18
Executive Director Date

Play the Games of Texas!

Da Vinci Report

2/26/18

Product Line	Game	Mature	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														2/24/18	2/17/18	2/10/18	2/3/18
1895	\$3	8,990,500	TEXAS LOTTERY BLUE	9/5/17				25	62.33%	5,232	3,586	16,878	18	\$361,718.00	\$418,983.00	\$536,118.00	\$513,645.00
1871	\$5	15,075,300	\$100,000 BING-O-RAMA	10/2/17				21	41.26%	14,109	8,083	93,195	11	\$1,282,905.00	\$1,314,730.00	\$1,341,545.00	\$1,342,070.00
1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16				101	62.04%	4,413	2,674	119,521	4	\$578,125.00	\$585,410.00	\$562,685.00	\$563,935.00
1855	\$5	9,912,300	COWBOYS	8/21/17				27	46.86%	3,962	2,512	61,212	261	\$278,445.00	\$361,910.00	\$431,800.00	\$397,030.00
1859	\$5	22,450,575	CROSSWORD CONNECT	6/28/17				34	45.50%	12,221	6,639	141,037	23	\$1,506,805.00	\$1,440,370.00	\$1,435,010.00	\$1,420,810.00
2000	\$5	8,197,425	DIA DE LOS MUERTOS	9/18/17				23	69.39%	2,518	1,580	27,534	654	\$233,160.00	\$283,860.00	\$338,640.00	\$368,330.00
1856	\$5	5,522,550	HOUSTON TEXANS	8/21/17				27	51.91%	3,692	1,737	27,578	346	\$184,045.00	\$247,390.00	\$294,045.00	\$258,770.00
1891	\$5	8,444,025	STRIKE IT RICH	11/15/17				14	41.88%	9,978	4,668	48,603	44	\$564,990.00	\$661,770.00	\$764,320.00	\$777,720.00
1896	\$5	13,874,625	TEXAS LOTTERY SILVER	9/5/17				25	53.65%	7,464	4,328	72,293	43	\$747,925.00	\$821,320.00	\$848,630.00	\$929,150.00
1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16				82	61.07%	8,922	4,517	206,637	15	\$1,643,490.00	\$1,528,620.00	\$1,554,180.00	\$1,555,810.00
2011	\$10	6,082,250	\$50 OR \$100	11/15/17				14	89.21%	7,279	4,157	0	114	\$2,328,130.00	\$2,720,270.00	\$2,957,970.00	\$3,178,810.00
1830	\$10	10,278,550	50X SUPER TICKET	6/5/17				38	80.66%	9,013	5,166	22,866	27	\$1,216,450.00	\$1,200,710.00	\$1,206,910.00	\$1,315,760.00
1860	\$10	13,338,450	BIG PLAY CASHWORD	7/17/17				32	46.61%	13,571	6,843	118,922	13	\$1,821,040.00	\$1,786,260.00	\$1,776,350.00	\$1,749,820.00
1885	\$10	26,550,900	MEGA LOTERIA	9/18/17				23	32.87%	23,648	9,196	317,810	5	\$4,616,580.00	\$4,416,450.00	\$4,377,420.00	\$4,253,450.00
1897	\$10	9,120,050	TEXAS LOTTERY BLACK	9/5/17				25	70.80%	11,596	6,024	33,000	9	\$1,653,870.00	\$1,918,340.00	\$1,874,680.00	\$1,975,350.00
1852	\$10	8,198,550	WHEEL OF FORTUNE	8/7/17				28	64.34%	8,494	5,465	42,184	18	\$880,670.00	\$988,850.00	\$1,041,740.00	\$1,035,560.00
1845	\$20	7,210,800	100 MILLION GOLDEN TREASURES	8/7/17				29	49.66%	12,193	4,858	125,772	12	\$1,373,980.00	\$1,373,220.00	\$1,507,720.00	\$1,671,900.00
1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15				145	35.56%	5,881	2,359	869,744	26	\$981,720.00	\$964,320.00	\$966,780.00	\$1,008,140.00
1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17				41	18.73%	20,408	7,352	1,097,359	19	\$2,746,960.00	\$2,663,050.00	\$2,731,860.00	\$3,053,720.00
1853	\$20	7,203,050	MONEY	3/8/17				50	86.74%	8,610	3,330	24,177	25	\$1,156,600.00	\$1,153,680.00	\$1,232,860.00	\$1,375,720.00
1898	\$20	5,014,825	TEXAS LOTTERY GOLD	9/5/17				25	72.77%	14,652	5,440	31,704	28	\$1,757,100.00	\$1,813,720.00	\$1,927,820.00	\$2,204,960.00
2002	\$20	5,997,050	ULTIMATE CROSSWORDBINGO	10/21/17				21	44.19%	14,833	5,926	108,863	23	\$2,138,660.00	\$2,035,000.00	\$2,088,340.00	\$2,142,500.00
1832	\$50	3,668,520	\$7,500,000 ULTIMATE CASH	10/17/16				71	68.18%	2,603	1,140	53,681	13	\$607,000.00	\$683,800.00	\$694,650.00	\$618,400.00
1869	\$50	3,634,340	TEXAS LOTTERY PLATINUM	10/16/17				19	36.70%	13,837	4,720	93,761	19	\$3,024,300.00	\$3,405,650.00	\$3,563,100.00	\$3,628,500.00
1870	\$50	3,579,720	ULTIMATE MILLIONS	4/17/17				45	78.75%	8,809	3,093	23,949	35	\$2,005,650.00	\$2,231,250.00	\$2,288,650.00	\$2,195,950.00
Out of Wareh	\$1	9,298,950	FAST \$50S	12/4/17				12	83.94%	4,924	3,725	0	107	\$270,672.00	\$352,058.00	\$600,243.00	\$686,277.00
1879	\$2	7,080,625	MONEY TIME	12/18/17				10	69.46%	10,184	6,017	14	78	\$606,422.00	\$668,586.00	\$879,096.00	\$965,958.00
Sold/Closing	\$1	9,094,450	REINDEER RICHES	11/6/17	3/11/18			16	95.34%	452	314	0	981	\$22,151.00	\$36,924.00	\$247,078.00	\$363,672.00
1881	\$1	8,089,500	TEXAS A&M UNIVERSITY	8/21/17	3/11/18			27	83.29%	2,079	2,502	598	419	\$128,928.00	\$157,883.00	\$258,276.00	\$212,491.00
1880	\$1	8,199,750	THE UNIVERSITY OF TEXAS	8/21/17	3/11/18			27	91.26%	1,264	949	0	420	\$54,167.00	\$98,262.00	\$195,771.00	\$164,487.00
2085	\$2	4,987,375	FELIZ NAVIDAD	11/15/17				14	90.42%	1,255	398	24	1,302	\$61,602.00	\$94,736.00	\$283,604.00	\$307,874.00
1793	\$2	38,037,250	WEEKLY GRAND	9/19/16	2/9/18			75	96.16%	1,407	796	0	427	\$270,576.00	\$549,426.00	\$739,738.00	\$882,810.00

Liability for 1856 / for Life to Date

Product Status: SmartCash Enabled: Validation Range: 08/01/2017 - 12/31/2037

Active N/A

Outstanding Prizes

Tier	Ref	SmartCash	Tier Value	Count	Amount	Tickets Paid Life to Date	Amount Paid Life to Date	% paid	Est. Tickets Sold
1	1	N/A	\$5.00	329643	\$1,648,215.00	296249	\$1,481,245.00	47.33%	2613949
2	2	N/A	\$10.00	112722	\$1,127,220.00	108285	\$1,082,850.00	49.00%	2705838
3	3	N/A	\$10.00	143697	\$1,436,970.00	132454	\$1,324,540.00	47.96%	2648854
4	4	N/A	\$20.00	18485	\$369,700.00	18310	\$366,200.00	49.76%	2748142
5	5	N/A	\$20.00	18579	\$371,580.00	18237	\$364,740.00	49.54%	2735624
6	6	N/A	\$20.00	18599	\$371,980.00	18154	\$363,080.00	49.39%	2727841
7	7	N/A	\$20.00	19018	\$380,360.00	17821	\$356,420.00	48.38%	2671553
8	0	N/A	\$25.00	4715	\$117,875.00	4521	\$113,025.00	48.95%	2703275
9	0	N/A	\$25.00	4639	\$115,975.00	4595	\$114,875.00	49.76%	2748117
10	0	N/A	\$25.00	11692	\$292,300.00	11226	\$280,650.00	48.98%	2705128
11	0	N/A	\$25.00	4719	\$117,975.00	4478	\$111,950.00	48.69%	2688918
12	0	N/A	\$50.00	3465	\$173,250.00	3474	\$173,700.00	50.06%	2764856
13	0	N/A	\$50.00	3457	\$172,850.00	3417	\$170,850.00	49.71%	2745207
14	0	N/A	\$50.00	6629	\$331,450.00	6521	\$326,050.00	49.59%	2738596
15	0	N/A	\$50.00	6659	\$332,950.00	6459	\$322,950.00	49.24%	2719175
16	0	N/A	\$50.00	3533	\$176,650.00	3358	\$167,900.00	48.73%	2691151
17	0	N/A	\$100.00	1036	\$103,600.00	1027	\$102,700.00	49.78%	2749228
18	0	N/A	\$100.00	1025	\$102,500.00	1046	\$104,600.00	50.51%	2789274
19	0	N/A	\$100.00	1043	\$104,300.00	1037	\$103,700.00	49.86%	2753309
20	0	N/A	\$100.00	1708	\$170,800.00	1732	\$173,200.00	50.35%	2780539
21	0	N/A	\$100.00	1734	\$173,400.00	1703	\$170,300.00	49.55%	2736369
22	0	N/A	\$100.00	1062	\$106,200.00	998	\$99,800.00	48.45%	2675487
23	0	N/A	\$500.00	120	\$60,000.00	113	\$56,500.00	48.50%	2678318
24	0	N/A	\$500.00	238	\$119,000.00	217	\$108,500.00	47.69%	2633834
25	0	N/A	\$500.00	228	\$114,000.00	236	\$118,000.00	50.86%	2808883
26	0	N/A	\$500.00	120	\$60,000.00	113	\$56,500.00	48.50%	2678318
27	0	N/A	\$5,000.00	5	\$25,000.00	5	\$25,000.00	50.00%	2761275
28	0	N/A	\$5,000.00	2	\$10,000.00	3	\$15,000.00	60.00%	3313530
29	0	N/A	\$100,000.00	2	\$200,000.00	2	\$200,000.00	50.00%	2761275
				Totals:	718574	665,791	\$8,454,825.00		

Prize Structure
 TEXAS LOTTERY
 GAME NO. 1856 "HOUSTON TEXANS"
 April 20, 2017 - VERSION A

Order Quantity:	8,822,850	Pack Size:	75	Pool Size:	120,000	Winners:	1,384,365	Price Fund:	\$17,340,925.00	Total Payout:	\$18,777,341.65
Price Point:	\$5.00	Packs/Game:	73,634	Number of Pools:	46.02	Non-winners:	4,138,185	Payout:	62.80%		68.00%
Revenue:	\$27,612,750.00	Packs/Pool:	1,600			Overall Odds:	3.9892				

ORIGINAL ORDER

SHIPMENT # 1-2
 COMPLETE
 POOLS # 1-53

5522550
 625892
 221007
 276151
 36795
 36816
 36753
 36839
 9236
 9234
 22918
 9197
 6939
 6874
 13150
 13118
 6891
 2063
 2071
 2080
 3440
 3437
 2060
 233
 455
 464
 233
 10
 5
 4

Code	Level	Prize	Winners	Pool	Total	Total Prize Cost	% Price Fund	
01	1 L	\$5	8,823	13,600.00	828,892	\$3,129,400.00	16.67%	
02	2 L	\$5 x 2	24,981	4,800.00	221,007	\$2,210,070.00	11.77%	
03	1 L	\$10	19,983	6,000.00	274,181	\$2,761,510.00	14.71%	
Total (\$10.00)							11,082	6.75
04	4 L	\$5 x 4	150,087	800.00	36,786	\$735,900.00	3.92%	
05	3 L	\$10 + (\$5 x 2)	150,004	800.00	36,818	\$736,320.00	3.92%	
06	2 L	\$10 x 2	150,281	800.00	36,763	\$735,060.00	3.91%	
07	1 L	\$20	148,910	800.00	36,839	\$736,780.00	3.92%	
Total (\$20.00)							37,516	2.00
08	3 M	(\$10 x 2) + \$5	597,837	0.13	200.00	\$230,900.00	1.23%	
09	4 M	\$10 + (\$5 x 3)	598,069	0.13	200.00	\$230,850.00	1.23%	
10	1 M	\$5 (GOALPOST)	240,970	0.31	500.00	\$572,950.00	3.05%	
11	1 M	\$25	600,473	0.12	200.00	\$229,925.00	1.22%	
Total (\$25.00)							1,09,173	0.60
12	2 M	\$25 x 2	795,872	0.09	150.00	\$348,950.00	1.83%	
13	6 M	\$20 + \$10 + (\$5 x 4)	803,399	0.09	150.00	\$343,700.00	1.83%	
14	5 M	\$10 + (\$5 x 3) + \$5 (GOALPOST)	419,988	0.18	285.00	\$657,500.00	3.50%	
15	1 M	\$10 (GOALPOST)	420,902	0.18	284.00	\$655,900.00	3.48%	
16	1 M	\$50	801,418	0.09	150.00	\$344,550.00	1.83%	
Total (\$50.00)							117,971	0.64
17	10 M	(\$20 x 2) + (\$10 x 4) + (\$5 x 4)	2878,951	0.03	45.00	\$208,300.00	1.10%	
18	6 M	\$50 + \$20 + (\$10 x 2) + (\$5 x 2)	2888,813	0.03	45.00	\$207,100.00	1.10%	
19	2 M	\$50 x 2	2855,072	0.03	45.00	\$208,000.00	1.11%	
20	7 M	\$20 + \$10 + (\$5 x 4) + \$10 (GOALPOST)	1605,392	0.05	75.00	\$344,000.00	1.83%	
21	1 M	\$20 (GOALPOST)	1608,793	0.05	75.00	\$343,700.00	1.83%	
22	1 M	\$100	2880,849	0.03	45.00	\$208,000.00	1.10%	
Total (\$100.00)							364,907	0.21
23	20 M	(\$50 x 6) + (\$25 x 7) + (\$10 x 7) + \$5	23701,831	0.00	5.00	\$118,500.00	0.62%	
24	9 M	(\$50 x 2) + \$50 (GOALPOST) + (\$25 x 6)	12137,472	0.01	10.00	\$227,500.00	1.21%	
25	1 M	\$100 (GOALPOST)	11902,047	0.01	10.00	\$232,000.00	1.24%	
26	1 M	\$500	23701,831	0.00	5.00	\$118,500.00	0.62%	
Total (\$500.00)							398,407	0.02
27	20 H	\$300 (GOALPOST) + (\$500 x 3) + (\$100 x 7) + (\$50 x 4) + (\$20 x 5)	552285,000	0.00	0.22	\$50,000.00	0.27%	
28	1 H	\$5,000	1104510,000	0.00	0.11	\$25,000.00	0.13%	
Total (\$5,000.00)							369,170	0.00
29	1 H	\$100,000	1380637,500	0.00	0.09	\$400,000.00	2.13%	
Total (Low Tiers + Mid Tiers + High Tiers)							3,9892	18.80
Total (All Tiers)							30,079.41	1.384,365
Total Payout							\$17,340,925.00	92.35%
Total Prize Fund							\$18,777,341.65	100.00%

*Exact Quantity by Kind Level

GOALPOST = win 5 TIMES the prize for that symbol

Total number of winners reflects only what is included in the Instant-Win portion of the game.
 Second-chance wins are not included in win totals.
 There will be no more than twenty-one (21) winners per pack.

- \$1,436,417

TEXAS LOTTERY COMMISSION

PURCHASE ORDER

INVOICE TO:

P O Box 16630
Austin TX 78761-6630

All terms and conditions set forth in our bid invitation become a part of this order. Vendor guarantees merchandise delivered on this order will meet or exceed specifications specified in the bid invitation.

SHOW THIS NUMBER ON ALL INVOICES, PACKAGES AND CORRESPONDENCE

ORDER NUMBER. 362-17-9447

ORDER DATE 6/8/2017

PHONE NUMBER. (512) 344-5000

VENDOR

17605771447001
HOUSTON NFL HOLDINGS LP
ATTN ACCOUNTING
NRG STADIUM
2 NRG PARK
HOUSTON, TX 77054-1573

PCC S

Contract Number
2016-0024

DELIVERY DESTINATION

PO Box 16630
Austin TX 78761-6630
USA

- Prepay all charges

ITEM	DESCRIPTION	GL	DEPT	EREQ	UNIT	QTY	PRICE	EXTENSION
1	PROPRIETARY PURCHASE 1856 Houston Texans - Merchandise Allocation - Merchandise and Experiential Prizes which will contain a pre-determined number of individual prizes to be awarded through second-chance drawings.	7208	17-000	RQ17-0505	EACH	1192000 00	\$1 00	\$1 192 000 00
2	1856 Houston Texans - Licensing Fee Allocation for this Game will be \$293,750.00	7210	17-603	RQ17-0505	EACH	293750 00	\$1 00	\$293,750 00

Texas Lottery Act Section 466 105

TOTAL AMOUNT \$1,485,750.00

INVOICING. Vendor must submit the following information on the invoice in order to receive payment: Vendor Name and Address, Vendor Contact Name and Phone Number, Vendor Identification Number (VIN), and/or Texas Identification Number (TIN), Purchase Order Number, Description of Items Purchased, Description of Service and Dates of Service, Unit Number and Unit Price Corresponding to Original Order, Total Dollar Amount. The Texas Lottery Commission requires 10 working days from the date of delivery to verify the quantity and condition of each product delivered before declaring that the product is received under the prompt payment law.

The State of Texas is exempt from all Federal Excise Taxes.
STATE AND CITY SALES TAX EXEMPTION CERTIFICATE. The undersigned claims and exemption from taxes under TEX. REV. CIV. STATS. Chapter 20, Title 122A, for purchase of the tangible personal property described in this order, purchased from the contractor and/or shipper listed above, as this property is being secured for the exclusive use of the State of Texas.

TEXAS LOTTERY COMMISSION - Purchasing Section

By

Sonia M Navarro, CTPP

ADDENDUM NUMBER 1
TO
TRADEMARK LICENSE AND PROMOTIONAL AGREEMENT
BETWEEN LICENSOR AND SPONSOR
CONTRACT YEAR JULY 1, 2017 – JUNE 30, 2018

2017-2018 NFL SEASON This ADDENDUM NO. 1 TO TRADEMARK LICENSE AND PROMOTIONAL AGREEMENT BETWEEN LICENSOR AND SPONSOR is attached to and fully incorporated into that certain TRADEMARK LICENSE AND PROMOTIONAL AGREEMENT, effective as of the last date shown to the signature lines therein, by and between Houston NFL Holdings, L.P., d/b/a Houston Texans, and the Texas Lottery Commission (the "Agreement").

1. FEES AND CONSIDERATION

In consideration of being granted the right to use the Team's Trademarks during the Term, SPONSOR shall allocate funds not to exceed two hundred ninety-three thousand seven hundred fifty dollars (\$293,750) for Licensing Fees and one million one hundred ninety-two thousand dollars (\$1,192,000) in Merchandise and Experiential Allocation payments for the following:

a. Payment to LICENSOR of a royalty based upon the actual Sales of the Game (as defined in section 1.3 of the Agreement) that occur up to and including the date of the NFL Super Bowl game, as follows:

Licensing Fee Sales Allocation

(Based on actual ticket sales – invoiced monthly)

Sell Through Range*	Licensing Percentage	Price per Ticket	Actual Sales	Licensing Fee
Up to 4 million tickets	1.00	\$5	\$20,000,000	\$200,000
4,000,001 to 5.5 million	1.25	\$5	\$7,500,000	\$93,750
Total Licensing Fee Allocation:				\$293,750

* License percentage fees apply directly to the relevant sales tier and are not retroactive to lower sales levels.

SPONSOR (with the assistance of PRINTER) agrees to print with the intent to distribute and sell approximately five million five hundred thousand (5,500,000) Texas Lottery scratch tickets bearing the Team's Trademarks and that the scratch tickets shall be sold at retail for a price of \$5.00 per ticket.

For example: If the initial sales period indicated sales of 4,250,000 tickets, the invoiced amount would be calculated as:

- 4,000,000 tickets sold at \$5 = \$20,000,000 multiplied by 1.00% licensing fee percentage = \$200,000
- 250,000 tickets sold at \$5 = \$1,250,000 multiplied by 1.25% licensing fee percentage = \$15,625
- The total Licensing Fee invoice would be for two hundred fifteen thousand six hundred twenty-five dollars (\$215,625)

Licensing Fees shall not be paid on any Sales that occur after the date of the current season NFL Super Bowl game.

b. Payment to LICENSOR for merchandise and experiential prizes that will contain a pre-determined number of individual prizes to be awarded through promotional second-chance drawings conducted by SPONSOR and fulfilled by LICENSOR. The total allocation of the merchandise and experiential prizes will be one million one hundred ninety-two thousand dollars (\$1,192,000). Payment amounts are determined based upon the prize being fulfilled and are detailed as follows:

- i. Private Plane Away Game Trip – Owner for a Day, five (5) allocated and valued at forty-nine thousand nine hundred fifty dollars (\$49,950) each.
- ii. Suite and On-Field Contest Experience, five (5) allocated and valued at forty-nine thousand five hundred fifty dollars (\$49,550) each.
- iii. Texans Season Tickets Package for Two (2) Years, forty (40) allocated and valued at five thousand nine hundred dollars (\$5,900) each.
- iv. Limited Edition Wall Plaque, one thousand three hundred ten (1,310) allocated and valued at three hundred fifty dollars (\$350) each.

c. SPONSOR shall pay for all of the print costs incurred to print/produce the Game.

d. SPONSOR shall provide two thousand one hundred seventy-five (2,175) scratch tickets for the following promotions:

- i. One hundred fifty (150) – Training Camp Promotion/Social Media
- ii. One hundred fifty (150) – Call to Action Promotion
- iii. One hundred fifty (150) – Radio Blitz (areas outside of Houston)
- iv. Five hundred (500) – Dear Drew Facebook & Texans TV feature
- v. One thousand two hundred twenty-five (1,225) – in-game fan promotion during all home games

LICENSOR is responsible for picking up the scratch tickets from the local Texas Lottery Claim Center and securing the scratch tickets in a safe place until tickets are needed for each promotion. LICENSOR is responsible for distributing the scratch tickets for each promotion to recipients who are eighteen (18) years of age or older. LICENSOR shall ensure that selected scratch ticket

No.

08/09/17
Game Name Houston Texans
Game No 1856
Inv No 1030390-2
Vendor SGI
TLC PO # 362-17-9019-RL031

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
Delivered 5,522,550	5,522.55	\$37.25	\$205,714.99
Ordered 5,520,000			\$205,714.99
2% under 5,409,600			
2% over 5,630,400			
Acceptable Range 0			

Sub Total \$205,714.99
 Foil Inserts \$29,079.90
 Total \$234,794.89

Scratch Ticket Game Analysis
8/30/15-8/26/17

Average Number of Weeks for 85% Average Sell Through

Quantities	Price Point			
	\$1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9.99M	Week 14	Week 21	Week 17	Week 19
10M-14.99M	Week 20	None	None	Week 13*
15M-19.99M	None	Week 21*	None	Week 34
20M-24.99M	None	Week 44	Week 33	Week 59
25M-29.99M	Week 33*	Week 38	None	None
30M-34.99M	None	None	None	Week 39*
>35M	None	Week 57*	Week 48*	None

Quantities	Price Point			
	\$10	\$20	\$30	\$50
2M	None	None	None	None
3M	None	None	None	None
4M	None	None	None	None
5M	Week 20	Week 43*	None	None
6M	Week 16*	None	None	None
7M	None	None	None	None
8M	None	Week 35*	None	None
>9M	Week 27	Week 51*	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Quantities	Price Point			
	\$1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9.99M	\$553,916	\$676,611	\$1,048,153	\$1,872,956
10M-14.99M	\$510,306	None	None	\$4,200,786
15M-19.99M	None	\$1,273,552	None	\$2,144,435
20M-24.99M	None	\$899,634	\$1,654,317	\$1,612,912
25M-29.99M	\$665,806	\$1,254,186	None	None
30M-34.99M	None	None	None	\$3,329,657
>35M	None	\$1,050,513	\$1,875,795	None

Quantities	Price Point			
	\$10	\$20	\$30	\$50
2M	None	None	None	None
3M	None	None	None	None
4M	None	None	None	None
5M	\$2,379,881	\$2,329,740	None	None
6M	\$3,257,867	None	None	None
7M	None	None	None	None
8M	None	\$3,985,513	None	None
>9M	\$3,597,569	\$3,423,888	None	None

None = no games at this level with 85% sell through
* only one game at this level with 85% sell through

Excludes Promotional Tickets
Unaudited - For Internal Use Only