

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed

3/5/2019

Game #	2069	Confirmed Packs	3,366
Game Name	Cowboys	Active Packs	2,194
Quantity Printed	9,910,350	Warehouse Packs	57,904
Price Point	\$5	Returned Packs	1,112
Start Date	8/20/2018	Printed Payout Percentage	67.79%
Top Prize	\$ 100,000	Percent Sold	50.24%
Number of Top Prizes Remaining	7	Number of Weeks Out	28

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 374,517	Actual ticket production costs
Licensing Fee	\$ 1,062,180	
Non-cash Prize Allocation	\$ 3,282,722	
Prize payout expense	\$ 14,406,090	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	\$ 19,125,509	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 24,894,799	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 24,894,799	
Excess of Revenue over Expended	\$ 5,769,290	

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	\$	342,450
Next week	\$	385,935
Next week	\$	444,480
Avg Weekly Sales Current Game	\$	390,955
Avg Weekly Sales \$5; 5M-9.99M Qty	\$	1,874,253
Percentage Of Variance In Sales		79%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2069	Printed Payout Percentage	67.79%
Game Name	Cowboys	Actual Payout Percentage	71.05%
Percent Sold	50.24%	Number of Weeks Out	28
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			19

Recommendation

☐ Based on the findings in this Summary Report, I am recommending closing the above game.

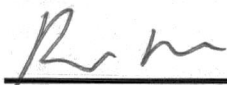
☒ I am recommending closing the above game based on the below business reason(s):

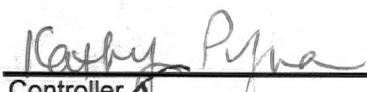
This Cowboys game needs to be pre-called in March to permit the game to be closed and the final drawing
conducted prior to the launch of the next Cowboys game tentatively scheduled to launch in August 2019, as well
as to ensure the winners of season ticket prizes from the final drawing will receive tickets to the next season.

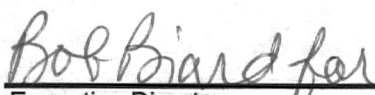
 3/5/19
Instant Product Coordinator Date

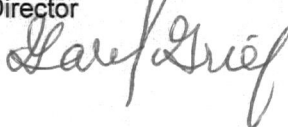
 3/10/19
Products Manager Date

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

 3-11-19
Lottery Operations Division Director Date

 3/13/19
Controller Date

 3.13.2019
Executive Director Date





Play the Games of Texas!

Da Vinci Report

Week End Date: 3/2/19

3/4/19

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	3/2/19	2/23/19	2/16/19	2/9/19
Mature	1828	\$3	41,527,800	TEXAS LOTERIA	9/17/18			24	26.66%	21,583	10,879	370,058	26	\$1,717,896.00	\$1,568,079.00	\$1,584,570.00	\$1,614,204.00
	2042	\$5	11,373,825	BONUS BALL BINGO	10/29/18			18	39.21%	14,228	8,460	67,433	28	\$1,358,870.00	\$1,253,855.00	\$1,262,755.00	\$1,342,430.00
	2017	\$5	10,241,100	BONUS BREAK THE BANK	10/15/18			20	67.71%	15,712	9,469	16,612	11	\$1,723,490.00	\$1,533,320.00	\$1,640,800.00	\$1,668,385.00
	2069	\$5	9,910,350	COWBOYS	8/20/18			28	50.24%	3,366	2,194	57,904	1,112	\$342,450.00	\$385,935.00	\$444,480.00	\$448,230.00
	2092	\$5	5,136,450	DIA DE LOS MUERTOS	10/1/18			22	70.40%	2,063	1,193	9,964	6,246	\$151,990.00	\$181,040.00	\$241,280.00	\$258,245.00
	2070	\$5	5,581,950	HOUSTON TEXANS	8/20/18			28	51.82%	2,249	1,084	30,975	794	\$152,805.00	\$207,060.00	\$226,310.00	\$242,015.00
	2102	\$5	7,213,875	MONEY MADNESS	11/14/18			15	63.81%	8,008	4,592	20,297	301	\$750,995.00	\$766,275.00	\$847,730.00	\$969,105.00
	2082	\$5	22,519,650	SUPER CROSSWORD	11/26/18			14	18.97%	16,678	8,559	215,751	44	\$1,823,100.00	\$1,683,680.00	\$1,708,995.00	\$1,769,950.00
	2056	\$10	28,522,850	\$200 MILLION CASH EXPLOSION	9/4/18			26	24.72%	9,909	4,140	413,256	60	\$1,763,350.00	\$1,651,550.00	\$1,780,000.00	\$1,761,960.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/18			135	84.41%	6,916	3,884	76,175	20	\$1,257,230.00	\$1,131,430.00	\$1,157,820.00	\$1,165,000.00
	2083	\$10	12,068,050	\$250,000 50X CASHWORD	9/17/18			24	74.10%	19,423	7,974	31,193	36	\$4,068,750.00	\$3,640,080.00	\$3,660,710.00	\$3,732,210.00
	2103	\$10	7,342,800	CASH BLAST	10/15/18			20	73.86%	11,625	5,476	18,913	74	\$2,009,390.00	\$1,946,940.00	\$2,077,160.00	\$2,111,540.00
	2084	\$10	26,555,050	MEGA LOTERIA	10/1/18			22	36.53%	25,305	9,805	296,776	32	\$5,617,590.00	\$5,155,540.00	\$5,110,450.00	\$5,081,690.00
	2096	\$10	4,651,020	SEASON'S GREETINGS	11/14/18			15	64.15%	13,192	2,392	48,111	12,422	\$299,210.00	\$394,360.00	\$496,770.00	\$875,560.00
	2093	\$20	7,344,000	\$100 OR \$200	10/1/18			22	40.35%	13,350	5,127	153,703	75	\$1,980,000.00	\$1,751,720.00	\$1,861,980.00	\$1,787,280.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			198	43.49%	6,001	2,683	760,958	34	\$1,093,040.00	\$979,360.00	\$988,540.00	\$996,820.00
	2047	\$20	9,177,950	100X THE CASH	4/2/18			48	84.38%	13,614	5,537	35,424	47	\$2,057,040.00	\$1,880,580.00	\$1,894,380.00	\$1,950,500.00
	1638	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			94	31.70%	9,406	4,545	931,939	33	\$1,614,760.00	\$1,454,560.00	\$1,463,820.00	\$1,420,200.00
	2100	\$20	5,999,350	MILLION DOLLAR LOTERIA	11/5/18			17	60.49%	28,877	8,516	53,278	49	\$4,431,000.00	\$3,938,060.00	\$3,997,200.00	\$4,025,800.00
	2067	\$20	7,123,800	STACKS OF CASH	7/16/18			33	49.57%	7,257	3,483	131,333	36	\$1,061,340.00	\$961,960.00	\$990,320.00	\$936,180.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			50	19.82%	10,431	4,912	1,074,685	82	\$2,252,490.00	\$2,029,140.00	\$2,120,160.00	\$2,062,560.00
	2057	\$50	3,611,100	200X THE CASH	6/19/18			37	64.74%	7,973	3,514	50,563	49	\$2,355,700.00	\$2,156,150.00	\$2,210,950.00	\$2,129,350.00
	2030	\$50	3,670,680	ULTIMATE 75	2/19/18			54	82.12%	5,354	2,425	23,716	32	\$1,706,600.00	\$1,506,450.00	\$1,511,450.00	\$1,557,050.00
	2104	\$50	4,564,740	WINNING MILLIONS	11/14/18			15	28.89%	13,084	5,953	140,743	54	\$4,400,800.00	\$4,022,150.00	\$4,024,100.00	\$3,876,700.00
Out of Wareh	2071	\$1	9,052,050	LUCKY DOG	1/7/19			8	82.74%	4,536	4,984	0	77	\$502,328.00	\$631,370.00	\$804,626.00	\$1,060,583.00
	2035	\$2	7,060,875	777	12/17/18			11	87.90%	3,722	2,439	18	95	\$407,432.00	\$464,734.00	\$679,460.00	\$967,858.00
Sold/Closing	2012	\$1	29,860,050	HOT 7'S	1/2/18	2/17/19	4/3/19	61	86.51%	274	574	22,138	2,244	\$82,461.00	\$131,200.00	\$161,656.00	\$271,890.00
	2091	\$1	9,173,550	LUCKY 85 DOUBLER	10/1/18	2/17/19	4/3/19	22	96.88%	102	110	0	1,155	\$8,939.00	\$29,656.00	\$42,244.00	\$106,758.00
	2097	\$1	9,175,500	WINTER CASH	11/5/18	3/17/19	5/1/19	17	95.67%	511	365	0	1,170	\$23,056.00	\$41,741.00	\$56,856.00	\$273,902.00
	2041	\$2	7,171,375	ACES AND 8S	6/25/18	3/17/19	5/1/19	36	79.21%	1,892	1,930	5,901	452	\$144,876.00	\$149,480.00	\$153,364.00	\$169,764.00
	2022	\$2	7,215,625	HUNTING FOR HUNDREDS	9/17/18	3/17/19	5/1/19	24	88.57%	1,290	1,266	377	2,265	\$124,680.00	\$159,202.00	\$181,764.00	\$221,084.00
	2094	\$2	7,229,875	VETERAN'S CASH	10/15/18	3/31/19	5/15/19	20	54.23%	12,832	4,787	5,288	616	\$286,636.00	\$299,168.00	\$326,074.00	\$344,564.00

Da Vinci

Liability for 2069 / for Life to Date

Product Status: SmartCash Enabled:

Validation Range: 07/24/2018 - 12/31/2037

Outstanding Prizes

Tier Ref	SmartCash	Tier Value	Count	Amount	Tickets	Paid	Life to	Amount Paid	% paid	Est. Tickets	Sold
1	1	N/A	445018	\$2,225,090.00	391918	\$1,959,590.00	46.83%	4640790	46.83%	4640790	
2	2	N/A	351572	\$3,515,720.00	331122	\$3,311,220.00	48.50%	4806743	48.50%	4806743	
3	3	N/A	254109	\$2,541,090.00	230351	\$2,303,510.00	47.55%	4712172	47.55%	4712172	
4	4	N/A	100964	\$2,019,280.00	97114	\$1,942,280.00	49.03%	4858862	49.03%	4858862	
5	5	N/A	103096	\$2,061,920.00	95257	\$1,905,140.00	48.02%	4759344	48.02%	4759344	
6	0	N/A	11093	\$554,650.00	10952	\$547,600.00	49.68%	4923481	49.68%	4923481	
7	0	N/A	11134	\$556,700.00	10896	\$544,800.00	49.46%	4901642	49.46%	4901642	
8	0	N/A	11403	\$570,150.00	10635	\$531,750.00	48.26%	4782492	48.26%	4782492	
9	0	N/A	1019	\$101,900.00	912	\$91,200.00	47.23%	4680600	47.23%	4680600	
10	0	N/A	963	\$96,300.00	959	\$95,900.00	49.90%	4944862	49.90%	4944862	
11	0	N/A	962	\$96,200.00	950	\$95,000.00	49.69%	4924075	49.69%	4924075	
12	0	N/A	958	\$95,800.00	970	\$97,000.00	50.31%	4986016	50.31%	4986016	
13	0	N/A	990	\$99,000.00	942	\$94,200.00	48.76%	4832065	48.76%	4832065	
14	0	N/A	870	\$87,000.00	899	\$89,900.00	50.82%	5036407	50.82%	5036407	
15	0	N/A	835	\$83,500.00	817	\$81,700.00	49.46%	4901183	49.46%	4901183	
16	0	N/A	862	\$86,200.00	793	\$79,300.00	47.92%	4748584	47.92%	4748584	
17	0	N/A	57	\$57,000.00	58	\$58,000.00	50.43%	4998263	50.43%	4998263	
18	0	N/A	49	\$49,000.00	58	\$58,000.00	54.21%	5371965	54.21%	5371965	
19	0	N/A	9	\$9,000.00	10	\$10,000.00	52.63%	5215973	52.63%	5215973	
20	0	N/A	66	\$66,000.00	50	\$50,000.00	43.10%	4271702	43.10%	4271702	
21	0	N/A	62	\$62,000.00	50	\$50,000.00	44.64%	4424263	44.64%	4424263	
22	0	N/A	16	\$80,000.00	11	\$55,000.00	40.74%	4037549	40.74%	4037549	
23	0	N/A	18	\$90,000.00	11	\$55,000.00	37.93%	3759098	37.93%	3759098	
24	0	N/A	7	\$700,000.00	3	\$300,000.00	30.00%	2973104	30.00%	2973104	
Totals:		\$100,000.00	1296132	\$15,903,500.00	1,185,738	\$14,406,090.00					

NO. OF TICKETS:
NO. POOLS:
PACK SIZE:
PACKS/POOL:
PACKS/GAME:

9,910,350
27.53
75
4,800
132,138

Minimum:
Maximum:

9,525,600
9,914,400

TEXAS LOTTERY COMMISSION
"COWBOYS" - GAME NO. 2069
END OF PRODUCTION PRIZE STRUCTURE
20-Jul-18

VERSION A

		9,910,350		\$5 TICKETS		\$49,551,750		REVENUE		INSTANT FUND PRIZE FUND		\$30,309,590		\$33,592,312		INSTANT PAYOUT %		61.17%		67.79%	

No.

03/04/19

Game Name	Game No	Inv No.	Vendor	TLC PO #
Cowboys	2069	8508495	PBL	362-18-9010 RL021

Units per 1000	Unit Price	Amount
9,910.35	\$37.39	\$370,547.99
		<u>\$370,547.99</u>

Description/Tickets Delivered Qty
9,910,350

Delivered	9,910,350
Ordered	9,720,000

2% under	9,525,600
2% over	9,914,400

Acceptable Range	0
------------------	---

Sub Total	\$370,547.99
POS on Foil	\$3,968.84
Total	<u>\$374,516.83</u>

Instant Ticket Game Analysis
8/28/16-8/25/18

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point				
	\$1	\$2	\$3	\$5	\$7		\$10	\$20	\$25	\$30	\$50
< 5M	None	Week 12*	None	None	None	2M	None	None	None	None	None
5M-9.99M	Week 16	Week 18	Week 17	Week 19	None	3M	None	None	None	None	Week 52*
10M-14.99M	Week 21	None	None	Week 16*	None	4M	None	None	None	None	None
15M-19.99M	None	None	Week 32*	Week 52*	None	5M	None	Week 33*	None	None	None
20M-24.99M	None	Week 34*	None	None	None	6M	Week 15	None	None	None	None
25M-29.99M	None	None	None	None	None	7M	None	Week 49*	None	None	None
30M-34.99M	Week 41	Week 57*	None	None	None	8M	None	None	None	None	None
> 35M	None	Week 60	Week 64	Week 52*	None	> 9M	Week 33	Week 41*	None	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point				
	\$1	\$2	\$3	\$5	\$7		\$10	\$20	\$25	\$30	\$50
< 5M	None	\$714,918	None	None	None	2M	None	None	None	None	None
5M-9.99M	\$515,035	\$758,306	\$1,248,375	\$1,874,253	None	3M	None	None	None	None	\$2,913,384
10M-14.99M	\$466,349	None	None	\$2,919,843	None	4M	None	None	None	None	None
15M-19.99M	None	None	\$1,302,836	\$1,508,375	None	5M	None	\$2,578,733	None	None	None
20M-24.99M	None	\$1,078,385	None	None	None	6M	\$3,483,559	None	None	None	None
25M-29.99M	None	None	None	None	None	7M	None	\$2,502,908	None	None	None
30M-34.99M	\$632,952	\$1,039,084	None	None	None	8M	None	None	None	None	None
>35M	None	\$1,119,742	\$1,583,593	\$3,361,809	None	>9M	\$3,182,478	\$3,781,160	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

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 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							00000 Prize Pool - Rider 4, Appropriation - Payment of Prizes
00603 Scratch Ticket Printing - Strategy A.1.7							

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

ADDENDUM NUMBER 1

TO

TRADEMARK LICENSE AND PROMOTIONAL AGREEMENT

BETWEEN LICENSOR AND SPONSOR

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. 1.
- b. Merchandise and Experiential Prizes. Payment to LICENSOR for merchandise and experiential prize packages that will contain a pre-determined number of individual prizes to be awarded through second-chance drawings conducted by SPONSOR and fulfilled by LICENSOR. There will be an estimated nine million five hundred thousand (9,500,000) tickets printed in each Game. 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 as fulfillment of each prize is complete.
- c. SPONSOR shall pay for all of the print costs incurred to print/produce the Game.

Invoicing for Merchandise and Experiential Prize Fulfillment

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. SPONSOR agrees to conduct five (5) second chance drawings for the prizes and to award in each drawing: one (1) "Wild Weekend" package (package is for a winner plus a guest), 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 Jersey prizes in each drawing, in accordance with the following schedule:

Drawing No.	Time Period
1	Between September 1 – October 15
2	Between October 16 – November 30
3	Between December 1 – January 15
4	Between January 16 – 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 date of the start of sales of the Game; if the first business day of the month is a State of Texas holiday, then 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 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 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.

2. PRIZE FULFILLMENT SERVICES

Merchandise and experiential prizes will be awarded by second-chance drawings in which qualifying non-winning tickets may be submitted as entries by eligible players. If there are not enough unique entries in the entry pool to award all the prizes in the drawing, some prizes may not be awarded and there may be fewer winners for that particular drawing.

SPONSOR shall provide LICENSOR a detailed list of prize winners after each drawing.