



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: Angela Zgabay-Zgarba, Administration Division Director *AZ*

Date: October 12, 2023

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

The following action items are to advise the Commission of staff's intent to execute contracts with the Dallas Cowboys for trademark license and promotional agreements through 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	Execute Proprietary Contract
Description	1) Trademark license and promotional agreement for Dallas Cowboys Scratch ticket.
Term	March 1, 2024 – February 28, 2026 with five 2-year extension
Estimated Annual Cost	\$4,500,000
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) Trademark license and promotional agreement for marketing and promotional rights to use The Star complex.
Term	March 1, 2024 – February 28, 2026 with five 2-year extension
Estimated Annual Cost	\$1,043,819
Conflict of Interest	Commissioners have independently confirmed they do not have a financial interest in Frisco Management, L.P.