





# INTEROFFICE MEMO

Gary Grief, Executive Director      LaDonna Castañuela, Charitable Bingo Operations Director

**To:** Robert G. Rivera, Chairman  
Cindy Fields, Commissioner  
Mark A. Franz, Commissioner  
Erik C. Saenz, Commissioner  
Jamey Steen, Commissioner

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

**Date:** October 21, 2021

**Re:** Report, possible discussion and/or action on agency major and prime 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 briefing items are to advise the Commission of staff's intent to renew 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. (Dallas Cowboys)
Proposed Action	Renew current contract
Description	1) Exercise third additional 2-year renewal, with the extension period to begin March 1, 2022 and continue through February 28, 2024 2) Update addendum to reflect current marketing and advertising initiatives
Term	March 1, 2016 – February 28, 2018 with four 2-year extension
Estimated Annual Cost	\$3,510,215
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.
Proposed Action	Renew current contract
Description	1) Exercise third additional 2-year renewal, with the extension period to begin March 1, 2022 and continue through February 28, 2024

	2) Update addendum to reflect current marketing and advertising initiatives
Term	March 1, 2016 – February 28, 2018 with four 2-year extension
Estimated Annual Cost	\$955,242
Conflict of Interest	Commissioners have independently confirmed they do not have a financial interest in Frisco Management, L.P.