

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**SUMMARY REPORT**

**Scratch Ticket Information**

Date Completed

4/22/2024

Game #	2321	Confirmed Packs	4,548
Game Name	\$50,000 Bonus Cashword	Active Packs	2,624
Quantity Printed	47,974,000	Warehouse Packs	32,267
Price Point	\$3	Returned Packs	160
Start Date	4/11/2022	Printed Payout Percentage	65.87%
Top Prize	\$ 50,000	Percent Sold	88.99%
Number of Top Prizes Remaining	2	Number of Weeks Out	106

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

Cost to print tickets	\$ 942,689	Actual ticket production costs
Prize payout expense	\$ 81,990,264	Data from Instant Ticket Tier Liability screen in ES

**Estimated Direct Costs****\$ 82,932,953**TANGIBLE BENEFITS**Revenue Impact:**

Estimated sales	\$ 128,076,188	Based on # of tkts printed, times % sold from DaVinci report, times the price point
<b>Total Estimated Benefits</b>	<b>\$ 128,076,188</b>	

**Excess of Revenue over Expended \$ 45,143,235**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**

<u>Previous 3 Weeks Sales from DaVinci</u>		
Most recent week sales	\$	424,290
Next week	\$	502,626
Next week	\$	508,533
Avg Weekly Sales Current Game	\$	478,483
Avg Weekly Sales \$3; >=35M*	\$	1,254,889
<b>Percentage Of Variance In Sales</b>		<b>62%</b>

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**RECOMMENDATION AND APPROVALS**

**Instant Ticket Information**

Game #	2321	Printed Payout Percentage	65.87%
Game Name	\$50,000 Bonus Cashword	Actual Payout Percentage	64.02%
Percent Sold	88.99%	Number of Weeks Out	106
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			97

\*Only one game at this level with 85% sell through.

**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):

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*Dale Bowersock*

4/23/2024

Scratch Ticket Strategy Coordinator      Date

*Will Russ*

4/23/2024

Products Manager      Date

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

*Not Required - >85% Sell Through*

Lottery Operations Division Director      Date

*Not Required - >85% Sell Through*

Controller      Date

N/A

N/A

Deputy Executive Director      Date

*Not Required - >85% Sell Through*

Executive Director      Date



Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														4/20/24	4/13/24	4/6/24	3/30/24
Mature	2321	\$3	47,974,000	\$50,000 BONUS CASHWORD	4/11/22			106	88.99%	4,548	2,624	32,267	160	\$424,290.00	\$502,626.00	\$508,533.00	\$546,735.00
	2542	\$3	24,005,000	30X POWER WORD BLITZ	1/2/24			16	25.87%	11,698	7,439	120,384	286	\$924,426.00	\$1,007,574.00	\$1,058,100.00	\$1,033,251.00
	2508	\$3	32,963,925	TEXAS LOTERIA	1/16/24			14	14.84%	16,177	10,608	343,821	8	\$1,211,361.00	\$1,171,854.00	\$1,193,751.00	\$1,187,385.00
	2480	\$5	7,169,550	\$20,000,000 CASH SPECTACULAR!	12/18/23			18	57.69%	2,784	1,988	32,761	1,391	\$266,730.00	\$311,325.00	\$371,315.00	\$457,805.00
	2520	\$5	12,210,000	\$200,000 WINNINGS	9/5/23			33	70.09%	9,039	6,258	31,004	34	\$750,005.00	\$820,280.00	\$829,935.00	\$910,415.00
	2543	\$5	25,097,475	50X POWER BLITZ	1/2/24			16	27.11%	14,545	9,046	217,222	22	\$1,508,570.00	\$1,612,935.00	\$1,669,435.00	\$1,782,830.00
	2502	\$5	16,958,025	BINGO TIMES 20	9/18/23			31	50.87%	12,112	8,302	87,298	339	\$1,301,895.00	\$1,355,110.00	\$1,369,085.00	\$1,426,620.00
	2537	\$5	7,324,125	LUCKY X10	12/4/23			20	72.32%	2,104	1,548	20,525	1,598	\$208,185.00	\$274,760.00	\$306,590.00	\$396,500.00
	2505	\$5	32,640,150	SUPER CASHWORD	6/5/23			46	52.77%	18,578	9,424	173,544	32	\$1,860,370.00	\$1,895,660.00	\$1,931,220.00	\$1,917,110.00
	2509	\$5	30,168,450	SUPER LOTERIA	12/18/23			18	52.34%	41,393	15,895	124,941	18	\$5,377,715.00	\$5,447,575.00	\$5,522,005.00	\$5,577,650.00
	2547	\$5	7,056,150	YEAR OF THE DRAGON	1/16/24			14	63.75%	4,158	3,308	24,967	232	\$465,260.00	\$557,080.00	\$715,845.00	\$858,110.00
	2506	\$10	24,386,600	\$250,000 50X CASHWORD	6/19/23			44	63.32%	31,532	9,432	132,336	31	\$3,337,380.00	\$3,440,250.00	\$3,569,600.00	\$3,622,480.00
	2521	\$10	10,146,750	\$500,000 WINNINGS	9/5/23			33	56.74%	13,678	6,068	65,425	50	\$1,077,250.00	\$1,123,580.00	\$1,127,850.00	\$1,325,330.00
	2464	\$10	23,085,050	100X CASH BLITZ	1/2/23			68	54.25%	5,324	2,164	201,642	216	\$471,420.00	\$480,630.00	\$506,430.00	\$570,700.00
	2544	\$10	20,116,650	100X POWER BLITZ	1/2/24			16	24.79%	22,530	8,926	267,665	27	\$2,131,860.00	\$2,208,870.00	\$2,471,130.00	\$2,763,300.00
	2386	\$10	8,145,250	BREAK THE BANK SUPER TICKET	11/6/23			24	36.28%	9,751	5,860	86,154	37	\$1,061,130.00	\$1,126,190.00	\$1,217,670.00	\$1,252,990.00
	2413	\$10	28,619,300	CASH BLOWOUT	3/6/23			59	44.22%	10,004	4,455	302,311	49	\$995,670.00	\$1,023,310.00	\$1,112,730.00	\$1,269,310.00
	2527	\$10	8,199,900	PINK DIAMONDS	10/2/23			29	72.33%	9,810	4,438	27,754	536	\$870,310.00	\$900,440.00	\$912,340.00	\$1,041,730.00
	2533	\$10	6,120,000	THE PERFECT GIFT	10/30/23			25	85.22%	1,605	604	2,630	11,858	\$116,320.00	\$129,100.00	\$185,380.00	\$227,470.00
	2514	\$20	8,189,250	\$1,000,000 CASH BLAST	12/4/23			20	30.85%	20,233	7,633	194,821	57	\$1,749,300.00	\$1,809,680.00	\$1,884,960.00	\$2,074,280.00
	2513	\$20	10,162,000	\$1,000,000 CROSSWORD	10/16/23			27	67.07%	44,650	9,733	71,950	41	\$5,048,140.00	\$5,217,400.00	\$5,307,160.00	\$5,603,700.00
	2490	\$20	8,189,275	\$1,000,000 GOLD RUSH	10/2/23			29	46.57%	9,258	3,531	159,996	64	\$1,011,500.00	\$1,100,940.00	\$1,146,740.00	\$1,322,700.00
	2522	\$20	9,178,700	\$1,000,000 WINNINGS	9/5/23			33	37.86%	16,120	6,190	202,820	54	\$1,313,960.00	\$1,327,840.00	\$1,390,820.00	\$1,517,000.00
	2535	\$20	6,119,575	\$85,000,000 EXPLOSION	11/15/23			22	50.04%	22,812	7,174	87,029	382	\$1,527,580.00	\$1,683,680.00	\$1,700,600.00	\$1,796,620.00
	2545	\$20	10,249,975	200X POWER BLITZ	1/2/24			16	26.36%	25,352	8,693	263,701	28	\$2,880,920.00	\$2,732,420.00	\$2,811,900.00	\$3,031,240.00
	2418	\$20	8,171,725	200X THE CASH	7/3/23			42	63.58%	6,776	1,698	107,393	1,429	\$521,740.00	\$539,880.00	\$611,780.00	\$674,720.00
	2367	\$20	16,392,750	CASH SPECTACULAR	11/15/21			127	74.26%	7,823	3,265	155,294	66	\$1,007,660.00	\$1,088,260.00	\$1,147,600.00	\$1,221,680.00
	2511	\$20	25,214,400	MILLION DOLLAR LOTERIA	6/5/23			46	73.53%	69,429	9,878	175,189	43	\$6,937,180.00	\$8,301,620.00	\$8,555,480.00	\$9,074,380.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			318	85.85%	7,860	3,534	177,715	41	\$1,344,750.00	\$1,319,730.00	\$1,471,140.00	\$1,692,450.00
	2517	\$30	9,225,150	MILLIONAIRE MAKER	8/14/23			36	38.61%	12,423	4,737	206,275	45	\$1,572,930.00	\$1,730,610.00	\$1,970,340.00	\$2,495,100.00
	2468	\$30	8,544,000	VIP CLUB	2/20/23			61	58.36%	7,855	2,467	129,900	58	\$630,300.00	\$604,080.00	\$654,210.00	\$779,070.00
	2423	\$50	6,608,840	\$1,000,000 DIAMOND RICHES	8/1/22			90	82.64%	8,734	2,509	43,916	80	\$1,001,150.00	\$1,068,200.00	\$1,060,950.00	\$1,218,350.00
	2455	\$50	10,237,540	\$5,000,000 ULTIMATE	1/16/23			66	57.38%	20,019	4,480	189,575	56	\$3,237,250.00	\$3,211,100.00	\$3,305,850.00	\$3,631,300.00

**Liability for 2321 / for Life to Date****Product Status:**  
Active**SmartCash Enabled:**  
N/A**Validation Range:** 12/23/2021 - 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	\$3.00	959086	\$2,877,258.00	4318013	\$12,954,039.00	81.83%	39254968
2	2	N/A	\$5.00	374379	\$1,871,895.00	2312097	\$11,560,485.00	86.06%	41288491
3	3	N/A	\$10.00	291466	\$2,914,660.00	2011286	\$20,112,860.00	87.34%	41901791
4	4	N/A	\$15.00	81554	\$1,223,310.00	590108	\$8,851,620.00	87.86%	42148939
5	5	N/A	\$20.00	68565	\$1,371,300.00	507108	\$10,142,160.00	88.09%	42260101
6	0	N/A	\$50.00	22234	\$1,111,700.00	169818	\$8,490,900.00	88.42%	42420015
7	0	N/A	\$100.00	9167	\$916,700.00	68877	\$6,887,700.00	88.25%	42339003
8	0	N/A	\$500.00	467	\$233,500.00	3531	\$1,765,500.00	88.32%	42370233
9	0	N/A	\$5,000.00	37	\$185,000.00	85	\$425,000.00	69.67%	33424508
10	0	N/A	\$50,000.00	2	\$100,000.00	16	\$800,000.00	88.89%	42643559
<b>Totals:</b>				<b>1806957</b>	<b>\$12,805,323.00</b>	<b>9,980,939</b>	<b>\$81,990,264.00</b>		

**END OF PRODUCTION PRIZE STRUCTURE****December 14, 2021 - (POOLS # 1 –431 COMPLETE)**

**Prize Structure**  
 TEXAS LOTTERY  
 GAME NO.2321 "\$50,000 BONUS CASHWORD"  
 February 8, 2021 - VERSION A

<b>Order Quantity:</b>	<b>47,974,000</b>	<b>Pack Size:</b>	125	<b>Pool Size:</b>	120,000	<b>Winners:</b>	11,787,896	<b>Prize Fund:</b>	\$94,795,587.00
<b>Price Point:</b>	\$3.00	<b>Packs/Game:</b>	383,792	<b>Number of Pools:</b>	399.78	<b>Non-winners:</b>	36,186,104	<b>Payout:</b>	<b>65.87%</b>
<b>Revenue:</b>	\$143,922,000.00	<b>Packs/Pool:</b>	960			<b>Overall Odds:</b>	<b>4.0698</b>		

Kind	Wins	Tier	Get	Win	Value	Odds (1 in)	Winners			Total Prize Cost	% Prize Fund
		Level					Pack	Pool	Total		
Low Tiers											
01	1	L	3 Words	\$3	\$3.00	9.0910	13.75	13,200.00	5,277,099	\$15,831,297.00	16.70%
02	1	L	4 Words	\$5	\$5.00	17.8576	7.00	6,720.00	2,686,476	\$13,432,380.00	14.17%
03	1	L	5 Words	\$10	\$10.00	20.8333	6.00	5,760.00	2,302,752	\$23,027,520.00	24.29%
04	1	L	6 Words	\$15	\$15.00	71.4258	1.75	1,680.00	671,662	\$10,074,930.00	10.63%
05	1	L	7 Words	\$20	\$20.00	83.3355	1.50	1,440.00	575,673	\$11,513,460.00	12.15%
Total (Low Tiers):						4.1667	30.00	28,800.00	11,513,662	\$73,879,587.00	77.94%
Mid Tiers											
06	1	M	8 Words	\$50	\$50.00	249.7969	0.50	480.00	192,052	\$9,602,600.00	10.13%
07	1	M	9 Words	\$100	\$100.00	614.7045	0.20	195.00	78,044	\$7,804,400.00	8.23%
08	1	M	10 Words	\$500	\$500.00	11999.4997	0.01	10.00	3,998	\$1,999,000.00	2.11%
Total (Mid Tiers):						175.0275	0.71	685.00	274,094	\$19,406,000.00	20.47%
High Tiers											
09	1	H	11 Words	\$5,000	\$5,000.00	393229.5082	0.00	0.30	122	\$610,000.00	0.64%
10	1	H	12 Words	\$50,000	\$50,000.00	2665222.2222	0.00	0.05	18	\$900,000.00	0.95%
Total (High Tiers):						342671.4286	0.00	0.35	140	\$1,510,000.00	1.59%
Total :						4.0698	30.71	29,485.35	11,787,896	\$94,795,587.00	100.00%





# INTEROFFICE MEMO

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

## Payment Approval

December 28, 2021

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

<b>Vendor Name</b>	<b>Scientific Games</b>
<b>P.O. Number (if applicable)</b>	362-21-9019RL018
<b>Invoice Number</b>	TX122221
<b>Tx Game Name:</b>	Game #2321 \$50,000 BONUS CASHWORD
<b>Invoice Amount:</b>	\$942,689.10

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

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

JB

12/28/2021



*Dale Bowersock*

12/28/2021

Dale Bowersock (Scratch Ticket Strategy Coordinator)  
Please forward to the next person for approval

Date

*Robert Tirloni*

12/28/2021

Robert Tirloni (Products Manager)  
Please forward to the next person for approval

Date

*Ryan Mindell*

1/4/2022

Ryan Mindell (Lottery Operations Division Director)

Date

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

**January 7, 2022**



Invoice: TX 122221  
 "TX 2321 \$50,000 BONUS CASHWORD"™  
 December 22, 2021

Supplier : Scientific Games International  
 1500 Bluegrass Lakes Parkway  
 Alpharetta, Georgia 30004 USA

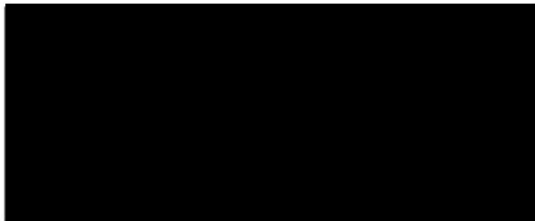
Customer : TEXAS LOTTERY  
 Attn: Accounts Payable  
 P.O. BOX 16630  
 AUSTIN, TX 78761-6630  
 United States

<u>Game</u>	<u>Shipment</u>	<u>Description</u>	<u>Quantity</u>	<u>Price Per</u>	<u>Total Amount</u>	<u>SG Invoice #</u>
TX-2321	1	TX-2321 \$50,000 BONUS CASHWORD	4,784,625	19.65 \$	94,017.88	1042047
TX-2321	2	TX-2321 \$50,000 BONUS CASHWORD	4,786,000	19.65 \$	94,044.90	1042048
TX-2321	3	TX-2321 \$50,000 BONUS CASHWORD	4,783,125	19.65 \$	93,988.41	1042049
TX-2321	4	TX-2321 \$50,000 BONUS CASHWORD	4,785,625	19.65 \$	94,037.53	1042050
TX-2321	5	TX-2321 \$50,000 BONUS CASHWORD	4,785,875	19.65 \$	94,042.44	1042051
TX-2321	6	TX-2321 \$50,000 BONUS CASHWORD	4,782,750	19.65 \$	93,981.04	1042033
TX-2321	7	TX-2321 \$50,000 BONUS CASHWORD	4,785,750	19.65 \$	94,039.99	1042034
TX-2321	8	TX-2321 \$50,000 BONUS CASHWORD	4,786,250	19.65 \$	94,049.81	1042035
TX-2321	9	TX-2321 \$50,000 BONUS CASHWORD	4,786,375	19.65 \$	94,052.27	1042036
TX-2321	10	TX-2321 \$50,000 BONUS CASHWORD	4,907,625	19.65 \$	96,434.83	1042037
Total Due					<u>\$942,689.10</u>	

\*Please include the SG invoice numbers with your remittance

Due Date:

January 20, 2022



## Scratch Ticket Game Closing Analysis

02/27/22      Thru      02/24/24

### 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 17	Week 13	Week 20	Week 26	*Week 36	*Week 97	*Week 56	None
10M-14.99M	*Week 15	*Week 28	None	None	*Week 29	None	None	None	None
15M-19.99M	Week 30	None	None	None	None	Week 53	None	None	None
20M-24.99M	None	None	None	*Week 76	None	None	None	None	None
25M-29.99M	None	None	None	None	None	None	None	None	None
30M-34.99M	None	None	*Week 68	None	None	None	None	None	None
>=35M	None	None	*Week 97	*Week 52	*Week 54	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	\$889,989	\$1,232,303	\$1,698,404	\$2,234,215	\$3,886,072	\$2,359,958	\$4,641,250	None
10M-14.99M	\$649,617	\$620,682	None	None	\$3,571,641	None	None	None	None
15M-19.99M	\$506,021	None	None	None	None	\$6,498,580	None	None	None
20M-24.99M	None	None	None	\$1,301,423	None	None	None	None	None
25M-29.99M	None	None	None	None	None	None	None	None	None
30M-34.99M	None	None	\$1,222,418	None	None	None	None	None	None
>=35M	None	None	\$1,254,889	\$4,803,626	\$7,966,148	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, April 22, 2024 5:52 PM  
**To:** Bowersock, Dale  
**Cc:** ProductsScratchTeam  
**Subject:** RE: May 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 keep \$20 200X The Cash (#2418) in market for one more month, for that bin to be replaced in July with \$20 VIP Millions launch. Otherwise, the list looks good.

Thanks,  
 Riley

**From:** Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>  
**Sent:** Monday, April 22, 2024 8:14 AM  
**To:** Gough, Riley <Riley.Gough@IGT.com>  
**Cc:** ProductsScratchTeam <ProductsScratchTeam@lottery.state.tx.us>  
**Subject:** May 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 for May. There are only 5 for May.

Close dates would potentially be:

Pre-call: May 3, 2024

Call: June 2, 2024

EOG (Close): July 17, 2024

EOV: January 13, 2025

Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return
2530	\$1	10,987,950	JU\$T 1 BUCK	10/30/23			25	78.33%	584	191	10,986	3,615
2321	\$3	47,974,000	\$50,000 BONUS CASHWORD	4/11/22			106	88.99%	4,548	2,624	32,267	160
2464	\$10	23,085,050	100X CASH BLITZ	1/2/23			68	54.25%	5,324	2,164	201,642	210
2533	\$10	6,120,000	THE PERFECT GIFT	10/30/23			25	85.22%	1,605	604	2,630	11,858
2418	\$20	8,171,725	200X THE CASH	7/3/23			42	63.58%	6,776	1,698	107,393	1,425

There are a couple of really under performing \$5 games, but it looks like sales are low due to very low penetration:

\$5, #2480 \$20,000,000 Cash Spectacular! (holographic with fluorescent ink)

\$5, #2537 Lucky X10 (PlayFX, holographic, metallic ink)

Maybe we can increase their penetration to higher volume retailers and see if the sales will lift?

Dale

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