

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

11/27/2023

Game #	2272	Confirmed Packs	5,538
Game Name	Mad Money	Active Packs	2,667
Quantity Printed	10,038,450	Warehouse Packs	8,103
Price Point	\$1	Returned Packs	1,034
Start Date	7/3/2023	Printed Payout Percentage	60.11%
Top Prize	\$ 1,000	Percent Sold	70.04%
Number of Top Prizes Remaining	4	Number of Weeks Out	21

Current Game Sales Analysis**TANGIBLE COSTS****Expenditure Impact:**

Cost to print tickets	\$ 95,867	Actual ticket production costs
Prize payout expense	\$ 3,893,902	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs **\$ 3,989,769**

TANGIBLE BENEFITS**Revenue Impact:**

Estimated sales	\$ 7,030,930	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits **\$ 7,030,930**

Excess of Revenue over Expended **\$ 3,041,161**

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	\$	126,506
Next week	\$	123,107
Next week	\$	136,524
Avg Weekly Sales Current Game	\$	128,712
Avg Weekly Sales \$1; 10M-14.99M	\$	525,017
Percentage Of Variance In Sales		75%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2272	Printed Payout Percentage	60.11%
Game Name	Mad Money	Actual Payout Percentage	55.38%
Percent Sold	70.04%	Number of Weeks Out	21
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			18

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):

Dale Bourisack

11/27/2023

Scratch Ticket Strategy Coordinator Date

Will Russ

11/28/2023

Products Manager Date

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

Robert Lee

11/30/2023

Lottery Operations Division Director Date

KG *Gregory*

11/30/2023

Controller Date

Roy Mitchell

12/1/2023

Deputy Executive Director Date

Gary Shif

12/1/2023

Executive Director Date



Da Vinci Report

Week End Date: 11/25/23

11/27/23

Product Line	Game	Game \$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														11/25/23	11/18/23	11/11/23	11/4/23
Baseline	2519	\$1	17,373,600	\$5,000 WINNINGS	9/5/23			12	29.99%	12,260	7,326	59,667	29	\$369,082.00	\$391,282.00	\$425,927.00	\$456,155.00
	2520	\$1	10,987,950	JUST 1 BUCK	10/30/23			4	15.43%	18,269	12,943	29,272	20	\$567,810.00	\$530,236.00	\$421,255.00	\$176,411.00
	2523	\$2	8,857,250	20X	9/18/23			10	44.86%	10,573	6,267	19,476	54	\$660,686.00	\$727,502.00	\$814,526.00	\$919,050.00
	2492	\$2	6,048,000	VETERANS CASH	10/16/23			6	15.86%	12,859	10,483	15,915	31	\$411,182.00	\$423,722.00	\$405,956.00	\$265,304.00
	2531	\$3	5,898,600	HOLIDAY LOTERIA	10/30/23			4	29.64%	17,038	11,254	24,211	16	\$1,591,935.00	\$1,612,898.00	\$1,449,042.00	\$590,625.00
	2529	\$5	7,336,350	\$100 GRAND	10/16/23			6	30.31%	23,024	10,239	33,028	39	\$1,472,265.00	\$1,678,525.00	\$1,977,470.00	\$2,153,770.00
	2520	\$5	12,210,000	\$200,000 WINNINGS	9/5/23			12	34.93%	16,842	9,116	77,273	197	\$1,262,015.00	\$1,310,420.00	\$1,432,900.00	\$1,474,805.00
	2526	\$5	7,218,375	777 MULTIPLIER	10/2/23			8	49.37%	13,681	7,478	25,130	78	\$1,634,930.00	\$1,827,365.00	\$2,038,800.00	\$2,264,260.00
	2502	\$5	16,958,025	BINGO TIMES 20	9/18/23			10	15.28%	21,163	9,564	157,206	171	\$1,483,530.00	\$1,534,605.00	\$1,644,925.00	\$1,613,700.00
	2532	\$5	7,312,950	HOLIDAY 777	10/30/23			4	28.66%	18,875	12,596	35,382	22	\$2,667,610.00	\$2,917,405.00	\$3,240,550.00	\$1,652,250.00
	2524	\$5	7,144,200	MONEY MULTIPLIER	9/18/23			10	38.39%	15,730	6,981	31,954	596	\$880,990.00	\$1,069,360.00	\$1,311,035.00	\$1,469,120.00
	2534	\$5	7,059,750	WILD 7	11/15/23			1	9.99%	31,617	11,228	39,407	79	\$2,634,540.00	\$891,030.00	\$0	\$0
	2525	\$10	7,142,750	\$50, \$100 OR \$500!	9/18/23			10	53.10%	28,804	8,282	26,051	39	\$3,102,610.00	\$3,194,610.00	\$3,446,400.00	\$3,655,650.00
	2521	\$10	10,148,750	\$500,000 WINNINGS	9/5/23			12	27.56%	23,107	8,243	113,338	12	\$1,636,440.00	\$1,725,420.00	\$1,912,850.00	\$1,995,190.00
	2386	\$10	8,145,250	BREAK THE BANK SUPER TICKET	11/6/23			3	1.78%	6,376	2,448	150,007	2	\$897,000.00	\$469,770.00	\$59,500.00	\$0
	2527	\$10	8,199,900	PINK DIAMONDS	10/2/23			8	31.01%	25,976	10,294	74,140	14	\$2,586,110.00	\$2,738,900.00	\$2,860,990.00	\$3,210,990.00
	2533	\$10	6,120,000	THE PERFECT GIFT	10/30/23			4	23.87%	32,982	13,441	44,046	6	\$3,957,970.00	\$4,126,330.00	\$4,245,760.00	\$2,280,990.00
	2513	\$20	10,162,000	\$1,000,000 CROSSWORD	10/16/23			6	13.69%	41,430	9,728	294,965	10	\$5,147,300.00	\$5,287,600.00	\$5,485,560.00	\$4,993,980.00
	2490	\$20	8,189,275	\$1,000,000 GOLD RUSH	10/2/23			8	20.41%	32,274	9,435	215,607	12	\$3,505,080.00	\$3,824,200.00	\$4,148,780.00	\$4,284,620.00
	2522	\$20	9,178,700	\$1,000,000 WINNINGS	9/5/23			12	19.77%	26,470	8,247	256,966	40	\$2,056,480.00	\$2,251,340.00	\$2,492,700.00	\$2,539,060.00
	2535	\$20	6,119,575	\$85,000,000 EXPLOSION	11/15/23			1	6.13%	40,744	10,937	175,095	85	\$4,873,980.00	\$2,625,500.00	\$0	\$0
	2536	\$50	4,135,520	MILLIONS CLUB	11/15/23			1	3.51%	43,052	7,839	146,547	81	\$4,979,800.00	\$2,276,000.00	\$0	\$0
Mature	2424	\$1	823,350	CASH FRENZY	9/14/22			62	0.00%	0	0	1,379	11	\$0	\$0	\$0	\$0
	1878	\$1	854,700	CASH ON THE SPOT	9/18/17			323	0.00%	0	0	1,332	20	\$0	\$0	\$0	\$0
	2507	\$1	17,373,900	EZ LOTERIA	3/6/23			38	86.36%	6,604	4,140	2,522	656	\$179,951.00	\$179,892.00	\$184,548.00	\$178,550.00
	1804	\$1	829,650	LUCKY STARS	9/18/17			323	0.00%	0	0	56	555	\$0	\$0	\$0	\$0
	2272	\$1	10,038,450	MAD MONEY	7/3/23			21	70.04%	5,538	2,667	8,103	1,034	\$128,508.00	\$123,107.00	\$136,524.00	\$159,197.00
	2483	\$1	16,477,800	TOPAZ 7S	5/1/23			30	74.17%	6,859	3,830	15,220	413	\$178,283.00	\$191,157.00	\$191,675.00	\$183,635.00
	2124	\$1	853,200	WINNING 7S	8/8/19			224	0.00%	0	0	1,483	438	\$0	\$0	\$0	\$0
	2210	\$2	7,138,375	\$100 FRENZY	7/31/23			17	65.16%	6,055	3,432	5,544	2,035	\$248,536.00	\$249,536.00	\$285,490.00	\$283,324.00

Liability for 2272 / for Life to Date

Product Status:
Active

SmartCash Enabled:
N/A

Validation Range: 10/23/2020 - 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	\$1.00	358667	\$358,667.00	544806	\$544,806.00	60.30%	6053316
2	2	N/A	\$2.00	99871	\$199,742.00	167598	\$335,196.00	62.66%	6290165
3	3	N/A	\$2.00	77591	\$155,182.00	123218	\$246,436.00	61.36%	6159672
4	4	N/A	\$3.00	96623	\$289,869.00	171108	\$513,324.00	63.91%	6415615
5	5	N/A	\$5.00	11506	\$57,530.00	21949	\$109,745.00	65.61%	6585979
6	6	N/A	\$5.00	11690	\$58,450.00	21765	\$108,825.00	65.06%	6530768
7	7	N/A	\$5.00	22835	\$114,175.00	44134	\$220,670.00	65.90%	6615552
8	8	N/A	\$10.00	22271	\$222,710.00	44606	\$446,060.00	66.70%	6695502
9	9	N/A	\$10.00	34357	\$343,570.00	66086	\$660,860.00	65.79%	6604751
10	10	N/A	\$10.00	21864	\$218,640.00	45053	\$450,530.00	67.33%	6758555
11	0	N/A	\$25.00	414	\$10,350.00	830	\$20,750.00	66.72%	6697679
12	0	N/A	\$25.00	680	\$17,000.00	1429	\$35,725.00	67.76%	6801775
13	0	N/A	\$25.00	411	\$10,275.00	831	\$20,775.00	66.91%	6716547
14	0	N/A	\$25.00	684	\$17,100.00	1428	\$35,700.00	67.61%	6787361
15	0	N/A	\$100.00	154	\$15,400.00	350	\$35,000.00	69.44%	6971145
16	0	N/A	\$100.00	329	\$32,900.00	675	\$67,500.00	67.23%	6748957
17	0	N/A	\$100.00	146	\$14,600.00	360	\$36,000.00	71.15%	7141980
18	0	N/A	\$1,000.00	4	\$4,000.00	6	\$6,000.00	60.00%	6023070
			Totals:	760097	\$2,140,160.00	1,256,232	\$3,893,902.00		

Prize Structure

TEXAS LOTTERY
 GAME NO.2272 "MAD MONEY"
 April 14, 2020 - VERSION A

Order Quantity:	10,038,450	Pack Size:	150	Pool Size:	120,000	Winners:	2,016,329	Prize Fund:	\$6,034,062.00	Total Payout
Price Point:	\$1.00	Packs/Game:	66,923	Number of Pools:	83,65	Non-winners:	8,022,121	Payout:	60.11%	
Revenue:	\$10,038,450.00	Packs/Pool:	800			Overall Odds:	4.9786			

Kind	Tier	Wins	Level	Get	Win	Value	Odds (1 in)	Pack	Winners		Total Prize Cost	% Prize Fund
									Pool	Total		
Low Tiers												
01	1	L		\$1	\$1	\$1.00	11.1110	13.50	10,800.00	903,473	\$903,473.00	14.97%
02	1	L		\$2	\$2	\$2.00	37.5313	4.00	3,200.00	267,469	\$534,938.00	8.87%
03	1	L		\$1 w/ MONEY BAG	\$2	\$2.00	49.9900	3.00	2,400.00	200,809	\$401,618.00	6.66%
						Total (\$2.00):	21.4369	7.00	5,600.00	468,278	\$936,556.00	15.52%
04	1	L		\$3	\$3	\$3.00	37.4945	4.00	3,200.00	267,731	\$803,193.00	13.31%
05	1	L		\$5	\$5	\$5.00	300.0583	0.50	400.00	33,455	\$167,275.00	2.77%
06	2	L		\$2 w/ MONEY BAG + \$1	\$5	\$5.00	300.0583	0.50	400.00	33,455	\$167,275.00	2.77%
07	5	L		\$1 x 5	\$5	\$5.00	149.8970	1.00	800.00	66,969	\$334,845.00	5.55%
						Total (\$5.00):	74.9815	2.00	1,600.00	133,879	\$669,395.00	11.09%
08	1	L		\$10	\$10	\$10.00	150.1032	1.00	800.00	66,877	\$668,770.00	11.08%
09	2	L		\$3 w/ MONEY BAG + \$2 w/ MONEY BAG	\$10	\$10.00	99.9418	1.50	1,200.00	100,443	\$1,004,430.00	16.65%
10	5	L		\$2 x 5	\$10	\$10.00	150.0134	1.00	800.00	66,917	\$669,170.00	11.09%
						Total (\$10.00):	42.8560	3.50	2,800.00	234,237	\$2,342,370.00	38.82%
						Total (Low Tiers):	5.0002	30.00	24,000.00	2,007,598	\$5,654,987.00	93.72%
Mid Tiers												
11	1	M		\$25	\$25	\$25.00	8069.4936	0.02	15.00	1,244	\$31,100.00	0.52%
12	2	M		\$10 w/ MONEY BAG + \$5	\$25	\$25.00	4759.8151	0.03	25.00	2,109	\$52,725.00	0.87%
13	4	M		(\$10 x 2) + \$3 + \$2	\$25	\$25.00	8082.4879	0.02	15.00	1,242	\$31,050.00	0.51%
14	5	M		(\$5 w/ MONEY BAG x 2) + (\$2 x 2) + \$1	\$25	\$25.00	4753.0540	0.03	25.00	2,112	\$52,800.00	0.88%
						Total (\$25.00):	1496.7124	0.10	80.00	6,707	\$167,675.00	2.78%
15	1	M		\$100	\$100	\$100.00	19917.5595	0.01	5.95	504	\$50,400.00	0.84%
16	5	M		\$10 w/ MONEY BAG x 5	\$100	\$100.00	9998.4562	0.01	11.90	1,004	\$100,400.00	1.66%
17	2	M		\$25 w/ MONEY BAG x 2	\$100	\$100.00	19838.8340	0.01	5.95	506	\$50,600.00	0.84%
						Total (\$100.00):	4984.3347	0.03	23.81	2,014	\$201,400.00	3.34%
						Total (Mid Tiers):	1151.0664	0.13	103.81	8,721	\$369,075.00	6.12%
High Tiers												
18	1	H		\$1,000	\$1,000	\$1,000.00	1003845.0000	0.00	0.12	10*	\$10,000.00	0.17%
						Total (High Tiers):	1003845.0000	0.00	0.12	10	\$10,000.00	0.17%
						Total:	4.9786	30.13	24,103.93	2,016,329	\$6,034,062.00	100.00%



INTEROFFICE MEMO

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

Payment Approval

October 21, 2020

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

Vendor Name:	Scientific Games
Invoice Number:	1038906
Invoice Amount:	\$95,867.20
Tx Game name:	Game #2272 Mad Money
PO #:(if applicable)	362-20-9019 RL021

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

_____	<input type="checkbox"/>	_____
Dale Bowersock (Scratch Ticket Strategy Coordinator)		Date
Please forward to the next person for approval		

_____	_____
Robert Tironi (Products Manager)	Date
Please forward to the next person for approval	

_____	_____
Ryan Mindell (Lottery Operations Division Director)	Date

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

October 31, 2020

 SCIENTIFIC GAMES	Invoice No 1038906	Invoice Date 17-OCT-20	Due Date 16-NOV-2020
	Payment Terms 30 NET	Total Amount 95,867.20	Invoice Currency USD
Scientific Games International, Inc. 1500 Bluegrass Lakes Parkway AlpharettaGA30004 Ph:770.664.3700	Customer # 27292	Exchange Rate :	
Bill To Texas Lottery Attn: Accounts Payable P.O. BOX 16630 AustinTX 78761-6630 United States	Ship To c/o Glech 8520 Tuscany Way Bldg 6 Suite 100 AUSTINTX 78754-4819 United States		
Comments:			
PO #:	Sales Order #: 9005486	Bill Date : 10/19/2020	

Item	Item Description	Price Point	Net Tickets	Net Sales	Unit Price	Amount
TX-2272	TX-2272/MAD MONEY # 1	1.00	10,038.45	10,038	9.550	95,867.20

Thank You For Your Business!	Subtotal	Freight	Tax	Total
	95,867.20	0.00	0.00	95,867.20

	Mailing Instructions: Scientific Games International, Inc. PO Box 740845 Los Angeles CA 90074-0845

Scratch Ticket Game Closing Analysis

08/29/21 Thru 08/26/23

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point					Price Point				
	\$1	\$2	\$3	\$5	\$10	\$20	\$30	\$50	\$100	
< 5M	None	None	None	None	None	None	None	None	None	
5M-9.99M	None	Week 18	Week 13	Week 16	Week 26	Week 39	None	Week 55	None	
10M-14.99M	Week 18	*Week 28	None	None	Week 37	None	None	*Week 75	None	
15M-19.99M	Week 28	None	None	*Week 47	None	*Week 35	None	None	None	
20M-24.99M	None	None	None	None	None	None	None	None	None	
25M-29.99M	None	*Week 59	*Week 54	None	*Week 72	None	None	None	None	
30M-34.99M	None	*Week 55	None	*Week 63	None	None	None	None	None	
>=35M	None	None	None	*Week 55	*Week 51	None	None	None	None	

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point					Price Point				
	\$1	\$2	\$3	\$5	\$10	\$20	\$30	\$50	\$100	
< 5M	None	None	None	None	None	None	None	None	None	
5M-9.99M	None	\$836,861	\$1,218,171	\$2,103,552	\$2,534,946	\$3,775,938	None	\$4,951,385	None	
10M-14.99M	\$525,017	\$620,682	None	None	\$2,836,350	None	None	\$5,794,776	None	
15M-19.99M	\$530,463	None	None	\$1,645,025	None	\$8,401,824	None	None	None	
20M-24.99M	None	None	None	None	None	None	None	None	None	
25M-29.99M	None	\$830,007	\$1,352,586	None	\$3,385,773	None	None	None	None	
30M-34.99M	None	\$1,037,735	None	\$2,208,309	None	None	None	None	None	
>=35M	None	None	None	\$4,608,748	\$8,277,057	None	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

Bowersock, Dale

From: Gough, Riley <Riley.Gough@IGT.com>
Sent: Monday, November 27, 2023 1:39 PM
To: Bowersock, Dale
Cc: ProductsScratchTeam
Subject: RE: December Pre-call Recommendations

CAUTION: This email originated outside the Texas Lottery's email system. DO NOT click links or open attachments unless you expect them from the sender and know the content is safe.

Hi Dale,

We would like to remove the \$30 Premier Cash (#2387) off of the list of Pre-Call games. The remaining games are fine. Please let me know any questions.

Thanks,
 Riley

From: Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>
Sent: Monday, November 27, 2023 8:31 AM
To: Gough, Riley <Riley.Gough@IGT.com>
Cc: ProductsScratchTeam <ProductsScratchTeam@lottery.state.tx.us>
Subject: December Pre-call Recommendations

CAUTION: This email originated outside of IGT. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Riley,
 Below are the pre-call recommendations and the proposed close dates:

Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	11/25/23	11/18/24
2272	\$1	10,038,450	MAD MONEY	7/3/23			21	70.04%	6,538	2,667	8,103	1,034	\$126,506.00	\$123,110.00
2483	\$1	16,477,800	TOPAZ 7S	5/1/23			30	74.17%	6,859	3,830	15,220	413	\$179,283.00	\$191,110.00
2478	\$5	7,218,525	\$100,000 JACKPOT	7/17/23			19	55.21%	3,919	1,950	29,355	5,524	\$242,710.00	\$277,410.00
2488	\$5	7,310,325	HIT \$100,000	6/5/23			25	85.06%	3,289	1,869	1,837	5,460	\$297,480.00	\$353,110.00
2491	\$5	7,221,225	RUBY MINE 6X	7/31/23			17	81.76%	5,060	2,536	1,377	4,704	\$469,220.00	\$555,310.00
2356	\$10	6,033,150	SUPER TICKET 777	5/15/23			28	87.80%	6,125	3,822	1,693	871	\$849,850.00	\$1,041,210.00
2480	\$20	7,978,175	\$100,000,000 RICHES!	12/19/22			49	65.06%	6,785	1,726	100,903	148	\$438,480.00	\$489,610.00
2387	\$30	9,009,725	PREMIER CASH	4/4/22			86	81.13%	8,366	3,210	54,408	40	\$811,410.00	\$847,510.00

Close dates:

Pre-Call Date	Call Date	EOG Date	
Friday, December 8, 2023	Sunday, January 7, 2024	Wednesday, February 21, 2024	Monday

Please let me know if you have any concerns with these closures. Reminder: The Call Date won't be until 1/7/24.

Dale Bowersock

Scratch Ticket Strategy Coordinator
Texas Lottery Commission
(800) 375-6886, ext. 5166

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