

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**SUMMARY REPORT**

**Instant Ticket Information**

Date Completed 2/22/2021

|                                |            |                           |        |
|--------------------------------|------------|---------------------------|--------|
| Game #                         | 2235       | Confirmed Packs           | 2,820  |
| Game Name                      | Cowboys    | Active Packs              | 2,388  |
| Quantity Printed               | 9,893,475  | Warehouse Packs           | 53,611 |
| Price Point                    | \$5        | Returned Packs            | 73     |
| Start Date                     | 8/17/2020  | Printed Payout Percentage | 67.89% |
| Top Prize                      | \$ 100,000 | Percent Sold              | 54.49% |
| Number of Top Prizes Remaining | 3          | Number of Weeks Out       | 27     |

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

|                           |               |  |
|---------------------------|---------------|--|
| Cost to print tickets     | \$ 871,268    | Actual ticket production costs                       |
| Licensing Fee             | \$ 1,125,102  | Year 5 (\$900,000 + \$225,101.76)                    |
| Non-cash Prize Allocation | \$ 3,282,722  | From EOPPS (non-cash prizes plus withholdings)       |
| Prize payout expense      | \$ 15,740,925 | Data from Instant Ticket Tier Liability screen in ES |

**Estimated Direct Costs** \$ 10,593,168

**TANGIBLE BENEFITS**

**Revenue Impact:**

|                 |               |   |
|-----------------|---------------|---|
| Estimated sales | \$ 26,954,773 | Based on # of tkts printed, times % sold from DaVinci report, times the price point |
|-----------------|---------------|---|

**Total Estimated Benefits** \$ 26,954,773

**Excess of Revenue over Expended** \$ 16,361,605

**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                 | \$ | 222,275    |
| Next week                              | \$ | 347,640    |
| Next week                              | \$ | 390,250    |
| Avg Weekly Sales Current Game          | \$ | 320,055    |
| Avg Weekly Sales \$5; 5M-9.99M Qty     | \$ | 1,910,553  |
| <b>Percentage Of Variance In Sales</b> |    | <b>83%</b> |

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**RECOMMENDATION AND APPROVALS**

**Instant Ticket Information**

|   |                                      |                           |                                     |
|---|--------------------------------------|---------------------------|-------------------------------------|
| Game #  | <input type="text" value="2235"/>    | Printed Payout Percentage | <input type="text" value="67.89%"/> |
| Game Name   | <input type="text" value="Cowboys"/> | Actual Payout Percentage  | <input type="text" value="70.58%"/> |
| Percent Sold  | <input type="text" value="54.49%"/>  | Number of Weeks Out       | <input type="text" value="27"/>     |
| Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run. |                                      |                           | <input type="text" value="17"/>     |

**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 2021, as well as to ensure the winners of season ticket prizes from the final drawing will receive tickets to the next season.

Approved via Email

Scratch Ticket Strategy Coordinator      Date

Approved via Email

Products Manager      Date

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

Approved via Email

Lottery Operations Division Director      Date

Approved via Email

Controller      Date

Approved via Email

Executive Director      Date

## Bowersock, Dale

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**From:** Grief, Gary  
**Sent:** Wednesday, February 24, 2021 1:21 PM  
**To:** Pyka, Kathy  
**Cc:** Sanchez, Sheila; Bowersock, Dale  
**Subject:** RE: March Pre-call Analysis Documents - Business Reason Closures

Approved and thanks.

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**From:** Pyka, Kathy <Kathy.Pyka@lottery.state.tx.us>  
**Sent:** Wednesday, February 24, 2021 12:42 PM  
**To:** Grief, Gary <Gary.Grief@lottery.state.tx.us>  
**Cc:** Sanchez, Sheila <Sheila.Sanchez@lottery.state.tx.us>; Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>  
**Subject:** FW: March Pre-call Analysis Documents - Business Reason Closures  
**Importance:** High

Gary,

I have reviewed and approved the attached game closing analysis. Following your review, please return to Dale Bowersock.

Thanks, Kathy

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**From:** Stuckey, Kelly <[Kelly.Stuckey@lottery.state.tx.us](mailto:Kelly.Stuckey@lottery.state.tx.us)>  
**Sent:** Wednesday, February 24, 2021 10:24 AM  
**To:** Pyka, Kathy <[Kathy.Pyka@lottery.state.tx.us](mailto:Kathy.Pyka@lottery.state.tx.us)>  
**Cc:** Bowersock, Dale <[Dale.Bowersock@lottery.state.tx.us](mailto:Dale.Bowersock@lottery.state.tx.us)>; Tirloni, Robert <[Robert.Tirloni@lottery.state.tx.us](mailto:Robert.Tirloni@lottery.state.tx.us)>  
**Subject:** FW: March Pre-call Analysis Documents - Business Reason Closures  
**Importance:** High

Kathy, I have reviewed the attached analysis for 2235 and 2236. They are ready for your review and approval.

Thanks,  
Kelly

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**From:** Tirloni, Robert <[Robert.Tirloni@lottery.state.tx.us](mailto:Robert.Tirloni@lottery.state.tx.us)>  
**Sent:** Tuesday, February 23, 2021 7:25 PM  
**To:** Stuckey, Kelly <[Kelly.Stuckey@lottery.state.tx.us](mailto:Kelly.Stuckey@lottery.state.tx.us)>  
**Cc:** Bowersock, Dale <[Dale.Bowersock@lottery.state.tx.us](mailto:Dale.Bowersock@lottery.state.tx.us)>  
**Subject:** FW: March Pre-call Analysis Documents - Business Reason Closures  
**Importance:** High

Kelly, Ryan has approved. OC is next to review.

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**From:** Mindell, Ryan <[Ryan.Mindell@lottery.state.tx.us](mailto:Ryan.Mindell@lottery.state.tx.us)>  
**Sent:** Tuesday, February 23, 2021 6:44 PM  
**To:** Bowersock, Dale <[Dale.Bowersock@lottery.state.tx.us](mailto:Dale.Bowersock@lottery.state.tx.us)>; Tirloni, Robert <[Robert.Tirloni@lottery.state.tx.us](mailto:Robert.Tirloni@lottery.state.tx.us)>  
**Subject:** Fwd: March Pre-call Analysis Documents - Business Reason Closures

Approved

Sent from my iPad

Begin forwarded message:

**From:** "Tirloni, Robert" <[Robert.Tirloni@lottery.state.tx.us](mailto:Robert.Tirloni@lottery.state.tx.us)>  
**Date:** February 23, 2021 at 6:17:31 PM CST  
**To:** "Mindell, Ryan" <[Ryan.Mindell@lottery.state.tx.us](mailto:Ryan.Mindell@lottery.state.tx.us)>  
**Cc:** "Bowersock, Dale" <[Dale.Bowersock@lottery.state.tx.us](mailto:Dale.Bowersock@lottery.state.tx.us)>  
**Subject:** FW: March Pre-call Analysis Documents - Business Reason Closures

Ryan, I'm approving the Game Close Analysis documents attached for the Cowboys and Texans scratch ticket games due to a business reason – games need to close so final drawing can be conducted for each game. –RT, 2/23/21

Robert Tirloni  
Products Manager | Texas Lottery Commission  
Office: 512-344-5406  
[robert.tirloni@lottery.state.tx.us](mailto:robert.tirloni@lottery.state.tx.us)

From: Bowersock, Dale <[Dale.Bowersock@lottery.state.tx.us](mailto:Dale.Bowersock@lottery.state.tx.us)>  
Sent: Monday, February 22, 2021 3:35 PM  
To: Tirloni, Robert <[Robert.Tirloni@lottery.state.tx.us](mailto:Robert.Tirloni@lottery.state.tx.us)>  
Subject: March Pre-call Analysis Documents - Business Reason Closures

Approved. DB 2/22/21

Attached are the Game Close Analysis Documents for the Cowboys and Houston Texans games which need to be pre-called in March to ensure there is enough time to award the season ticket prizes and to clear the bins for the next season's games.

Please review and let me know if you have any concerns. If not, please forward your approval to the next person in the list below. I will need the approvals back by Thursday, March 4.

Approvals required:  
Dale Bowersock  
Robert Tirloni  
Ryan Mindell  
Kathy Pyka (via Kelly Stuckey)  
Gary Grief

Thank you,

[Scratch]  
Dale Bowersock  
Scratch Ticket Strategy Coordinator  
Phone: 800-375-6886, 5166  
Direct: 512-344-5166



**Da Vinci Report**  
**Week End Date: 2/20/21**  
**2/22/21**

| Product Line | Game | Game \$ | Tix Run    | Name                          | Start    | Call    | Close   | Wks | % Sold | Confirmed | Active | Ware    | Return | Net Sales      |                |                |                |
|--------------|------|---------|------------|-------------------------------|----------|---------|---------|-----|--------|-----------|--------|---------|--------|----------------|----------------|----------------|----------------|
|              |      |         |            |                               |          |         |         |     |        |           |        |         |        | 2/20/21        | 2/13/21        | 2/6/21         | 1/30/21        |
| Mature       | 2253 | \$5     | 13,996,275 | \$200,000 EXTREME CASH        | 9/8/20   |         |         | 24  | 83.20% | 11,020    | 8,933  | 9,521   | 35     | \$1,027,605.00 | \$1,622,590.00 | \$1,865,665.00 | \$1,934,965.00 |
|              | 2270 | \$5     | 7,327,125  | CAESARS                       | 11/16/20 |         |         | 14  | 73.87% | 11,515    | 8,368  | 4,365   | 3      | \$793,355.00   | \$1,209,455.00 | \$1,352,010.00 | \$1,526,330.00 |
|              | 2285 | \$5     | 9,893,475  | COWBOYS                       | 8/17/20  |         |         | 27  | 54.49% | 2,820     | 2,388  | 53,611  | 73     | \$222,275.00   | \$347,640.00   | \$390,250.00   | \$410,425.00   |
|              | 2287 | \$5     | 7,281,750  | HOLIDAY BUCKS                 | 11/2/20  |         |         | 16  | 79.57% | 4,706     | 2,684  | 9,291   | 1,007  | \$360,705.00   | \$604,070.00   | \$651,390.00   | \$608,225.00   |
|              | 2286 | \$5     | 5,627,925  | HOUSTON TEXANS                | 8/17/20  |         |         | 27  | 63.36% | 2,238     | 1,647  | 21,989  | 661    | \$157,490.00   | \$232,490.00   | \$272,865.00   | \$295,340.00   |
|              | 2280 | \$5     | 9,129,300  | LADY LUCK 7                   | 10/5/20  |         |         | 20  | 84.61% | 4,805     | 3,882  | 9,143   | 9      | \$454,810.00   | \$758,930.00   | \$1,027,510.00 | \$1,130,880.00 |
|              | 2249 | \$5     | 54,041,700 | SUPER LOTERIA                 | 11/2/20  |         |         | 16  | 26.84% | 22,873    | 13,118 | 486,707 | 2      | \$3,230,555.00 | \$5,022,305.00 | \$5,500,985.00 | \$5,327,485.00 |
|              | 2254 | \$10    | 11,095,550 | \$500,000 EXTREME CASH        | 9/8/20   |         |         | 24  | 78.65% | 17,722    | 9,372  | 17,781  | 6      | \$1,573,330.00 | \$2,506,230.00 | \$2,984,270.00 | \$3,324,080.00 |
|              | 2271 | \$10    | 8,192,300  | COOL RICHES                   | 9/21/20  |         |         | 22  | 61.34% | 12,825    | 7,259  | 40,338  | 20     | \$949,850.00   | \$1,431,660.00 | \$1,593,350.00 | \$1,629,670.00 |
|              | 2244 | \$10    | 26,557,800 | MEGA LOTERIA                  | 6/22/20  |         |         | 35  | 82.08% | 31,468    | 11,844 | 45,636  | 127    | \$4,577,090.00 | \$7,180,380.00 | \$7,787,430.00 | \$7,872,460.00 |
|              | 2255 | \$20    | 9,050,125  | \$1,000,000 EXTREME CASH      | 9/8/20   |         |         | 24  | 48.66% | 16,927    | 8,395  | 158,466 | 11     | \$1,551,140.00 | \$2,564,900.00 | \$2,818,480.00 | \$3,010,460.00 |
|              | 1888 | \$20    | 34,728,300 | INSTANT MILLIONAIRE           | 5/15/17  |         |         | 197 | 88.25% | 13,443    | 6,745  | 417,331 | 16     | \$1,357,520.00 | \$2,296,940.00 | \$2,519,520.00 | \$2,625,560.00 |
|              | 2040 | \$20    | 7,214,300  | MAD MONEY MULTIPLIER          | 10/19/20 |         |         | 18  | 41.40% | 13,684    | 6,426  | 147,180 | 9      | \$1,068,780.00 | \$1,770,900.00 | \$2,079,120.00 | \$2,171,000.00 |
|              | 2219 | \$20    | 8,837,100  | MEGA 75                       | 6/1/20   |         |         | 38  | 88.75% | 15,293    | 7,141  | 15,156  | 53     | \$1,440,500.00 | \$2,357,640.00 | \$2,742,400.00 | \$2,807,200.00 |
|              | 2298 | \$20    | 11,819,775 | MILLION DOLLAR LOTERIA        | 11/16/20 |         |         | 14  | 35.92% | 31,076    | 10,126 | 257,083 | 7      | \$4,027,940.00 | \$6,588,460.00 | \$7,121,860.00 | \$7,100,160.00 |
|              | 2209 | \$30    | 12,028,825 | \$250 MILLION CASH PARTY      | 3/16/20  |         |         | 49  | 50.37% | 11,887    | 7,004  | 218,022 | 19     | \$1,524,390.00 | \$2,530,950.00 | \$2,716,950.00 | \$2,721,600.00 |
|              | 2053 | \$30    | 34,080,725 | \$750 MILLION WINNERS CIRCLE  | 3/19/18  |         |         | 153 | 47.52% | 11,552    | 6,944  | 694,002 | 20     | \$1,664,500.00 | \$3,200,580.00 | \$3,436,980.00 | \$3,458,280.00 |
|              | 2281 | \$50    | 5,439,340  | \$200 MILLION CASH            | 8/17/20  |         |         | 27  | 73.37% | 15,890    | 6,050  | 48,086  | 20     | \$2,796,600.00 | \$4,954,950.00 | \$5,282,600.00 | \$5,316,200.00 |
|              | 2274 | \$50    | 5,139,100  | 500X LOTERIA SPECTACULAR      | 10/5/20  |         |         | 20  | 62.23% | 22,996    | 8,060  | 63,393  | 12     | \$3,843,250.00 | \$6,606,450.00 | \$7,137,100.00 | \$7,166,250.00 |
| Sold/Closing | 2252 | \$1     | 12,231,900 | \$5,000 EXTREME CASH          | 9/8/20   |         |         | 24  | 95.10% | 1,490     | 1,492  | 268     | 279    | \$64,364.00    | \$176,189.00   | \$300,328.00   | \$248,525.00   |
|              | 2259 | \$1     | 10,139,550 | 7-11-21                       | 10/5/20  | 2/28/21 | 4/14/21 | 20  | 95.26% | 812       | 737    | 174     | 586    | \$34,895.00    | \$83,593.00    | \$128,499.00   | \$130,103.00   |
|              | 2265 | \$1     | 9,178,250  | TIC TAC SNOW                  | 11/2/20  |         |         | 16  | 93.09% | 1,179     | 918    | 356     | 705    | \$46,879.00    | \$186,197.00   | \$481,739.00   | \$385,045.00   |
|              | 2257 | \$2     | 7,317,750  | LUCKY NO. 13                  | 9/8/20   | 2/28/21 | 4/14/21 | 24  | 93.82% | 1,067     | 1,082  | 433     | 96     | \$73,846.00    | \$141,054.00   | \$162,238.00   | \$187,774.00   |
|              | 2060 | \$2     | 35,449,750 | WEEKLY GRAND                  | 8/19/19  |         |         | 79  | 92.52% | 8,377     | 9,268  | 665     | 15     | \$459,500.00   | \$749,690.00   | \$854,686.00   | \$786,506.00   |
|              | 2188 | \$3     | 35,604,750 | \$50,000 BONUS CASHWORD       | 2/17/20  |         |         | 53  | 91.60% | 10,567    | 7,706  | 3,330   | 8      | \$1,052,703.00 | \$1,517,028.00 | \$1,686,362.00 | \$1,647,237.00 |
|              | 2286 | \$3     | 4,939,750  | WINTER WORDS                  | 11/2/20  | 1/27/21 | 3/13/21 | 16  | 92.33% | 250       | 121    | 197     | 430    | \$10,656.00    | \$33,081.00    | \$86,814.00    | \$169,953.00   |
|              | 2164 | \$5     | 22,076,025 | \$100,000 VIP CASHWORD        | 3/16/20  |         |         | 49  | 94.24% | 8,584     | 7,251  | 328     | 32     | \$1,175,550.00 | \$1,842,375.00 | \$1,956,375.00 | \$1,931,655.00 |
|              | 2231 | \$5     | 5,628,200  | 50X FAST CASH                 | 7/20/20  | 2/7/21  | 3/24/21 | 31  | 89.44% | 566       | 473    | 3,569   | 1,582  | \$66,595.00    | \$119,445.00   | \$123,615.00   | \$162,740.00   |
|              | 2283 | \$5     | 7,337,700  | MONEY MULTIPLIER              | 10/19/20 |         |         | 18  | 92.68% | 3,415     | 2,467  | 209     | 363    | \$241,375.00   | \$448,835.00   | \$604,540.00   | \$790,645.00   |
|              | 2215 | \$5     | 7,188,075  | ROUTE 66 ROAD TO \$1,000,000! | 6/15/20  | 2/7/21  | 3/24/21 | 36  | 84.08% | 459       | 349    | 11,928  | 1,112  | \$37,565.00    | \$68,010.00    | \$95,215.00    | \$95,460.00    |
|              | 2237 | \$5     | 40,877,775 | SUPER LOTERIA                 | 12/16/19 | 2/7/21  | 3/24/21 | 62  | 99.32% | 284       | 131    | 32      | 1,778  | \$20,290.00    | \$49,580.00    | \$72,740.00    | \$97,540.00    |
|              | 2128 | \$5     | 7,253,550  | WILD CASH MULTIPLIER          | 7/6/20   | 2/7/21  | 3/24/21 | 33  | 71.88% | 516       | 515    | 22,687  | 1,699  | \$63,230.00    | \$110,890.00   | \$141,045.00   | \$163,200.00   |

**Liability for 2235 / for Life to Date**

Product Status:  
Active

SmartCash Enabled:  
N/A

Validation Range: 07/17/2020 - 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       | \$5.00       | 606862         | \$3,034,310.00         | 624285                    | \$3,121,425.00           | 50.71% | 5016742           |
| 2              | 2   | N/A       | \$10.00      | 115136         | \$1,151,360.00         | 126687                    | \$1,266,870.00           | 52.39% | 5183025           |
| 3              | 3   | N/A       | \$10.00      | 117287         | \$1,172,870.00         | 124535                    | \$1,245,350.00           | 51.50% | 5095003           |
| 4              | 4   | N/A       | \$15.00      | 95218          | \$1,428,270.00         | 102701                    | \$1,540,515.00           | 51.89% | 5133765           |
| 5              | 5   | N/A       | \$15.00      | 92969          | \$1,394,535.00         | 104851                    | \$1,572,765.00           | 53.00% | 5243861           |
| 6              | 6   | N/A       | \$20.00      | 93089          | \$1,861,780.00         | 104797                    | \$2,095,940.00           | 52.96% | 5239413           |
| 7              | 7   | N/A       | \$20.00      | 95004          | \$1,900,080.00         | 102908                    | \$2,058,160.00           | 52.00% | 5144295           |
| 8              | 0   | N/A       | \$50.00      | 12729          | \$636,450.00           | 14748                     | \$737,400.00             | 53.67% | 5310221           |
| 9              | 0   | N/A       | \$50.00      | 11437          | \$571,850.00           | 13319                     | \$665,950.00             | 53.80% | 5322798           |
| 10             | 0   | N/A       | \$50.00      | 11763          | \$588,150.00           | 12937                     | \$646,850.00             | 52.38% | 5181857           |
| 11             | 0   | N/A       | \$100.00     | 387            | \$38,700.00            | 424                       | \$42,400.00              | 52.28% | 5172420           |
| 12             | 0   | N/A       | \$100.00     | 654            | \$65,400.00            | 739                       | \$73,900.00              | 53.05% | 5248584           |
| 13             | 0   | N/A       | \$100.00     | 388            | \$38,800.00            | 446                       | \$44,600.00              | 53.48% | 5290755           |
| 14             | 0   | N/A       | \$100.00     | 392            | \$39,200.00            | 446                       | \$44,600.00              | 53.22% | 5265501           |
| 15             | 0   | N/A       | \$100.00     | 653            | \$65,300.00            | 726                       | \$72,600.00              | 52.65% | 5208602           |
| 16             | 0   | N/A       | \$100.00     | 627            | \$62,700.00            | 748                       | \$74,800.00              | 54.40% | 5382050           |
| 17             | 0   | N/A       | \$100.00     | 255            | \$25,500.00            | 301                       | \$30,100.00              | 54.14% | 5355999           |
| 18             | 0   | N/A       | \$100.00     | 264            | \$26,400.00            | 287                       | \$28,700.00              | 52.09% | 5153225           |
| 19             | 0   | N/A       | \$500.00     | 23             | \$11,500.00            | 27                        | \$13,500.00              | 54.00% | 5342476           |
| 20             | 0   | N/A       | \$500.00     | 42             | \$21,000.00            | 43                        | \$21,500.00              | 50.59% | 5004934           |
| 21             | 0   | N/A       | \$500.00     | 48             | \$24,000.00            | 66                        | \$33,000.00              | 57.89% | 5727801           |
| 22             | 0   | N/A       | \$500.00     | 27             | \$13,500.00            | 27                        | \$13,500.00              | 50.00% | 4946737           |
| 23             | 0   | N/A       | \$500.00     | 44             | \$22,000.00            | 43                        | \$21,500.00              | 49.43% | 4889878           |
| 24             | 0   | N/A       | \$5,000.00   | 9              | \$45,000.00            | 5                         | \$25,000.00              | 35.71% | 3533383           |
| 25             | 0   | N/A       | \$5,000.00   | 4              | \$20,000.00            | 10                        | \$50,000.00              | 71.43% | 7066767           |
| 26             | 0   | N/A       | \$100,000.00 | 3              | \$300,000.00           | 2                         | \$200,000.00             | 40.00% | 3957389           |
| <b>Totals:</b> |     |           |              | <b>1255314</b> | <b>\$14,558,655.00</b> | <b>1,336,108</b>          | <b>\$15,740,925.00</b>   |        |                   |

Pro- Silver Star 2016-0001

| Initial Term | 06/22/15 - 02/28/2018   | 2% of Sales NTE | License Lump Sum (3% yearly escalator) | Merchandise Allocation      | Yearly Total            |
|--------------|-------------------------|-----------------|--|-----------------------------|-------------------------|
| Year 1       | 03/1/2016 - 02/28/2017  | \$ 800,000.00   | \$ 200,000.00                          | \$ 2,750,000.00             | \$ 3,750,000.00         |
| Year 2       | 03/01/2017 - 02/28/2018 | \$ 800,000.00   | \$ 206,000.00                          | \$ 2,750,000.00             | \$ 3,756,000.00         |
| Year 3       | 03/01/2018 - 02/28/2019 | \$ 850,000.00   | \$ 212,180.00                          | \$ 2,750,000.00             | \$ 3,812,180.00         |
| Year 4       | 03/01/2019 - 02/28/2020 | \$ 850,000.00   | \$ 218,545.40                          | \$ 2,750,000.00             | \$ 3,818,545.40         |
| Year 5       | 03/01/2020 - 02/28/2021 | \$ 900,000.00   | \$ 225,101.76                          | \$ 2,750,000.00             | \$ 3,875,101.76         |
| Year 6       | 03/01/2021 - 02/28/2022 | \$ 900,000.00   | \$ 231,854.81                          | \$ 2,750,000.00             | \$ 3,881,854.81         |
| Year 7       | 03/01/2022 - 02/28/2023 | \$ 950,000.00   | \$ 238,810.46                          | \$ 2,750,000.00             | \$ 3,938,810.46         |
| Year 8       | 03/01/2023 - 02/28/2024 | \$ 950,000.00   | \$ 245,974.77                          | \$ 2,750,000.00             | \$ 3,945,974.77         |
| Year 9       | 03/01/2024 - 02/28/2025 | \$ 1,000,000.00 | \$ 253,354.02                          | \$ 2,750,000.00             | \$ 4,003,354.02         |
| Year 10      | 03/01/2025 - 02/28/2026 | \$ 1,000,000.00 | \$ 260,954.64                          | \$ 2,750,000.00             | \$ 4,010,954.64         |
|              |                         |                 |  | <b>TOTAL CONTRACT VALUE</b> | <b>\$ 38,792,775.86</b> |

NO. OF TICKETS: 9,893,475  
 NO. POOLS: 27  
 PACK SIZE: 75  
 PACKS/POOL: 4,800  
 PACKS/GAME: 131,913

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

TEXAS LOTTERY COMMISSION  
 "COWBOYS" - GAME NO. 2235  
 PRIZE STRUCTURE  
 9-JUL-20

9,893,475  
 \$5 TICKETS  
 \$49,467,375 REVENUE  
 \$30,299,580 INSTANT FUND PRIZE FUND  
 \$33,582,302 TOTAL PAYOUT%  
 61.25%  
 67.89%

| PRIZE TIER                               | PRIZE CODE                               | TIER | CODE                                   | GET | # OF WAYS TO WIN | WINNERS IN POOLS | INSTANT FUND PRIZE FUND | INSTANT FUND PRIZE FUND | WINNERS IN (Per Pool) | PRIZE COST     | PERCENT OF PRIZE FUND ** | VALIDATION TIER LEVELS |
|--|--|------|--|-----|------------------|------------------|-------------------------|-------------------------|-----------------------|----------------|--------------------------|------------------------|
| 1  | L \$5                                    | L    | \$5                                    | 1   | 1,231,147        | 9,33             | 44,800                  | 8,800                   | 44,800                | \$6,155,735    | 18.33%                   |                        |
| 2  | L \$5 x 2                                | L    | \$5 x 2                                | 2   | 241,823          | 1.83             | 8,800                   | 8,800                   | 8,800                 | \$2,418,230    | 7.20%                    |                        |
| 3  | L \$10                                   | L    | \$10                                   | 1   | 241,822          | 1.83             | 8,800                   | 8,800                   | 8,800                 | \$2,418,220    | 7.20%                    |                        |
| 4  | L \$15                                   | L    | \$15                                   | 1   | 197,919          | 1.50             | 7,200                   | 7,200                   | 7,200                 | \$2,968,785    | 8.84%                    |                        |
| 5  | L \$5 x 3                                | L    | \$5 x 3                                | 3   | 197,820          | 1.50             | 7,200                   | 7,200                   | 7,200                 | \$2,967,300    | 8.84%                    |                        |
| 6  | L \$10 x 2                               | L    | \$10 x 2                               | 2   | 197,886          | 1.50             | 7,200                   | 7,200                   | 7,200                 | \$3,957,720    | 11.79%                   | LOW TIER               |
| 7  | L \$20                                   | L    | \$20                                   | 1   | 197,912          | 1.50             | 7,200                   | 7,200                   | 7,200                 | \$3,958,240    | 11.79%                   | 73.98%                 |
| 8  | M \$5 + \$10 + \$15 + \$20               | M    | \$5 + \$10 + \$15 + \$20               | 4   | 27,477           | 0.21             | 1,000                   | 1,000                   | 1,000                 | \$1,373,850    | 4.09%                    |                        |
| 9  | M \$10 x 3 + \$20                        | M    | \$10 x 3 + \$20                        | 4   | 24,756           | 0.19             | 900                     | 900                     | 900                   | \$1,237,800    | 3.69%                    |                        |
| 10                                       | M \$50                                   | M    | \$50                                   | 1   | 400,55           | 0.19             | 900                     | 900                     | 900                   | \$1,235,000    | 3.68%                    |                        |
| 11                                       | M \$5 x 20(TD)                           | M    | \$5 x 20(TD)                           | 1   | 12,199.11        | 0.01             | 30                      | 30                      | 30                    | \$81,100       | 0.24%                    |                        |
| 12                                       | M \$5 x 20                               | M    | \$5 x 20                               | 20  | 1,393            | 0.01             | 50                      | 50                      | 50                    | \$139,300      | 0.41%                    |                        |
| 13                                       | M \$5 + \$10 + \$15 + \$20 + \$50        | M    | \$5 + \$10 + \$15 + \$20 + \$50        | 5   | 11,862.68        | 0.01             | 30                      | 30                      | 30                    | \$83,400       | 0.25%                    |                        |
| 14                                       | M \$10 x 8 + \$20                        | M    | \$10 x 8 + \$20                        | 9   | 11,806.06        | 0.01             | 30                      | 30                      | 30                    | \$83,800       | 0.25%                    |                        |
| 15                                       | M \$5 x 10 + \$50                        | M    | \$5 x 10 + \$50                        | 11  | 7,174.38         | 0.01             | 50                      | 50                      | 50                    | \$137,900      | 0.41%                    |                        |
| 16                                       | M \$5 x 18 + \$10                        | M    | \$5 x 18 + \$10                        | 19  | 7,195.25         | 0.01             | 50                      | 50                      | 50                    | \$137,500      | 0.41%                    |                        |
| 17                                       | M \$20 x 5                               | M    | \$20 x 5                               | 5   | 17,794.02        | 0.00             | 20                      | 20                      | 20                    | \$55,600       | 0.17%                    |                        |
| 18                                       | M \$100                                  | M    | \$100                                  | 1   | 17,955.49        | 0.00             | 20                      | 20                      | 20                    | \$55,100       | 0.16%                    |                        |
| 19                                       | M \$100 x 5                              | M    | \$100 x 5                              | 5   | 197,869.50       | 0.00             | 2                       | 2                       | 2                     | \$25,000       | 0.07%                    |                        |
| 20                                       | M \$50 x 10                              | M    | \$50 x 10                              | 10  | 116,393.82       | 0.00             | 3                       | 3                       | 3                     | \$42,500       | 0.13%                    |                        |
| 21                                       | M (\$100 x 2) + (\$50 x 3) + (\$15 x 10) | M    | (\$100 x 2) + (\$50 x 3) + (\$15 x 10) | 15  | 86,784.87        | 0.00             | 4                       | 4                       | 4                     | \$57,000       | 0.17%                    |                        |
| 22                                       | M \$500                                  | M    | \$500                                  | 1   | 183,212.50       | 0.00             | 2                       | 2                       | 2                     | \$27,000       | 0.08%                    |                        |
| 23                                       | M (\$100 x 2) + (\$50 x 6)               | M    | (\$100 x 2) + (\$50 x 6)               | 8   | 113,718.10       | 0.00             | 3                       | 3                       | 3                     | \$43,500       | 0.13%                    | MID TIER               |
| 24                                       | H \$100 x 10                             | H    | \$100 x 10                             | 10  | 706,676.79       | 0.00             | 14                      | 14                      | 14                    | \$70,000       | 0.21%                    |                        |
| 25                                       | H \$5,000                                | H    | \$5,000                                | 1   | 706,676.79       | 0.00             | 14                      | 14                      | 14                    | \$70,000       | 0.21%                    | HIGH TIER              |
| 26                                       | H \$100,000                              | H    | \$100,000                              | 1   | 1,978,695.00     | 5.***            | 0.00                    | 0.00                    | 0.1819381             | \$500,000      | 1.49%                    | 90.22%                 |
| TOTAL                                    |  |      |  |     |                  | 3.82             | 2,591,422               | 19.64                   | 94,295,201            | \$ 30,299,580  | 90.22%                   |                        |
| TOTAL                                    |  |      |  |     |                  | 3.8178           |                         |                         |                       |                |                          |                        |
| DRAWINGS                                 |  |      |  |     |                  |                  |                         |                         |                       |                |                          |                        |
| AUTOGRAPHED JERSEYS                      |  |      |  |     |                  | 1,600            |                         |                         |                       | \$760,000.00   | 2.26%                    |                        |
| \$100 PRO SHOP GIFT GARDS                |  |      |  |     |                  | 3,025            |                         |                         |                       | \$302,500.00   | 0.90%                    |                        |
| VIP TRAINING CAMP EXPERIENCES            |  |      |  |     |                  | 5                |                         |                         |                       | \$37,500.00    | 0.11%                    |                        |
| WILD WEEKEND PACKAGES                    |  |      |  |     |                  | 5                |                         |                         |                       | \$250,000.00   | 0.74%                    |                        |
| EXCLUSIVE DRAFT DAY WAR ROOM EXPERIENCES |  |      |  |     |                  | 10               |                         |                         |                       | \$500,000.00   | 1.49%                    |                        |
| SEASON TICKETS                           |  |      |  |     |                  | 90               |                         |                         |                       | \$900,000.00   | 2.68%                    |                        |
| Wild Weekend Federal Withholdings        |  |      |  |     |                  | 5                |                         |                         |                       | \$78,939.50    | 0.24%                    |                        |
| Draft Day Federal Withholdings           |  |      |  |     |                  | 10               |                         |                         |                       | \$157,879.00   | 0.47%                    |                        |
| Training Camp Federal Withholdings       |  |      |  |     |                  | 5                |                         |                         |                       | \$11,834.20    | 0.04%                    |                        |
| Season Tickets Federal Withholdings      |  |      |  |     |                  | 90               |                         |                         |                       | \$284,068.80   | 0.85%                    |                        |
| Subtotal: Drawings                       |  |      |  |     |                  | 4,845            |                         |                         |                       | \$3,282,721.50 | 9.78%                    |                        |
| TOTAL                                    |  |      |  |     |                  | 2,596,267        |                         |                         |                       | \$ 33,582,302  | 100.00%                  |                        |

Note: TD = Win all 20 prizes by revealing one (1) Touchdown Play/Symbol  
 Consolidated odds are 1 in: 55  
 \* Each of the following GLEPS will be used in approximately 16.67% of each pack of 75 tickets.  
 \*\* Numbers are rounded.  
 \*\*\* This number of prizes is guaranteed to the Lottery.

CALLOUT: MORE THAN 4,700 NON-CASH PRIZES



**ADDENDUM NO. 4**

**TO**

**TRADEMARK LICENSE AND PROMOTIONAL AGREEMENT**

**BETWEEN LICENSOR AND SPONSOR**

**2020 and 2021 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. 4. 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.

- Ninety (90) Pairs of Season Tickets to the next complete season of Team home games (based on the date of prize fulfillment), valued at **\$10,000** each.
  - One thousand six hundred (1,600) autographed authentic jerseys from Dallas Cowboys players (as determined by the Dallas Cowboys) valued at \$475 each.
  - Three thousand twenty-five (3,025) Dallas Cowboys Gift Cards, valued at **\$100** each.
  - Total Maximum Prize Cost for Merchandise and Experiential Prizes = \$2,750,000
- c. SPONSOR shall pay for all print costs incurred to print/produce the Game.

**Invoicing for Merchandise and Experiential Prize Fulfillment**

SPONSOR agrees to conduct five (5) promotional second-chance drawings for the prizes and to award **in each drawing**: one (1) "Wild Weekend" package (package is for a winner plus nineteen (19) guests), two (2) Draft Party Packages (each package is for a winner plus a guest), one (1) Training Camp Package (package is for a winner plus a guest), eighteen (18) pairs of Season Tickets to the next complete season of Team home games (based on the date of prize fulfillment), six hundred five (605) \$100 Dallas Cowboys Gift Cards, and three hundred twenty (320) Team Autographed Authentic Jerseys, in accordance with the following schedule:

| <b>Drawing No.</b> | <b>Time Period</b>  |
|--------------------|---|
| 1                  | Between September 1 - October 15  |
| 2                  | Between October 16 - November 30  |
| 3                  | Between December 1 - January 10   |
| 4                  | Between January 11 - February 28  |
| 5                  | Within fifteen (15) business days after the "End-of-Game" date described in the following section |

LICENSOR will invoice SPONSOR on a monthly basis as the prizes are fulfilled. A detailed accounting of the prizes fulfilled will be included with the invoice, including the name and address of all experiential and merchandise prize pack winners during the monthly billing period and the date each experiential prize was fulfilled or each merchandise prize was mailed to each winner.

**Invoicing for Licensing Fee Sales Allocation**

During the Term of this Agreement, SPONSOR shall deliver Game sales reports to LICENSOR on the first state business day of each month beginning after the start of sales of the Game. If the first business day of the month is a state of Texas holiday, then the sales report will be due on the next business day that is not a state holiday. SPONSOR will detail weekly sales totals for the applicable reporting period. LICENSOR then will issue an invoice for the licensing fee sales allocation to SPONSOR. This process will continue until the official "Call" date for the Game determined by SPONSOR in its sole discretion. The "Call" date begins a 45-day period during which all remaining tickets for the Game are returned to SPONSOR. The "End-of-Game" date is forty-five (45) days from the "Call" date and marks the end of the Game. No tickets for the closed Game may be distributed to or sold by retailers after this date. A final reconciled sales report will be provided to LICENSOR by SPONSOR no later than ninety (90) days following the official "End-of-Game" date.

The timing and decision to close a Game will be in accordance with SPONSOR's rules, policies and procedures. All of SPONSOR's directives, policies, procedures, rules, regulations and applicable laws shall apply to the Game.



# INTEROFFICE MEMO

Gary Grief, Executive Director    Tom Hanson, Charitable Bingo Operations Director

## Payment Approval (VIA EMAIL)

July 16, 2020

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

|                                    |                                 |
|------------------------------------|---------------------------------|
| <b>Vendor Name</b>                 | <u>Pollard Banknote Limited</u> |
| <b>Invoice Number</b>              | <u>8516437</u>                  |
| <b>Invoice Amount:</b>             | <u>\$871,268.03</u>             |
| <b>Tx Game Name:</b>               | <u>Game #2235 Cowboys</u>       |
| <b>P.O. Number (if applicable)</b> | <u>362-20-9010RL014</u>         |

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

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

\_\_\_\_\_  
Dale Bowersock (Scratch Ticket Strategy Coordinator)  
Please forward to the next person for approval

\_\_\_\_\_  
Date

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

\_\_\_\_\_  
Date

\_\_\_\_\_  
Ryan Mindell (Lottery Operations Division Director)

\_\_\_\_\_  
Date

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

**July 26, 2020**

## INVOICE NO.: 8516437

|  |  |
|--|--|
| <b>Sold To:</b> Texas Lottery Commission<br>P.O. Box 16630<br>Austin, TX 78761-6630<br>United States | <b>Ship To:</b> Texas Lottery Commission<br>P.O. Box 16630<br>Austin, TX 78761-6630<br>United States |
| Terms: Net 30 days after date of invoice   | Due Date: August 14, 2020  |

|               |           |            |              |
|---------------|-----------|------------|--------------|
| Invoice Date  | Order No. | Your Order | Customer No. |
| July 15, 2020 | 1063973   |            | 5008         |

**Order name:** COWBOYS #2235  
**PO Number:**

| Product Description                       | Quantity  | Unit Price   | Amount     |
|---|-----------|--------------|------------|
| Ticket Size 4 x 8                         | 9,893,475 | 21.79 /M     | 215,578.82 |
| Four colour process / Spectrum overprints | 9,893,475 | 8.00 /M      | 79,147.80  |
| Spectrum process applied to Scratch FX®   | 9,893,475 | 56.00 /M     | 554,034.60 |
| Spectrum process applied to Scratch FX®   | 1         | 5,000.00 Ea  | 5,000.00   |
| Point of Sale Promotional Item            | 1         | 17,506.81 Ea | 17,506.81  |

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

|                      |                |
|----------------------|----------------|
| <b>Before Taxes:</b> | 871,268.03 USD |
| <b>Freight:</b>      | 0.00           |
| <b>Deposit:</b>      | 0.00           |
| <b>Amount Due:</b>   | 871,268.03 USD |

**Banking Instructions:**

TD Bank, NA  
 2035 Limestone Rd.  
 Wilmington, DE 19808  
 ABA# 026013673  
 Bank Account # 3248176206

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

**Instant Ticket Game Analysis**  
8/26/18-8/30/20

**Average Number of Weeks for 85% Average Sell Through**

| Print Quantities | Price Point |          |         |          | Print Quantities | Price Point |          |         |         |
|------------------|-------------|----------|---------|----------|------------------|-------------|----------|---------|---------|
|                  | \$1         | \$2      | \$3     | \$5      |                  | \$10        | \$20     | \$30    | \$50    |
| < 5M             | None        | None     | None    | None     | 2M               | None        | None     | None    | None    |
| 5M-9.99M         | Week 14     | Week 16  | Week 16 | Week 17  | 3M               | None        | None     | None    | None    |
| 10M-14.99M       | None        | None     | None    | Week 27  | 4M               | Week 16*    | None     | None    | Week 56 |
| 15M-19.99M       | Week 23*    | None     | Week 33 | Week 26* | 5M               | Week 26*    | Week 22* | Week 27 | None    |
| 20M-24.99M       | None        | None     | None    | Week 48  | 6M               | Week 14     | Week 21  | None    | None    |
| 25M-29.99M       | Week 30     | None     | None    | None     | 7M               | Week 18     | Week 45  | None    | None    |
| 30M-34.99M       | None        | Week 46* | None    | None     | 8M               | Week 20*    | Week 35* | None    | None    |
| >35M             | None        | Week 54* | Week 62 | Week 47* | >9M              | Week 40     | None     | None    | None    |

**Average Weekly Dollar Sales at 85% Average Sell Through**

| Print Quantities | Price Point |             |             |             | Print Quantities | Price Point |             |             |             |
|------------------|-------------|-------------|-------------|-------------|------------------|-------------|-------------|-------------|-------------|
|                  | \$1         | \$2         | \$3         | \$5         |                  | \$10        | \$20        | \$30        | \$50        |
| < 5M             | None        | None        | None        | None        | 2M               | None        | None        | None        | None        |
| 5M-9.99M         | \$598,210   | \$786,271   | \$962,270   | \$1,910,553 | 3M               | None        | None        | None        | None        |
| 10M-14.99M       | None        | None        | None        | \$1,965,388 | 4M               | \$2,364,236 | None        | None        | \$3,525,563 |
| 15M-19.99M       | \$629,679   | None        | \$1,405,386 | \$3,225,872 | 5M               | \$1,959,320 | \$4,672,585 | \$5,273,477 | None        |
| 20M-24.99M       | None        | None        | None        | \$2,129,434 | 6M               | \$4,039,631 | \$5,031,851 | None        | None        |
| 25M-29.99M       | \$838,549   | None        | None        | None        | 7M               | \$3,610,003 | \$3,302,718 | None        | None        |
| 30M-34.99M       | None        | \$1,280,700 | None        | None        | 8M               | \$3,479,987 | \$4,349,250 | None        | None        |
| >35M             | None        | \$1,286,299 | \$1,629,327 | \$3,641,275 | >9M              | \$4,179,750 | None        | 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