

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

6/28/2021

Game #	2040	Confirmed Packs	7,998
Game Name	Mad Money Multiplier	Active Packs	3,118
Quantity Printed	7,214,300	Warehouse Packs	103,599
Price Point	\$20	Returned Packs	86
Start Date	10/19/2020	Printed Payout Percentage	74.94%
Top Prize	\$ 1,000,000	Percent Sold	59.64%
Number of Top Prizes Remaining	4	Number of Weeks Out	36

Current Game Sales AnalysisTANGIBLE COSTS**Expenditure Impact:**

Cost to print tickets	\$ 325,221	Actual ticket production costs
Prize payout expense	\$ 63,796,970	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs **\$ 64,122,191**

TANGIBLE BENEFITS**Revenue Impact:**

Estimated sales	\$ 86,052,170	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 86,052,170	

Excess of Revenue over Expended \$ 21,929,980

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

<u>Previous 3 Weeks Sales from DaVinci</u>		
Most recent week sales	\$	741,900
Next week	\$	802,240
Next week	\$	897,520
Avg Weekly Sales Current Game	\$	813,887
Avg Weekly Sales \$20; 7M Qty	\$	3,675,833
Percentage Of Variance In Sales		78%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2040	Printed Payout Percentage	74.94%
Game Name	Mad Money Multiplier	Actual Payout Percentage	74.14%
Percent Sold	59.64%	Number of Weeks Out	36
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			34

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):



6/29/2021

Scratch Ticket Strategy Coordinator Date



6/29/2021

Products Manager Date

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



7/2/2021

Lottery Operations Division Director Date




7/5/2021

Controller Date



7/5/2021

Executive Director Date



Play the Games of Texas!

Da Vinci Report

6/28/21

Week End Date:6/26/21

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														6/26/21	6/19/21	6/12/21	6/5/21
Mature	2334	\$5	10,266,675	\$50,000 POKER	3/15/21			15	67.24%	8,820	5,116	29,029	87	\$1,126,855.00	\$1,220,865.00	\$1,422,515.00	\$1,697,220.00
	2280	\$5	22,744,950	50X THE CASH	1/4/21			25	69.88%	17,323	8,832	61,899	36	\$2,157,135.00	\$2,181,470.00	\$2,311,120.00	\$2,588,150.00
	2250	\$5	22,721,550	BINGO TIMES 20	11/23/20			31	41.06%	14,201	8,874	153,037	9	\$1,463,650.00	\$1,486,425.00	\$1,533,595.00	\$1,654,275.00
	2247	\$5	18,355,500	BONUS BREAK THE BANK	12/28/20			26	34.12%	15,605	9,499	133,928	10	\$1,441,550.00	\$1,427,225.00	\$1,485,290.00	\$1,570,030.00
	2286	\$5	9,173,475	MONEY MONEY MONEY	2/1/21			21	73.04%	5,161	3,493	22,777	162	\$545,510.00	\$612,540.00	\$722,595.00	\$861,970.00
	2332	\$5	19,670,175	SUPER CROSSWORD	2/8/21			20	42.92%	18,568	8,834	119,240	15	\$2,225,760.00	\$2,272,835.00	\$2,377,100.00	\$2,472,790.00
	2249	\$5	54,041,700	SUPER LOTERIA	11/2/20			34	60.41%	30,176	14,104	234,286	13	\$4,944,370.00	\$4,981,065.00	\$5,083,790.00	\$5,354,595.00
	2291	\$5	12,237,675	WILLY WONKA GOLDEN TICKET	3/1/21			17	62.06%	9,360	5,814	44,779	156	\$831,465.00	\$976,550.00	\$1,056,005.00	\$1,282,020.00
	2248	\$10	21,021,400	\$250,000 50X CASHWORD	1/18/21			23	52.56%	27,611	8,887	158,871	24	\$3,937,220.00	\$3,932,560.00	\$4,029,970.00	\$4,445,120.00
	2335	\$10	12,021,150	\$50 OR \$100!	12/7/20			29	64.74%	9,791	3,587	68,683	419	\$1,045,860.00	\$1,027,260.00	\$1,070,250.00	\$1,217,980.00
	2281	\$10	17,131,100	100X THE CASH	1/4/21			25	76.59%	25,976	8,323	42,320	15	\$3,125,090.00	\$3,016,270.00	\$3,261,060.00	\$3,852,350.00
	2284	\$10	5,907,900	JUMBO BUCKS 300X	2/15/21			19	70.06%	16,132	8,145	7,426	185	\$1,493,600.00	\$1,467,150.00	\$1,530,960.00	\$1,645,560.00
	2320	\$10	10,137,050	LIMITED EDITION	2/1/21			21	51.72%	8,504	3,717	83,730	47	\$852,460.00	\$903,310.00	\$1,035,560.00	\$1,345,670.00
	2258	\$10	39,197,450	MEGA LOTERIA	3/15/21			15	29.58%	44,610	12,266	487,953	15	\$7,952,290.00	\$7,746,390.00	\$7,892,390.00	\$8,635,030.00
	2292	\$10	10,252,350	WILD \$10	3/1/21			17	53.69%	12,359	5,697	74,567	184	\$1,256,500.00	\$1,329,180.00	\$1,489,510.00	\$1,856,260.00
	2287	\$20	8,996,025	\$1,000,000 CROSSWORD	2/1/21			21	59.58%	29,431	8,568	102,973	31	\$4,250,440.00	\$4,175,440.00	\$4,349,700.00	\$4,814,240.00
	2255	\$20	9,050,125	\$1,000,000 EXTREME CASH	9/8/20			42	74.42%	17,710	6,526	65,187	40	\$1,960,740.00	\$1,813,880.00	\$1,976,900.00	\$2,314,420.00
	2282	\$20	9,107,850	200X THE CASH	1/4/21			25	70.95%	19,313	6,225	77,039	42	\$2,539,880.00	\$2,482,840.00	\$2,861,560.00	\$3,636,060.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			215	75.46%	19,127	7,270	310,017	204	\$2,431,140.00	\$2,401,860.00	\$2,474,340.00	\$2,594,240.00
	2040	\$20	7,214,300	MAD MONEY MULTIPLIER	10/19/20			36	59.64%	7,998	3,118	103,599	86	\$741,900.00	\$802,240.00	\$897,520.00	\$1,089,640.00
	2209	\$30	12,028,825	\$250 MILLION CASH PARTY	3/16/20			67	62.67%	12,439	5,620	158,460	403	\$1,889,460.00	\$1,911,000.00	\$1,854,150.00	\$2,126,970.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			171	53.16%	11,995	5,308	617,883	39	\$2,562,360.00	\$2,600,730.00	\$2,688,210.00	\$2,779,290.00
	2337	\$50	6,074,900	\$5 MILLION FORTUNE	1/18/21			23	58.25%	17,014	6,653	99,595	66	\$5,860,900.00	\$5,828,250.00	\$5,785,050.00	\$6,250,200.00
	2274	\$50	5,139,100	500X LOTERIA SPECTACULAR	10/5/20			38	88.62%	9,277	2,857	14,731	208	\$2,121,050.00	\$2,172,350.00	\$2,125,100.00	\$2,277,350.00
	2338	\$50	5,118,680	500X LOTERIA SPECTACULAR	3/15/21			15	39.58%	23,800	7,122	120,152	20	\$6,129,400.00	\$6,056,050.00	\$6,020,100.00	\$6,354,050.00
Sold/Closing	2290	\$1	10,869,000	INNER WINNER CHICKEN DINNER	3/1/21			17	92.29%	2,116	1,782	287	268	\$88,148.00	\$122,487.00	\$160,923.00	\$212,662.00
	2283	\$2	7,217,625	NEON 7S	2/15/21	6/21/21	8/5/21	19	90.92%	1,199	937	268	652	\$94,120.00	\$140,850.00	\$165,822.00	\$227,386.00
	2225	\$2	7,337,875	TRIPLE 333S	1/18/21	6/6/21	7/21/21	23	95.55%	69	36	270	896	\$2,000.00	\$12,972.00	\$27,850.00	\$46,474.00
	2147	\$5	7,260,150	\$100 GRAND	12/7/20	6/6/21	7/21/21	29	85.34%	258	319	7,413	1,376	\$40,025.00	\$104,760.00	\$183,055.00	\$265,305.00
	2276	\$5	9,101,400	CASH MONEY	12/21/20	7/4/21	8/18/21	27	85.54%	2,022	2,164	8,750	726	\$348,825.00	\$395,505.00	\$457,155.00	\$562,390.00
	2205	\$5	7,332,000	INSTANT JACKPOT	2/15/21	5/25/21	7/9/21	19	83.09%	518	216	3,222	342	\$67,515.00	\$195,075.00	\$353,775.00	\$696,450.00
	2260	\$5	9,129,300	LADY LUCK 7	10/5/20	6/6/21	7/21/21	38	97.60%	45	65	817	499	\$18,745.00	\$46,810.00	\$82,360.00	\$123,520.00

Liability for 2040 / for Life to Date**Product Status:**
Active**SmartCash Enabled:**
N/A**Validation Range:** 06/29/2018 - 12/31/2037**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	\$20.00	361413	\$7,228,260.00	504436	\$10,088,720.00	58.26%	4202987
2	2	N/A	\$25.00	240517	\$6,012,925.00	336645	\$8,416,125.00	58.33%	4207931
3	3	N/A	\$50.00	71874	\$3,593,700.00	101322	\$5,066,100.00	58.50%	4220462
4	4	N/A	\$50.00	187065	\$9,353,250.00	274568	\$13,728,400.00	59.48%	4290888
5	5	N/A	\$75.00	23809	\$1,785,675.00	33826	\$2,536,950.00	58.69%	4234074
6	6	N/A	\$75.00	23318	\$1,748,850.00	34453	\$2,583,975.00	59.64%	4302405
7	0	N/A	\$100.00	18710	\$1,871,000.00	26387	\$2,638,700.00	58.51%	4221206
8	0	N/A	\$100.00	34221	\$3,422,100.00	49937	\$4,993,700.00	59.34%	4280763
9	0	N/A	\$100.00	33697	\$3,369,700.00	48959	\$4,895,900.00	59.23%	4273191
10	0	N/A	\$200.00	505	\$101,000.00	692	\$138,400.00	57.81%	4170673
11	0	N/A	\$200.00	1219	\$243,800.00	1781	\$356,200.00	59.37%	4282889
12	0	N/A	\$200.00	2435	\$487,000.00	3580	\$716,000.00	59.52%	4293797
13	0	N/A	\$200.00	2458	\$491,600.00	3564	\$712,800.00	59.18%	4269638
14	0	N/A	\$500.00	32	\$16,000.00	47	\$23,500.00	59.49%	4292051
15	0	N/A	\$500.00	425	\$212,500.00	598	\$299,000.00	58.46%	4217156
16	0	N/A	\$500.00	85	\$42,500.00	118	\$59,000.00	58.13%	4193533
17	0	N/A	\$500.00	206	\$103,000.00	307	\$153,500.00	59.84%	4317329
18	0	N/A	\$1,000.00	2	\$2,000.00	3	\$3,000.00	60.00%	4328580
19	0	N/A	\$1,000.00	33	\$33,000.00	44	\$44,000.00	57.14%	4122457
20	0	N/A	\$1,000.00	37	\$37,000.00	42	\$42,000.00	53.16%	3835450
21	0	N/A	\$1,000.00	4	\$4,000.00	11	\$11,000.00	73.33%	5290486
22	0	N/A	\$10,000.00	0	\$0.00	4	\$40,000.00	100.00%	7214300
23	0	N/A	\$10,000.00	8	\$80,000.00	14	\$140,000.00	63.64%	4590918
24	0	N/A	\$10,000.00	9	\$90,000.00	11	\$110,000.00	55.00%	3967865
25	0	N/A	\$1,000,000.00	4	\$4,000,000.00	6	\$6,000,000.00	60.00%	4328579
Totals:				1002086	\$44,328,860.00	1,421,355	\$63,796,970.00		

NO. OF TICKETS: 7,214,300
NO. POOLS: 60.12
PACK SIZE: 25
PACKS/POOL: 4,800
PACKS/GAME: 288,572

Minimum: 6,938,400
Maximum: 7,221,600

TEXAS LOTTERY COMMISSION
"MAD MONEY MULTIPLIER" - GAME NO. 2040
END OF PRODUCTION PRIZE STRUCTURE
20-Jun-18

VERSION A

7,214,300 \$20 TICKETS \$144,286,000 REVENUE PRIZE FUND \$108,125,830 PAYOUT % 74.94%

PRIZE LEVEL	PRIZE CODE	TIER CODE	GET:	# OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN 60.12 POOLS	WINNERS IN 25 (PER PACK*)	WINNERS IN 120,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
1	1	L	\$20	1	\$20	8.33	865,849	3.000	14,400.000	\$17,316,980	16.02%	
2	2	G	\$25	1	\$25	12.50	577,162	2.000	9,600.000	\$14,429,050	13.34%	
3	3	G	\$50	1	\$50	41.65	173,196	0.600	2,880.000	\$8,659,800	8.01%	
4	4	G	\$25"2X"	1	\$50	15.63	461,633	1.600	7,680.000	\$23,081,650	21.35%	
5	5	G	\$75	1	\$75	125.17	57,635	0.200	960.000	\$4,322,625	4.00%	LOW TIER
6	6	G	\$50 + \$25	2	\$75	124.88	57,771	0.200	960.000	\$4,332,825	4.01%	66.72% ****
7	0	M	\$100	1	\$100	159.97	45,097	0.156	750.000	\$4,509,700	4.17%	
8	0	M	\$20"5X"	1	\$100	85.72	84,158	0.292	1,400.000	\$8,415,800	7.78%	
9	0	M	\$50"2X"	1	\$100	87.28	82,656	0.286	1,375.000	\$8,265,600	7.64%	
10	0	M	\$200	1	\$200	6,026.98	1,197	0.004	20.000	\$239,400	0.22%	
11	0	M	\$20 x 5 + \$25 + \$75	7	\$200	2,404.77	3,000	0.010	50.000	\$600,000	0.55%	
12	0	M	\$20"5X" + \$50 x 2	3	\$200	1,199.38	6,015	0.021	100.000	\$1,203,000	1.11%	
13	0	M	\$25"2X" + \$50 + \$100	3	\$200	1,197.99	6,022	0.021	100.000	\$1,204,400	1.11%	
14	0	M	\$500	1	\$500	91,320.25	79	0.000	1.3141	\$39,500	0.04%	
15	0	M	\$100"5X"	1	\$500	7,052.10	1,023	0.004	17.0162	\$511,500	0.47%	
16	0	M	\$20 x 25	25	\$500	35,538.42	203	0.001	3.3766	\$101,500	0.09%	MID TIER
17	0	M	\$200"2X" + \$100	2	\$500	14,062.96	513	0.002	8.5331	\$256,500	0.24%	23.44%
18	0	H	\$1,000	1	\$1,000	1,442,860.00	5	0.000	0.0832	\$5,000	0.00%	
19	0	H	\$200"5X"	1	\$1,000	93,692.21	77	0.000	1.2808	\$77,000	0.07%	
20	0	H	\$50"10X" + \$100"5X"	2	\$1,000	91,320.25	79	0.000	1.3141	\$79,000	0.07%	
21	0	H	\$500"2X"	1	\$1,000	480,953.33	15	0.000	0.2495	\$15,000	0.01%	
22	0	H	\$10,000	1	\$10,000	1,803,575.00	4	0.000	0.0665	\$40,000	0.04%	
23	0	H	\$1,000"5X" + \$200"10X" + \$500 x 6	8	\$10,000	327,922.73	22	0.000	0.3659	\$220,000	0.20%	
24	0	H	\$50 x 8 + \$100 x 6 + \$500 x 8 + \$1,000 x 5	27	\$10,000	360,715.00	20	0.000	0.3327	\$200,000	0.18%	HIGH TIER
25	0	H	\$1,000,000	1	\$1,000,000	721,430.00	10 ***	0.000	0.1663	\$10,000,000	9.25%	9.84%
						2.98	2,423,441	8.398	40,309.099	\$ 108,125,830	100.00%	100.00%
						2.9769						

Note: "2X" = win 2 TIMES the prize by revealing one (1) "2X" Play Symbol.
Note: "5X" = win 5 TIMES the prize by revealing one (1) "5X" Play Symbol.
Note: "10X" = win 10 TIMES the prize by revealing one (1) "10X" Play Symbol.

Consolidated odds are 1 in:

\$20	8.33	865,849
\$25	12.50	577,162
\$50	11.36	634,829
\$75	62.51	115,406
\$100	34.04	211,911
\$200	444.39	16,234
\$500	3,968.26	1,818
\$1,000	40,990.34	176
\$10,000	156,832.61	46
\$1,000,000	721,430.00	10
		2,423,441

* Each of the following GLEPS will be used in approximately 20% of each pack of 25 tickets.
** Numbers are rounded.
*** This Number of prizes is guaranteed delivery to the Lottery.
**** \$25, \$50 and \$75 prizes are GLEPS and programmed as low tier prizes



INTEROFFICE ME

Gary Grief, Executive Director Ed Rogers, Acting Charital

7,214,500.00
1,000.00
7,214,500.00

7,214.50
45.08

325,220.64

0.0000

Payment Approval

June 29, 2018

DB

The attached invoice(s) for service is being submitted for approval.

Vendor Name: Pollard Banknote Limited
P.O. Number (if applicable): 362-18-9019RL019
Invoice Number: 8508229
Tx Game Name: Game #2040 Mad Money Multiplier

	Quantity	Unit Price	Amount
ticket size 10 X 4	7214.3	33.08	\$238,649.04
four colour process	7214.3	10.00	\$72,143.00
multiple play area	7214.3	2.00	\$14,428.60

Total due

\$325,220.64

The above referenced invoice has been reviewed and certified as proper, accurate and should be paid by the Texas Lottery Commission.

Dale Bowersock
Dale Bowersock (Instant Product Coordinator)
Please forward to the next person for approval

DB

6/29/18
Date

Robert Tirloni
Robert Tirloni (Products Manager)
Please forward to the next person for approval

7/2/18
Date

Ryan Mindell
Ryan Mindell (Lottery Operations Division Director)

7.2.18
Date

Please return to Maria Perez in the Office of the Controller by

July 9, 2018

POLLARD

banknote limited

140 Otter Street
Winnipeg, Manitoba
Canada R3T 0M8
Phone: (204) 474-2323
Fax: (204) 453-1375

2018 JUN 28 PM 4: 41

INVOICE NO.: 8508229

Sold To: Texas Lottery Commission P.O. Box 16630 Austin, Texas 78761-6630 United States	Ship To: Texas Lottery Commission P.O. Box 16630 Austin, Texas 78761-6630 United States
Terms: Net 30 days after date of invoice	

Invoice Date	Order No.	Your Order	Customer No.
June 28, 2018	1021829		5008

Order name: Mad Money Multiplier #2040
PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 10 x 4	7,214,300	33.08 /M	238,649.04
Four colour process / Spectrum base graphics	7,214,300	10.00 /M	72,143.00
Multiple Play Area	7,214,300	2.00 /M	14,428.60

Under unit price '/M' = price per thousand.

Before Taxes:	325,220.64 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	325,220.64 USD

Banking Instructions:

TD New York
31 W. 52nd Street
New York, NY, 10019
ABA# 026003243
Bank Account # 3248176206

Delivery: Prepaid
Tax ID/Contract Number: NA
GST Registration Number: 819251463

Closing Scratch Ticket Game Analysis
2/24/19-2/27/21

Average Number of Weeks for 85% Average Sell Through

	A	B	C	D		E	F	G	H
	Price Point					Price Point			
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$30	\$50
< 5M	None	None	None	None	2M	None	None	None	None
5M-9.99M	Week 14	Week 16	Week 17	Week 17	3M	None	None	None	None
10M-14.99M	Week 16	None	None	Week 25	4M	Week 16*	None	None	Week 51*
15M-19.99M	Week 23	None	Week 31	Week 48	5M	Week 13*	None	Week 38*	Week 35*
20M-24.99M	None	None	None	Week 38	6M	Week 14	Week 24	None	None
25M-29.99M	Week 32*	None	None	None	7M	Week 16	Week 34	None	None
30M-34.99M	None	Week 46*	None	None	8M	Week 21	Week 40	None	None
>35M	None	Week 63	None	Week 42*	>9M	Week 30	Week 36*	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

	A	B	C	D		E	F	G	H
	Price Point					Price Point			
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$30	\$50
< 5M	None	None	None	None	2M	None	None	None	None
5M-9.99M	\$560,738	\$776,573	\$927,958	\$1,946,842	3M	None	None	None	None
10M-14.99M	\$607,596	None	None	\$2,218,148	4M	\$2,364,236	None	None	\$3,873,162
15M-19.99M	\$633,975	None	\$1,585,325	\$1,515,020	5M	\$3,760,439	None	\$3,506,730	\$6,271,944
20M-24.99M	None	None	None	\$2,468,328	6M	\$4,039,631	\$4,400,564	None	None
25M-29.99M	\$776,998	None	None	None	7M	\$3,884,366	\$3,675,833	None	None
30M-34.99M	None	\$1,280,700	None	None	8M	\$3,381,845	\$3,828,587	None	None
>35M	None	\$1,061,088	None	\$4,122,095	>9M	\$4,682,820	\$5,671,831	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

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