

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed 2/24/2020

Game #	2158	Confirmed Packs	3,765
Game Name	Cowboys	Active Packs	2,788
Quantity Printed	9,750,750	Warehouse Packs	46,656
Price Point	\$5	Returned Packs	581
Start Date	8/19/2019	Printed Payout Percentage	67.93%
Top Prize	\$ 100,000	Percent Sold	57.81%
Number of Top Prizes Remaining	4	Number of Weeks Out	27

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 859,024	Actual ticket production costs
Licensing Fee	\$ 1,068,545	
Non-cash Prize Allocation	\$ 3,282,722	
Prize payout expense	\$ 16,567,300	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	\$ 10,593,168	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 28,184,543	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 28,184,543	

Excess of Revenue over Expended \$ 17,591,375

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	\$	385,030
Next week	\$	461,930
Next week	\$	539,290
Avg Weekly Sales Current Game	\$	462,083
Avg Weekly Sales \$5; 5M-9.99M Qty	\$	2,013,538
Percentage Of Variance In Sales		77%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2158	Printed Payout Percentage	67.93%
Game Name	Cowboys	Actual Payout Percentage	70.43%
Percent Sold	57.81%	Number of Weeks Out	27
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			18

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 Cowboys 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 Cowboys game tentatively scheduled to launch in August 2020, as well
as to ensure the winners of season ticket prizes from the final drawing will receive tickets to the next season.

Dale Boussek 2/24/2020
Scratch Ticket Strategy Coordinator Date

R. Lu 2/28/2020
Products Manager Date

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

Ed Rogers for Ryan Mendell 3.2.2020
Lottery Operations Division Director Date

Kathy Ryan 3/6/2020
Controller Date

[Signature] 3/9/20
Executive Director Date



Da Vinci Report

Week End Date: 2/22/20

2/24/20

Product Line	Game	Ticket Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales				
													2/22/20	2/15/20	2/8/20	2/1/20	
Mature	2158	\$5	9,750,750	COWBOYS	8/19/19		27	57.81%	3,765	2,788	46,656	581	\$385,030.00	\$461,930.00	\$539,290.00	\$521,720.00	
	2159	\$5	5,626,275	HOUSTON TEXANS	8/19/19		27	60.16%	2,846	1,693	23,946	536	\$255,410.00	\$289,020.00	\$298,910.00	\$316,350.00	
	2088	\$5	7,343,025	MERRY MONEY	1/14/19		16	84.90%	4,058	1,879	209	7,069	\$367,150.00	\$540,970.00	\$895,615.00	\$746,120.00	
	2186	\$5	7,113,225	POWER 55	1/18/19		14	75.00%	8,767	5,146	8,053	106	\$955,650.00	\$1,097,005.00	\$1,228,925.00	\$1,358,245.00	
	2082	\$5	22,519,650	SUPER CROSSWORD	1/26/18		65	85.74%	12,264	7,679	19,839	12	\$1,403,980.00	\$1,503,935.00	\$1,454,445.00	\$1,413,035.00	
	2056	\$10	28,522,850	\$200 MILLION CASH EXPLOSION	9/4/18		77	63.97%	14,542	5,992	181,255	64	\$2,412,000.00	\$2,414,500.00	\$2,419,810.00	\$2,519,360.00	
	2224	\$10	12,075,500	\$250,000 50X CASHWORD	1/14/19		16	55.83%	22,167	9,137	70,119	29	\$4,065,370.00	\$4,173,750.00	\$4,247,020.00	\$4,230,970.00	
	2187	\$10	7,259,850	DIAMOND DOLLARS	1/18/19		14	76.01%	13,859	6,627	12,038	24	\$2,131,250.00	\$2,309,980.00	\$2,462,760.00	\$2,794,620.00	
	2167	\$10	26,558,050	MEGA LOTTERIA	9/16/19		23	46.40%	27,244	10,766	239,347	18	\$5,795,240.00	\$5,726,440.00	\$5,746,890.00	\$5,776,790.00	
	2181	\$10	4,473,300	WINTER WINNINGS	10/21/19		18	86.66%	3,165	1,281	0	6,146	\$378,520.00	\$557,870.00	\$893,970.00	\$796,700.00	
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17		145	47.56%	14,927	6,211	702,959	35	\$2,575,260.00	\$2,555,800.00	\$2,689,600.00	\$2,876,500.00	
	2144	\$20	6,114,200	MILLION DOLLAR LOTERIA	10/7/19		20	77.20%	25,087	8,872	17,667	38	\$4,411,160.00	\$4,394,300.00	\$4,583,840.00	\$4,752,660.00	
	2178	\$20	7,183,550	MONEY	10/21/19		18	65.91%	20,885	8,363	65,298	31	\$2,847,300.00	\$3,037,540.00	\$3,557,000.00	\$4,116,840.00	
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18		101	31.74%	10,216	5,309	911,577	33	\$2,759,950.00	\$2,694,870.00	\$2,705,220.00	\$2,708,190.00	
	2173	\$30	5,135,150	HIT \$1,000,000	9/3/19		25	62.86%	15,611	7,590	50,088	53	\$3,092,070.00	\$3,309,510.00	\$3,261,900.00	\$3,379,230.00	
	2141	\$50	4,623,120	MILLION DOLLAR JACKPOT	5/20/19		40	73.82%	10,150	4,441	43,582	58	\$2,873,400.00	\$2,952,750.00	\$2,816,900.00	\$2,937,600.00	
	2104	\$50	4,564,740	WINNING MILLIONS	11/14/18		68	89.88%	6,955	2,874	11,245	67	\$1,943,300.00	\$1,971,600.00	\$1,903,700.00	\$1,941,400.00	
	Out of Wareh	2188	\$1	9,075,750	ICY HOT 75	12/2/19		12	86.50%	4,360	2,624	0	302	\$172,567.00	\$239,586.00	\$542,586.00	\$520,295.00
		2105	\$1	9,056,850	WILD CHERRY DOUBLER	12/16/19		10	80.75%	5,774	4,670	0	99	\$356,770.00	\$438,947.00	\$956,214.00	\$914,139.00
		2115	\$2	7,216,500	WILD CASH	12/16/19		10	68.23%	10,361	6,917	81	82	\$668,168.00	\$768,118.00	\$1,024,170.00	\$1,103,504.00
2073		\$10	6,117,950	777	12/16/19		10	79.23%	15,899	8,054	6	64	\$3,025,000.00	\$3,347,730.00	\$3,809,580.00	\$4,165,890.00	
Sold/Closing	2176	\$1	9,127,800	BOOT SCOOTIN' BUCKS	10/7/19	3/8/20	4/22/20	20	93.89%	1,159	998	0	610	\$59,715.00	\$63,972.00	\$150,399.00	\$143,070.00
	2182	\$1	9,020,700	FROSTY FUN	11/4/19	3/8/20	4/22/20	16	94.22%	730	400	0	1,631	\$35,047.00	\$56,840.00	\$278,908.00	\$283,682.00
	2170	\$1	9,177,900	HIT \$5,000	9/3/19	2/2/20	3/18/20	25	96.44%	72	40	0	1,534	\$4,448.00	\$9,269.00	\$43,466.00	\$46,854.00
	2052	\$3	35,669,250	\$50,000 BONUS CASHWORD	2/4/19	3/8/20	4/22/20	55	92.34%	10,892	7,078	1,148	79	\$1,495,059.00	\$1,810,680.00	\$1,885,458.00	\$1,828,269.00
	2175	\$5	7,208,550	\$100,000 FRENZY	9/16/19	3/8/20	4/22/20	23	74.92%	2,400	2,563	16,303	634	\$454,330.00	\$514,370.00	\$569,865.00	\$601,555.00
	2152	\$5	5,625,525	50X FAST CASH	7/15/19	2/2/20	3/18/20	32	95.18%	99	70	72	2,337	\$14,250.00	\$32,170.00	\$107,060.00	\$145,490.00
	2165	\$5	11,079,000	BINGO TIMES 20	8/5/19	2/4/20	3/20/20	29	87.46%	1,433	1,100	509	4,730	\$381,840.00	\$898,490.00	\$1,385,170.00	\$1,474,550.00
	2129	\$5	10,394,625	BONUS BREAK THE BANK	4/2/19	2/27/20	4/12/20	47	90.82%	1,614	1,525	4,881	2,915	\$277,180.00	\$339,630.00	\$399,895.00	\$415,140.00
	2155	\$5	7,239,375	BONUS JACKPOT	8/5/19	3/8/20	4/22/20	29	71.99%	1,860	1,904	20,578	945	\$286,960.00	\$326,900.00	\$342,470.00	\$355,875.00
	2074	\$5	40,124,625	SUPER LOTERIA	1/21/19	1/22/20	3/7/20	57	94.54%	9,468	3,683	12,710	90	\$1,316,640.00	\$1,365,125.00	\$1,442,600.00	\$1,483,445.00
	2148	\$10	6,118,550	SUPER 10S SUPER TICKET	6/17/19	1/22/20	3/7/20	36	95.93%	46	17	0	3,214	\$6,280.00	\$19,300.00	\$63,540.00	\$175,990.00

Liability for 2158 / for Life to Date

Product Status: SmartCash Enabled: Validation Range: 07/24/2019 - 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	380590	\$1,902,950.00	442988	\$2,214,940.00	53.79%	5244755
2	2	N/A	\$10.00	297971	\$2,979,710.00	373744	\$3,737,440.00	55.64%	5425343
3	3	N/A	\$10.00	216250	\$2,162,500.00	260200	\$2,602,000.00	54.61%	5325102
4	4	N/A	\$20.00	85201	\$1,704,020.00	109953	\$2,199,060.00	56.34%	5493734
5	5	N/A	\$20.00	87116	\$1,742,320.00	107843	\$2,156,860.00	55.32%	5393698
6	0	N/A	\$50.00	9311	\$465,550.00	12348	\$617,400.00	57.01%	5558994
7	0	N/A	\$50.00	9310	\$465,500.00	12335	\$616,750.00	56.99%	5556733
8	0	N/A	\$50.00	9601	\$480,050.00	12029	\$601,450.00	55.61%	5422643
9	0	N/A	\$100.00	867	\$86,700.00	1025	\$102,500.00	54.18%	5282515
10	0	N/A	\$100.00	823	\$82,300.00	1072	\$107,200.00	56.57%	5515991
11	0	N/A	\$100.00	800	\$80,000.00	1078	\$107,800.00	57.40%	5597075
12	0	N/A	\$100.00	817	\$81,700.00	1078	\$107,800.00	56.89%	5546864
13	0	N/A	\$100.00	812	\$81,200.00	1090	\$109,000.00	57.31%	5587969
14	0	N/A	\$100.00	750	\$75,000.00	1027	\$102,700.00	57.79%	5635351
15	0	N/A	\$100.00	699	\$69,900.00	936	\$93,600.00	57.25%	5582080
16	0	N/A	\$100.00	712	\$71,200.00	918	\$91,800.00	56.32%	5491526
17	0	N/A	\$1,000.00	48	\$48,000.00	58	\$58,000.00	54.72%	5335316
18	0	N/A	\$1,000.00	46	\$46,000.00	68	\$68,000.00	59.65%	5816236
19	0	N/A	\$1,000.00	9	\$9,000.00	11	\$11,000.00	55.00%	5362912
20	0	N/A	\$1,000.00	52	\$52,000.00	57	\$57,000.00	52.29%	5099016
21	0	N/A	\$1,000.00	53	\$53,000.00	60	\$60,000.00	53.10%	5177389
22	0	N/A	\$5,000.00	12	\$60,000.00	15	\$75,000.00	55.56%	5417083
23	0	N/A	\$5,000.00	14	\$70,000.00	14	\$70,000.00	50.00%	4875374
24	0	N/A	\$100,000.00	4	\$400,000.00	6	\$600,000.00	60.00%	5850450
Totals:				1101868	\$13,268,600.00	1,339,953	\$16,567,300.00		



INTEROFFICE MEMO

Gary Grief, Executive Director Michael P. Farrell, Charitable

9,750,750.
1,000.
9,750,7500

9,750,75
85,79 =

836,516,8825

836,516,8825 +

17,506,8100 +

5,000,0000 +

859,023,8825 +

Payment Approval

July 30, 2019

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

Vendor Name: Pollard Banknote Limited
P.O. Number (if applicable): 360-19-9010RL019RV1
Invoice Number: 8512110
Tx Game Name: Cowboys #2158

	Quantity	Unit Price	Amount
Ticket size 4 x 8	9750.75	21.79	\$212,468.84
four colour process	9750.75	8.00	\$78,006.00
spectrum process	9750.75	56.00	\$546,042.00
spectrum process	1	5000.00	\$5,000.00
ITVM cards	1	17506.81	\$17,506.81

Total Amount

\$859,023.65

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

William H. Run for Dale Bowersock WHR
Dale Bowersock (Scratch Ticket Strategy Coordinator)
Please forward to the next person for approval

8/2/19
Date

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

8/12/19
Date

Ryan Mindell
Ryan Mindell (Lottery Operations Division Director)

8-12-19
Date

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

August 9, 2019

POLLARD

banknote limited

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

INVOICE NO.: 8512110

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

Invoice Date	Order No.	Your Order	Customer No.
July 25, 2019	1058183		5008

Order name: Cowboys #2158
PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 4 x 8	9,750,750	21.79 /M	212,468.84
Four colour process / Spectrum overprints	9,750,750	8.00 /M	78,006.00
Spectrum process applied to Scratch FX®	9,750,750	56.00 /M	546,042.00
Spectrum process applied to Scratch FX®	1	5,000.00 Ea	5,000.00
ITVM cards	1	17,506.81 Ea	17,506.81

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

Before Taxes:	859,023.65 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	859,023.65 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

RECEIVED
 2019 JUL 29 AM 9:35
 OFFICE OF THE
 CONTROLLER

9,750,750
 27.09
 75
 4,800
 130,010

Minimum: 9,525,600
 Maximum: 9,914,400

TEXAS LOTTERY COMMISSION
 "COWBOYS" - GAME NO. 2158
 END OF PRODUCTION PRIZE STRUCTURE
 19-Jul-19

VERSION A

9,750,750

INSTANT PAYOUT %
 TOTAL PAYOUT %

PRIZE TIER	PRIZE CODE	TIER CODE	GET	# OF WAYS TO WIN	ODDS OF 1 IN	WINNERS IN POOLS	75 WINNERS IN (PER PACK*)	360,000 WINNERS IN (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS
1	L	1	\$5	1	11.84	823,578	6.33	30,400	\$4,117,890	12.43%	LOW TIER 70.66%
2	L	2	\$5 x 2	2	14.52	671,715	5.17	24,800	\$6,717,150	20.28%	
3	L	3	\$10	1	20.47	476,450	3.67	17,600	\$4,764,500	14.39%	
4	L	4	\$10 x 2	2	49.56	195,154	1.50	7,200	\$3,903,080	11.79%	
5	L	5	\$20	1	50.01	194,959	1.50	7,200	\$3,899,180	11.77%	
6	M	0	\$5 + \$10 + \$15 + \$20	4	450.19	21,659	0.17	800	\$1,082,950	3.27%	MID TIER 14.18%
7	M	0	\$10 x 3 + \$20	4	450.49	21,645	0.17	800	\$1,082,250	3.27%	
8	M	0	\$50	1	450.80	21,630	0.17	800	\$1,081,500	3.27%	
9	M	0	\$5 x 20(TD)	1	5,153.67	1,892	0.01	70	\$189,200	0.57%	
10	M	0	\$5 x 20	20	5,145.51	1,895	0.01	70	\$189,500	0.57%	
11	M	0	\$5 + \$10 + \$15 + \$20 + \$50	5	5,192.09	1,878	0.01	70	\$187,800	0.57%	
12	M	0	\$10 x 8 + \$20	9	5,145.51	1,895	0.01	70	\$189,500	0.57%	
13	M	0	\$5 x 10 + \$50	11	5,126.58	1,902	0.01	70	\$190,200	0.57%	
14	M	0	\$5 x 18 + \$10	19	5,487.20	1,777	0.01	65	\$177,700	0.54%	
15	M	0	\$20 x 5	5	5,963.76	1,635	0.01	60	\$163,500	0.49%	
16	M	0	\$100	1	5,982.06	1,630	0.01	60	\$163,000	0.49%	
17	H	0	\$50 x 10 + \$100 x 5	15	91,988.21	106	0.00	4	\$106,000	0.32%	HIGHTIER 5.24% 90.09%
18	H	0	\$100 x 10	10	85,532.89	114	0.00	4	\$114,000	0.34%	
19	H	0	\$50 x 20	20	486,000.00	20	0.00	0.741	\$20,000	0.06%	
20	H	0	\$50 x 20(TD)	1	89,456.42	109	0.00	4	\$109,000	0.33%	
21	H	0	\$1,000	1	86,289.82	113	0.00	4	\$113,000	0.34%	
22	H	0	\$1,000 x 5	5	361,138.89	27	0.00	1	\$135,000	0.41%	
23	H	0	\$5,000	1	348,241.07	28	0.00	1	\$140,000	0.42%	
24	H	0	\$100,000	1	975,075.00	10	0.00	0.3692024	\$1,000,000	3.02%	
TOTAL				3.99	2,441,821	18.78	90,154,110	\$ 29,835,900	90.09%		

DRAWINGS	WINNERS IN POOLS	75 WINNERS IN (PER PACK*)	360,000 WINNERS IN (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND**
AUTOGRAPHED JERSEYS	1,600	-	-	\$760,000.00	2.29%
COWBOYS PRO SHOP GIFT CARDS	3,025	-	-	\$302,500.00	0.91%
TRAINING CAMP PACKAGES	5	-	-	\$37,500.00	0.11%
WILD WEEKEND SUITE PACKAGES	5	-	-	\$250,000.00	0.75%
DRAFT DAY PARTY PACKAGES	10	-	-	\$900,000.00	2.72%
SEASON TICKETS	90	-	-	\$78,939.50	0.24%
Wild Weekend Federal Withholdings	5	-	-	\$157,879.00	0.48%
Draft Day Federal Withholdings	5	-	-	\$11,834.20	0.04%
Training Camp Federal Withholdings	5	-	-	\$284,068.80	0.86%
Season Tickets Federal Withholdings	90	-	-	\$3,282,721.50	9.91%
Subtotal: Drawings	4,845	-	-		
TOTAL	2,446,666	18.78	90,154,110	\$ 33,118,622	100.00%

Note: TD = Win all 20 prizes by revealing one (1) Touchdown Play Symbol

Consolidated odds are 1 in: \$5

\$10	11.84
\$20	8.49
\$50	1,148,165
\$100	390,113
\$500	24.99
\$1,000	150.16
\$5,000	64,934
\$10,000	672.28
\$50,000	14,504
\$100,000	462
\$500,000	21,105.52
\$1,000,000	177,286.36
Total	975,075.00

* Each of the following GLIEPS will be used in approximately 16.67% of each pack of 75 tickets
 ** Numbers are rounded

ADDENDUM NO. 3

TO

TRADEMARK LICENSE AND PROMOTIONAL AGREEMENT

BETWEEN LICENSOR AND SPONSOR

2018 and 2019 NFL Football Seasons

1. FEES AND CONSIDERATION

In consideration of being granted the right to use the Team's Trademarks during the Term of this Agreement, SPONSOR shall allocate the following funds:

- a. Royalty and License Fees. SPONSOR shall allocate to LICENSOR a royalty based upon two percent (2%) of the actual Sales of each Game (as defined in Section 1.3 of the Agreement) each Contract Year (including the Renewal Periods if applicable pursuant to Section 2 (Term) of the Agreement) as follows: (i) not to exceed Eight Hundred Thousand U.S. Dollars (\$800,000.00) for the first and second Contract Years; (ii) not to exceed Eight Hundred Fifty Thousand U.S. Dollars (\$850,000.00) for the third and fourth Contract Years; (iii) not to exceed Nine Hundred Thousand U.S. Dollars (\$900,000.00) for the fifth and sixth Contract Years; (iv) not to exceed Nine Hundred Fifty Thousand U.S. Dollars (\$950,000.00) for the seventh and eighth Contract Years; and (v) not to exceed One Million U.S. Dollars (\$1,000,000.00) for the ninth and tenth Contract Years. In addition to the foregoing, SPONSOR shall allocate to LICENSOR (A) a lump sum payment in the amount of Two Hundred Thousand U.S. Dollars (\$200,000.00) for the first Contract Year and continue to issue such lump sum payment plus a three percent (3%) compounding escalator each Contract Year thereafter, including the Renewal Periods (if applicable pursuant to Section 2 (Term) of the Agreement); and (B) Two Million Seven Hundred Fifty Thousand U.S. Dollars (\$2,750,000) in Merchandise Allocation payments for the Merchandise and Experiential Prizes set forth below in Section 1.b. of this Addendum No. 3. There will be an estimated nine million five hundred thousand (9,500,000) tickets printed in each Game.
- b. Merchandise and Experiential Prizes. LICENSOR will be paid by SPONSOR for merchandise and experiential prizes over the course of the Game as prizes are fulfilled, as more particularly described in this section. Payment to LICENSOR for merchandise and experiential prize packages 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 branded Merchandise Allocation will equal approximately 8.51% of the total prize fund for the Game. LICENSOR shall invoice the SPONSOR for merchandise and experiential prizes monthly as fulfillment of each prize is complete.

For each game, LICENSOR shall provide:

- Five (5) Dallas Cowboys "Wild Weekend" packages, valued at \$50,000 each.
- Ten (10) Draft Party packages for two (2), valued at \$50,000 each.
- Five (5) Dallas Cowboys "Training Camp" packages for two (2) at the Dallas Cowboys training facility in Frisco, Texas, valued at \$7,500 each.

Trademark License and Promotional Agreement - Pro Silver Star, Ltd.

	Contract Period	Fiscal Year for Budget Funding	1.a. % of Sales - Royalty and License Fees	1.a. % of Sales - Not to Exceed (NTE) Limitation	1.a. Lump Sum - Royalty and License Fees	Total, 1.a. Royalty and License Fee (NTE)	1.b. Merchandise and Experiential Prizes
Year 1	3/1/16 - 2/28/17	2016	2% of sales	\$ 800,000	\$ 200,000	\$ 1,000,000	\$ Fulfilled
Year 2	3/1/17 - 2/28/18	2017	2% of sales	\$ 800,000	\$ 206,000	\$ 1,006,000	\$ Fulfilled
Year 3	3/1/18 - 2/28/19	2018	2% of sales	\$ 850,000	\$ 212,180	\$ 1,062,180	\$ Fulfilled
Year 4	3/1/19 - 2/28/20	2019	2% of sales	\$ 850,000	\$ 218,545	\$ 1,068,545	\$ Fulfilled
Year 5	3/1/20 - 2/28/21	2020	2% of sales	\$ 900,000	\$ 225,102	\$ 1,125,102	\$ Fulfilled
Year 6	3/1/21 - 2/28/22	2021	2% of sales	\$ 900,000	\$ 231,855	\$ 1,131,855	\$ Fulfilled
Year 7	3/1/22 - 2/28/23	2022	2% of sales	\$ 950,000	\$ 238,810	\$ 1,188,810	\$ Fulfilled
Year 8	3/1/23 - 2/28/24	2023	2% of sales	\$ 950,000	\$ 245,975	\$ 1,195,975	\$ Fulfilled
Year 9	3/1/24 - 2/28/25	2024	2% of sales	\$ 1,000,000	\$ 253,354	\$ 1,253,354	\$ Fulfilled
Year 10	3/1/25 - 2/28/26	2025	2% of sales	\$ 1,000,000	\$ 260,955	\$ 1,260,955	\$ Fulfilled
Budget - Strategy Funding							
00603 Scratch Ticket Printing - Strategy A.1.7							
00000 Prize Pool - Rider 4, Appropriation - Payment of Prizes							

Trademark License and Promotional Agreement - Frisco Management

	Contract Period	Fiscal Year for Budget Funding	1.a. Lump Sum - Royalty and License Fees
Year 1	3/1/16 - 2/28/17	2016	\$ 800,000
Year 2	3/1/17 - 2/28/18	2017	\$ 824,000
Year 3	3/1/18 - 2/28/19	2018	\$ 848,720
Year 4	3/1/19 - 2/28/20	2019	\$ 874,182
Year 5	3/1/20 - 2/28/21	2020	\$ 900,407
Year 6	3/1/21 - 2/28/22	2021	\$ 927,419
Year 7	3/1/22 - 2/28/23	2022	\$ 955,242
Year 8	3/1/23 - 2/28/24	2023	\$ 983,899
Year 9	3/1/24 - 2/28/25	2024	\$ 1,013,416
Year 10	3/1/25 - 2/28/26	2025	\$ 1,043,819
Budget - Strategy Funding			
00613 Promotional Events & Items - Strategy A.1.3			

**Instant Ticket Game Analysis
8/27/17-8/31/19**

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Average Number of Weeks for 85% Average Sell Through					Print Quantities	Average Number of Weeks for 85% Average Sell Through				
	\$1	\$2	\$3	\$5	\$10		\$20	\$30	\$50		
< 5M	None	Week 12*	None	None	None	2M	None	None	None	None	
5M-9.99M	Week 13	Week 18	Week 15*	Week 18	None	3M	None	None	None	Week 57	
10M-14.99M	None	None	None	Week 28	None	4M	None	None	None	None	
15M-19.99M	Week 23*	None	Week 33	Week 40	Week 26*	5M	Week 26*	Week 36	None	None	
20M-24.99M	None	None	None	Week 45*	Week 18	6M	Week 18	None	None	None	
25M-29.99M	Week 43	None	None	None	Week 25*	7M	Week 25*	None	None	None	
30M-34.99M	Week 41*	None	None	None	Week 25*	8M	Week 25*	Week 38*	None	None	
>35M	None	Week 66	Week 45*	Week 53*	Week 38	>9M	Week 38	Week 49	None	None	

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Average Weekly Dollar Sales at 85% Average Sell Through					Print Quantities	Average Weekly Dollar Sales at 85% Average Sell Through				
	\$1	\$2	\$3	\$5	\$10		\$20	\$30	\$50		
< 5M	None	\$714,918	None	None	None	2M	None	None	None	None	
5M-9.99M	\$643,343	\$727,322	\$1,030,894	\$2,013,538	None	3M	None	None	None	\$2,730,007	
10M-14.99M	None	None	None	\$1,919,318	None	4M	None	None	None	None	
15M-19.99M	\$633,249	None	\$1,264,141	\$2,076,678	\$1,959,320	5M	\$1,959,320	\$2,904,017	None	None	
20M-24.99M	None	None	None	\$2,010,891	\$3,723,656	6M	\$3,723,656	None	None	None	
25M-29.99M	\$669,499	None	None	None	\$2,488,242	7M	\$2,488,242	None	None	None	
30M-34.99M	\$629,856	None	None	None	\$2,822,095	8M	\$2,822,095	\$4,005,888	None	None	
>35M	None	\$981,218	\$2,027,184	\$3,256,460	\$3,796,966	>9M	\$3,796,966	\$3,195,590	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