





# INTEROFFICE MEMO

Gary Grief, Executive Director

Alfonso D. Royal III, Charitable Bingo Operations Director

**To:** J. Winston Krause, Chairman  
Carmen Arrieta-Candelaria, Commissioner  
Doug Lowe, Commissioner  
Peggy A. Heeg, Commissioner  
Robert Rivera, Commissioner

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

**Date:** October 5, 2017

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

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

Service or Goods Provided	Trademark License and Promotional Agreement
Vendor	Pro Silver Star, Ltd.
Term	03/01/2016 -- 02/28/2018 with four 2-year extensions
Estimated Annual Cost	\$3,812,180
Proposed Action	Amendment
Description	<ol style="list-style-type: none"><li>1) Exercise first additional 2-year renewal, with the extension period to begin March 1, 2018 and continue through February 28, 2020</li><li>2) Update addendum to reflect current marketing and advertising initiatives</li></ol>
Conflict of Interest	Commissioners have independently confirmed they do not have a financial interest in Pro Silver Star, Ltd.

Service or Goods Provided	Trademark License and Promotional Agreement
Vendor	Frisco Management, L.P.
Term	03/01/2016 -- 02/28/2018 with four 2-year extensions
Estimated Annual Cost	\$848,720
Proposed Action	Amendment
Description	<ol style="list-style-type: none"><li>1) Exercise first additional 2-year renewal, with the extension period to begin March 1, 2018 and continue through February 28, 2020</li><li>2) Update addendum to reflect current marketing and advertising initiatives</li></ol>
Conflict of Interest	Commissioners have independently confirmed Frisco Management, L.P.