

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed

2/22/2022

Game #	2323	Confirmed Packs	3,676
Game Name	Cowboys	Active Packs	3,871
Quantity Printed	9,897,375	Warehouse Packs	35,675
Price Point	\$5	Returned Packs	29
Start Date	8/16/2021	Printed Payout Percentage	68.16%
Top Prize	\$ 100,000	Percent Sold	65.88%
Number of Top Prizes Remaining	2	Number of Weeks Out	27

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

Cost to print tickets	\$ 816,474	Actual ticket production costs
Licensing Fee	\$ 1,131,855	Year 6 (\$900,000 + \$231,854.81)
Non-cash Prize Allocation	\$ 3,282,722	From EOPPS (non-cash prizes plus withholdings)
Prize payout expense	\$ 19,157,925	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs	\$ 10,593,168
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TANGIBLE BENEFITS**Revenue Impact:**

Estimated sales	\$ 32,601,953	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 32,601,953	

Excess of Revenue over Expended	\$ 22,008,785
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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	\$	608,870
Next week	\$	679,570
Next week	\$	679,520
Avg Weekly Sales Current Game	\$	655,987
Avg Weekly Sales \$5; 5M-9.99M Qty	\$	1,904,150
Percentage Of Variance In Sales		66%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2323	Printed Payout Percentage	68.16%
Game Name	Cowboys	Actual Payout Percentage	68.83%
Percent Sold	65.88%	Number of Weeks Out	27
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			17

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 2022, as well
as to ensure the winners of season ticket prizes from the final drawing will receive tickets to the next season.



2/23/2022

Scratch Ticket Strategy Coordinator Date



2/25/2022

Products Manager Date

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



2/27/2022

Lottery Operations Division Director Date




3/1/2022

Controller Date



3/1/2022

Executive Director Date



Play the Games of Texas!

Da Vinci Report

2/22/22

Week End Date:2/19/22

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														2/19/22	2/12/22	2/5/22	1/29/22
Mature	2352	\$5	18,177,675	\$200,000 JACKPOT	9/7/21			24	55.42%	10,366	8,921	85,491	24	\$1,535,845.00	\$1,601,055.00	\$1,520,370.00	\$1,538,860.00
	2319	\$5	9,169,050	\$500 FRENZY	11/15/21			14	66.38%	7,209	5,590	25,115	388	\$1,259,630.00	\$1,373,285.00	\$1,483,460.00	\$1,515,480.00
	2363	\$5	7,164,975	25 DAYS OF WINNING	11/1/21			16	88.66%	2,925	2,581	1,746	1,031	\$429,000.00	\$756,800.00	\$940,030.00	\$891,555.00
	2250	\$5	22,721,550	BINGO TIMES 20	11/23/20			65	81.74%	10,102	8,458	33,259	35	\$1,462,275.00	\$1,517,990.00	\$1,449,310.00	\$1,326,825.00
	2247	\$5	18,355,500	BONUS BREAK THE BANK	12/28/20			60	74.05%	5,766	4,668	51,318	46	\$689,345.00	\$684,135.00	\$684,785.00	\$650,625.00
	2323	\$5	9,897,375	COWBOYS	8/16/21			27	65.88%	3,676	3,871	35,675	29	\$608,870.00	\$679,570.00	\$679,520.00	\$702,695.00
	2360	\$5	7,334,775	HIT \$500	10/18/21			18	85.20%	4,874	4,196	2,519	1,097	\$794,290.00	\$874,615.00	\$916,040.00	\$964,035.00
	2324	\$5	5,437,800	HOUSTON TEXANS	8/16/21			27	58.40%	2,063	1,558	25,138	491	\$205,230.00	\$234,300.00	\$244,385.00	\$231,295.00
	2342	\$5	59,686,425	SUPER LOTERIA	10/18/21			18	23.63%	26,482	14,416	557,003	3	\$5,152,835.00	\$5,242,005.00	\$5,102,570.00	\$4,855,470.00
	2309	\$10	15,693,550	\$100 MILLION CASH PAYOUT	6/7/21			37	66.69%	6,532	3,079	93,239	32	\$893,530.00	\$1,005,430.00	\$1,132,870.00	\$1,130,370.00
	2346	\$10	13,460,600	\$500,000 EXTREME LUCK	4/5/21			46	62.02%	9,614	5,221	84,688	30	\$1,465,930.00	\$1,468,790.00	\$1,430,120.00	\$1,354,430.00
	2353	\$10	14,299,500	\$500,000 JACKPOT	9/7/21			24	57.00%	16,872	8,807	93,813	29	\$2,247,400.00	\$2,375,400.00	\$2,443,890.00	\$2,529,710.00
	2306	\$10	8,318,950	BREAK THE BANK SUPER TICKET	8/16/21			27	60.43%	10,624	6,962	45,667	37	\$1,312,210.00	\$1,348,820.00	\$1,432,460.00	\$1,409,850.00
	2364	\$10	6,082,150	HOLIDAY LUCKY TIMES 100	11/1/21			16	85.21%	6,081	4,038	3,133	1,388	\$934,730.00	\$1,332,630.00	\$1,680,540.00	\$1,731,130.00
	2336	\$10	15,610,600	POWER 10X	8/2/21			29	54.75%	9,256	4,696	125,137	169	\$1,198,380.00	\$1,343,450.00	\$1,406,880.00	\$1,490,170.00
	2345	\$20	9,157,250	\$1,000,000 CROSSWORD	10/4/21			20	49.68%	25,180	9,449	142,464	25	\$4,894,360.00	\$4,827,640.00	\$4,912,460.00	\$4,808,760.00
	2203	\$20	8,559,050	\$1,000,000 EXTREME CASH	6/7/21			37	63.54%	8,067	4,308	110,402	79	\$1,456,740.00	\$1,499,940.00	\$1,554,600.00	\$1,555,680.00
	2354	\$20	10,280,400	\$1,000,000 JACKPOT	9/7/21			24	42.73%	17,480	8,704	205,232	51	\$2,595,180.00	\$2,620,160.00	\$2,640,420.00	\$2,620,860.00
	2367	\$20	16,392,750	CASH SPECTACULAR	11/15/21			14	20.43%	17,270	8,736	492,199	23	\$3,664,420.00	\$3,845,700.00	\$3,734,700.00	\$3,863,140.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			249	86.00%	11,151	6,327	172,067	53	\$2,094,780.00	\$2,010,780.00	\$1,917,000.00	\$1,936,760.00
	2343	\$20	25,454,075	MILLION DOLLAR LOTERIA	6/18/21			35	51.99%	35,800	11,133	430,919	46	\$7,549,940.00	\$7,345,180.00	\$7,545,320.00	\$7,541,360.00
	2209	\$30	12,028,825	\$250 MILLION CASH PARTY	3/16/20			101	78.98%	8,408	4,864	85,266	80	\$1,566,030.00	\$1,586,820.00	\$1,558,920.00	\$1,537,680.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			205	61.31%	9,001	5,066	509,147	45	\$2,628,180.00	\$2,523,390.00	\$2,410,170.00	\$2,413,650.00
	2293	\$30	9,177,650	CASH CELEBRATION!	4/5/21			46	67.24%	12,193	6,864	97,592	66	\$3,092,010.00	\$3,087,000.00	\$2,977,800.00	\$3,021,810.00
	2344	\$50	10,279,600	500X LOTERIA SPECTACULAR	10/18/21			18	22.27%	24,697	8,217	361,009	34	\$7,246,300.00	\$6,969,300.00	\$6,572,550.00	\$6,787,300.00
	2340	\$50	6,606,400	CASINO MILLIONS	9/20/21			22	54.64%	19,294	7,999	117,623	33	\$6,380,800.00	\$6,247,850.00	\$6,047,750.00	\$6,258,150.00
Sold/Closing	2355	\$2	8,976,500	20XTRA	9/20/21	2/27/22	4/13/22	22	75.94%	1,481	1,667	11,205	557	\$175,786.00	\$230,676.00	\$244,654.00	\$255,212.00
	2246	\$2	35,700,000	BONUS GAME BINGO	9/21/20	2/6/22	3/23/22	74	97.91%	338	280	931	1,185	\$54,838.00	\$139,110.00	\$189,680.00	\$253,300.00
	2240	\$2	40,055,875	BREAK THE BANK	9/21/20	2/20/22	4/6/22	74	88.53%	2,424	1,972	21,519	255	\$261,912.00	\$371,054.00	\$402,668.00	\$453,886.00
	2191	\$2	7,264,875	LEVEL UP!	8/16/21	1/9/22	2/23/22	27	84.39%	34	26	520	6,046	-\$7,246.00	\$11,668.00	\$28,556.00	-\$6,982.00
	2294	\$2	9,097,000	LUCKY 3	6/21/21	2/20/22	4/6/22	35	91.95%	950	799	2,238	168	\$72,720.00	\$109,262.00	\$108,490.00	\$116,092.00
	2239	\$2	26,660,750	WEEKLY GRAND	2/22/21	1/20/22	3/6/22	52	73.06%	570	588	42,583	448	\$177,990.00	\$351,830.00	\$502,830.00	\$690,064.00

Liability for 2323 / for Life to Date**Product Status:**
Active**SmartCash Enabled:**
N/A**Validation Range:** 07/30/2021 - 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	\$5.00	481057	\$2,405,285.00	750552	\$3,752,760.00	60.94%	6031536
2	2	N/A	\$10.00	88636	\$886,360.00	153238	\$1,532,380.00	63.35%	6270429
3	3	N/A	\$10.00	99733	\$997,330.00	164202	\$1,642,020.00	62.21%	6157458
4	4	N/A	\$15.00	74079	\$1,111,185.00	123948	\$1,859,220.00	62.59%	6194911
5	5	N/A	\$15.00	70687	\$1,060,305.00	127181	\$1,907,715.00	64.28%	6361604
6	6	N/A	\$20.00	70903	\$1,418,060.00	126989	\$2,539,780.00	64.17%	6351230
7	7	N/A	\$20.00	73191	\$1,463,820.00	124860	\$2,497,200.00	63.04%	6239737
8	0	N/A	\$50.00	9673	\$483,650.00	17902	\$895,100.00	64.92%	6425487
9	0	N/A	\$50.00	8659	\$432,950.00	16155	\$807,750.00	65.10%	6443624
10	0	N/A	\$50.00	8919	\$445,950.00	15890	\$794,500.00	64.05%	6339203
11	0	N/A	\$100.00	324	\$32,400.00	509	\$50,900.00	61.10%	6047735
12	0	N/A	\$100.00	478	\$47,800.00	905	\$90,500.00	65.44%	6476590
13	0	N/A	\$100.00	298	\$29,800.00	542	\$54,200.00	64.52%	6386163
14	0	N/A	\$100.00	292	\$29,200.00	539	\$53,900.00	64.86%	6419597
15	0	N/A	\$100.00	497	\$49,700.00	887	\$88,700.00	64.09%	6343187
16	0	N/A	\$100.00	487	\$48,700.00	899	\$89,900.00	64.86%	6419725
17	0	N/A	\$100.00	202	\$20,200.00	354	\$35,400.00	63.67%	6301566
18	0	N/A	\$100.00	213	\$21,300.00	340	\$34,000.00	61.48%	6085185
19	0	N/A	\$500.00	18	\$9,000.00	35	\$17,500.00	66.04%	6536002
20	0	N/A	\$500.00	27	\$13,500.00	56	\$28,000.00	67.47%	6677746
21	0	N/A	\$500.00	42	\$21,000.00	72	\$36,000.00	63.16%	6250973
22	0	N/A	\$500.00	22	\$11,000.00	33	\$16,500.00	60.00%	5938425
23	0	N/A	\$500.00	29	\$14,500.00	58	\$29,000.00	66.67%	6598250
24	0	N/A	\$5,000.00	4	\$20,000.00	10	\$50,000.00	71.43%	7069553
25	0	N/A	\$5,000.00	3	\$15,000.00	11	\$55,000.00	78.57%	7776508
26	0	N/A	\$100,000.00	2	\$200,000.00	2	\$200,000.00	50.00%	4948687
Totals:				988475	\$11,287,995.00	1,626,169	\$19,157,925.00		

NO. OF TICKETS: 9,897,375

NO. POOLS: 27

PACK SIZE: 75

PACKS/POOL: 4,800

PACKS/GAME: 131,965

Minimum: 9,525,600

Maximum: 9,914,400

TEXAS LOTTERY COMMISSION

"COWBOYS" - GAME NO. 2323

END OF PRODUCTION PRIZE STRUCTURE

22-Jul-21

VERSION B

9,897,375

\$5 TICKETS

\$49,486,875

REVENUE

INSTANT FUND PRIZE FUND

\$30,445,920

INSTANT PAYOUT %

61.52%

\$33,728,642

TOTAL PAYOUT%

68.16%

PRIZE TIER	PRIZE CODE	TIER CODE	GET:	# OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN 27.49 POOLS	WINNERS IN 75 (PER PACK*)	WINNERS IN 360,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
1	1	L	\$5	1	\$5	8.04	1,231,609	9.33	44,800	\$6,158,045	18.26%	
2	2	L	\$5 x 2	2	\$10	40.92	241,874	1.83	8,800	\$2,418,740	7.17%	
3	3	L	\$10	1	\$10	37.50	263,935	2.00	9,600	\$2,639,350	7.83%	
4	4	L	\$15	1	\$15	49.98	198,027	1.50	7,200	\$2,970,405	8.81%	
5	5	L	\$5 x 3	3	\$15	50.02	197,868	1.50	7,200	\$2,968,020	8.80%	
6	6	L	\$10 x 2	2	\$20	50.01	197,892	1.50	7,200	\$3,957,840	11.73%	LOW-TIER
7	7	L	\$20	1	\$20	49.97	198,051	1.50	7,200	\$3,961,020	11.74%	74.34%
8	0	M	\$5 + \$10 + \$15 + \$20	4	\$50	358.93	27,575	0.21	1,000	\$1,378,750	4.09%	
9	0	M	\$10 x 3 + \$20	4	\$50	398.86	24,814	0.19	900	\$1,240,700	3.68%	
10	0	M	\$50	1	\$50	398.94	24,809	0.19	900	\$1,240,450	3.68%	
11	0	M	\$5 x 20(TD)	1	\$100	11,881.60	833	0.01	30	\$83,300	0.25%	
12	0	M	\$5 x 20	20	\$100	7,156.45	1,383	0.01	50	\$138,300	0.41%	
13	0	M	\$5 + \$10 + \$15 + \$20 + \$50	5	\$100	11,782.59	840	0.01	30	\$84,000	0.25%	
14	0	M	\$10 x 8 + \$20	9	\$100	11,910.20	831	0.01	30	\$83,100	0.25%	
15	0	M	\$5 x 10 + \$50	11	\$100	7,151.28	1,384	0.01	50	\$138,400	0.41%	
16	0	M	\$5 x 18 + \$10	19	\$100	7,140.96	1,386	0.01	50	\$138,600	0.41%	
17	0	M	\$20 x 5	5	\$100	17,801.03	556	0.00	20	\$55,600	0.16%	
18	0	M	\$100	1	\$100	17,897.60	553	0.00	20	\$55,300	0.16%	
19	0	M	\$100 x 5	5	\$500	186,742.92	53	0.00	2	\$26,500	0.08%	
20	0	M	\$50 x 10	10	\$500	119,245.48	83	0.00	3	\$41,500	0.12%	
21	0	M	(\$100 x 2) + (\$50 x 3) + (\$15 x 10)	15	\$500	86,819.08	114	0.00	4	\$57,000	0.17%	
22	0	M	\$500	1	\$500	179,952.27	55	0.00	2	\$27,500	0.08%	MID-TIER
23	0	M	(\$100 x 2) + (\$50 x 6)	8	\$500	113,762.93	87	0.00	3	\$43,500	0.13%	14.33%
24	0	H	\$500 x 10	10	\$5,000	706,955.36	14	0.00	0.5092259	\$70,000	0.21%	
25	0	H	\$5,000	1	\$5,000	706,955.36	14	0.00	0.5092259	\$70,000	0.21%	HIGH-TIER
26	0	H	\$100,000	1	\$100,000	2,474,343.75	4 ***	0.00	0.1454931	\$400,000	1.19%	1.60%
TOTAL						3.79	2,614,644	19.81	95,095.164	\$ 30,445,920	90.27%	90.27%
						3.7854						

DRAWINGS	AUTOGRAPHED JERSEYS	\$475.00	1,600	-	-	\$760,000.00	2.25%
	\$100 PRO SHOP GIFT GARDS	\$100.00	3,025	-	-	\$302,500.00	0.90%
	VIP TRAINING CAMP EXPERIENCES	\$7,500.00	5	-	-	\$37,500.00	0.11%
	WILD WEEKEND PACKAGES	\$50,000.00	5	-	-	\$250,000.00	0.74%
	EXCLUSIVE DRAFT DAY WAR ROOM EXPERIENCES	\$50,000.00	10	-	-	\$500,000.00	1.48%
	SEASON TICKETS	\$10,000.00	90	-	-	\$900,000.00	2.67%
	Wild Weekend Federal Withholdings	\$15,787.90	5	-	-	\$78,939.50	0.23%
	Draft Day Federal Withholdings	\$15,787.90	10	-	-	\$157,879.00	0.47%
	Training Camp Federal Withholdings	\$2,366.84	5	-	-	\$11,834.20	0.04%
	Season Tickets Federal Withholdings	\$3,156.32	90	-	-	\$284,068.80	0.84%
	Subtotal: Drawings		4,845			\$3,282,721.50	9.73%
	TOTAL		2,619,489		\$	33,728,642	100.00%

Note: TD = Win all 20 prizes by revealing one (1) TOUCHDOWN "TD" (WINALL) Play Symbol.

Consolidated odds are 1 in:

\$5

8.04

1,231,609

\$10

19.57

505,809

\$15

25.00

395,895

\$20

25.00

395,943

\$50

128.21

77,198

\$100

1,274.45

7,766

\$500

25,248.41

392

\$5,000

353,477.68

28

\$100,000

2,474,343.75

4

Total2,614,644

* Each of the following GLEPS will be used in approximately 16.67% of each pack of 75 tickets.

** Numbers are rounded.

*** This number of prizes is guaranteed to the Lottery.

CALLOUT:	MORE THAN 4,700 NON-CASH PRIZES
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INTEROFFICE MEMO

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

Payment Approval

August 4, 2021

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

Vendor Name	Pollard
P.O. Number (if applicable)	362-21-9010RL022
Tx Game Name	Game #2323 Cowboys
Invoice Number	8522489
Invoice Amount	\$816,474.23

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 8/4/2021



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

8/4/2021
 Date

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

8/4/2021
 Date

Robert Tirloni for Ryan Mindell
 Ryan Mindell (Lottery Operations Division Director)

8/4/2021
 Date

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

In an effort to close out FY 21 please forward ASAP, thank you for your help.

Burrola, Jessica

From: Tirloni, Robert
Sent: Wednesday, August 4, 2021 11:53 AM
To: Products
Subject: FW: Ryan Mindell out of office; Robert Tirloni

For your files.

From: Mendoza, Merry <Merry.Mendoza@lottery.state.tx.us>
Sent: Monday, August 2, 2021 8:04 AM
To: Bland, Angie <Angie.Bland@lottery.state.tx.us>; Biard, Bob <Bob.Biard@lottery.state.tx.us>; Fernandez, Mike <Mike.Fernandez@lottery.state.tx.us>; Grief, Gary <Gary.Grief@lottery.state.tx.us>; Pyka, Kathy <Kathy.Pyka@lottery.state.tx.us>; Rogers, Ed <Ed.Rogers@lottery.state.tx.us>; Trevino, Nelda <Nelda.Trevino@lottery.state.tx.us>; Page, Ray <Ray.Page@lottery.state.tx.us>; Tirloni, Robert <Robert.Tirloni@lottery.state.tx.us>; Sanchez, Sheila <Sheila.Sanchez@lottery.state.tx.us>; Austin, Casey <Casey.Austin@lottery.state.tx.us>; Veselka, David <David.Veselka@lottery.state.tx.us>; Simpson, MaryBeth <MaryBeth.Simpson@lottery.state.tx.us>; Carney, James <James.Carney@lottery.state.tx.us>; Snell, Amy <Amy.Snell@lottery.state.tx.us>; Moreno, Heidi <Heidi.Moreno@lottery.state.tx.us>; Perez, Maria <Maria.Perez@lottery.state.tx.us>; Anderson, Lisa <Lisa.Anderson@lottery.state.tx.us>; Mindell, Ryan <Ryan.Mindell@lottery.state.tx.us>; Guarnero, Annika <Annika.Guarnero@lottery.state.tx.us>; Zamora, Myra <Myra.Zamora@lottery.state.tx.us>; Thomas, Jan <Jan.Thomas@lottery.state.tx.us>; Guarnero, Annika <Annika.Guarnero@lottery.state.tx.us>; Valdez, Mario <Mario.Valdez@lottery.state.tx.us>
Subject: Ryan Mindell out of office; Robert Tirloni

Ryan Mindell will be out of the office August 2-4. In his absence, Robert Tirloni will be in charge of Lottery Operations and will have full signature authority including jackpot estimation.



140 Otter Street
Winnipeg, Manitoba
Canada R3T 0M8
Phone: (204) 474-2323
Fax: (204) 453-1375

INVOICE NO.: 8522489

Sold To: Texas Lottery Commission P.O. Box 16630 Austin, TX 78761-6630 United States	Ship To: IGT Texas Distribution Center 8520 Tuscany Way Building #6, Suite 100 Attn: Texas Lottery Warehouse Rep Austin, Texas 78754 United States
Terms: Net 30 days after date of invoice	Due Date: August 29, 2021

Invoice Date	Order No.	Your Order	Customer No.
July 30, 2021	1130395		5008

Order name: COWBOYS #2323

PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 4 x 8	9,897,375	21.79 /M	215,663.80
Flood UV varnish on ticket front	9,897,375	2.43 /M	24,050.62
Spectrum process applied to Scratch FX®	9,897,375	56.00 /M	554,253.00
Spectrum process applied to Scratch FX®	1	5,000.00 Ea	5,000.00
Inserts	1	17,506.81 Ea	17,506.81

Under unit price '/M' = price per thousand.

Before Taxes:	816,474.23 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	816,474.23 USD

Banking Instructions:

TD Bank, NA
2035 Limestone Rd.
Wilmington, DE 19808
ABA# 026013673
Bank Account # 3248176206

Delivery: Prepaid
Tax ID/Contract Number: NA
GST Registration Number: 819251463

Pro- Silver Star 2016-0001

Initial Term	06/22/15 - 02/28/2018	2% of Sales NTE	License Lump Sum (3% yearly escaltor)	Merchandise Allocation	Yearly Total
Year 1	03/1/2016 - 02/28/2017	\$ 800,000.00	\$ 200,000.00	\$ 2,750,000.00	\$ 3,750,000.00
Year 2	03/01/2017 - 02/28/2018	\$ 800,000.00	\$ 206,000.00	\$ 2,750,000.00	\$ 3,756,000.00
Year 3	03/01/2018 - 02/28/2019	\$ 850,000.00	\$ 212,180.00	\$ 2,750,000.00	\$ 3,812,180.00
Year 4	03/01/2019 - 02/28/2020	\$ 850,000.00	\$ 218,545.40	\$ 2,750,000.00	\$ 3,818,545.40
Year 5	03/01/2020 - 02/28/2021	\$ 900,000.00	\$ 225,101.76	\$ 2,750,000.00	\$ 3,875,101.76
Year 6	03/01/2021 - 02/28/2022	\$ 900,000.00	\$ 231,854.81	\$ 2,750,000.00	\$ 3,881,854.81
Year 7	03/01/2022 - 02/28/2023	\$ 950,000.00	\$ 238,810.46	\$ 2,750,000.00	\$ 3,938,810.46
Year 8	03/01/2023 - 02/28/2024	\$ 950,000.00	\$ 245,974.77	\$ 2,750,000.00	\$ 3,945,974.77
Year 9	03/01/2024 - 02/28/2025	\$ 1,000,000.00	\$ 253,354.02	\$ 2,750,000.00	\$ 4,003,354.02
Year 10	03/01/2025 - 02/28/2026	\$ 1,000,000.00	\$ 260,954.64	\$ 2,750,000.00	\$ 4,010,954.64
				TOTAL CONTRACT VALUE	\$ 38,792,775.86

ADDENDUM NO. 4
TO
TRADEMARK LICENSE AND PROMOTIONAL AGREEMENT
BETWEEN LICENSOR AND SPONSOR
2020 and 2021 NFL Football Seasons

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

For each game, LICENSOR shall provide:

- Five (5) Dallas Cowboys "Wild Weekend" packages, valued at **\$50,000** each.
- Ten (10) Draft Party packages for two (2), valued at **\$50,000** each.
- Five (5) Dallas Cowboys "Training Camp" packages for two (2) at the Dallas Cowboys training facility in Frisco, Texas, valued at **\$7,500** each.

- Ninety (90) Pairs of Season Tickets to the next complete season of Team home games (based on the date of prize fulfillment), valued at **\$10,000** each.
 - One thousand six hundred (1,600) autographed authentic jerseys from Dallas Cowboys players (as determined by the Dallas Cowboys) valued at \$475 each.
 - Three thousand twenty-five (3,025) Dallas Cowboys Gift Cards, valued at **\$100** each.
 - Total Maximum Prize Cost for Merchandise and Experiential Prizes = \$2,750,000
- c. SPONSOR shall pay for all print costs incurred to print/produce the Game.

Invoicing for Merchandise and Experiential Prize Fulfillment

SPONSOR agrees to conduct five (5) promotional second-chance drawings for the prizes and to award **in each drawing**: one (1) "Wild Weekend" package (package is for a winner plus nineteen (19) guests), 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 Jerseys, 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 10
4	Between January 11 – 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 start of sales of the Game. If the first business day of the month is a state of Texas holiday, then the 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 forty-five (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 ninety (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.

Instant Ticket Game Analysis
8/25/19-8/28/21

Average Number of Weeks for 85% Average Sell Through

	A	B	C	D		E	F	G	H
	Price Point					Price Point			
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$30	\$50
< 5M	None	None	Week 10*	None	2M	None	None	None	None
5M-9.99M	Week 14	Week 16	Week 11*	Week 17	3M	None	None	None	None
10M-14.99M	Week 15	None	None	Week 19	4M	Week 16*	None	None	None
15M-19.99M	Week 23*	None	Week 29	Week 48	5M	Week 20	None	Week 38*	Week 36
20M-24.99M	None	None	None	Week 36	6M	Week 13	Week 23*	None	None
25M-29.99M	Week 32	None	None	None	7M	Week 16	Week 34	None	None
30M-34.99M	None	None	None	None	8M	Week 21*	Week 40	None	None
>35M	None	None	Week 59	Week 44*	>9M	Week 30	Week 33	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

	A	B	C	D		E	F	G	H
	Price Point					Price Point			
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$30	\$50
< 5M	None	None	\$1,280,407	None	2M	None	None	None	None
5M-9.99M	\$565,128	\$810,337	\$1,161,701	\$1,904,150	3M	None	None	None	None
10M-14.99M	\$646,883	None	None	\$2,800,321	4M	\$2,364,236	None	None	None
15M-19.99M	\$638,272	None	\$1,669,812	\$1,515,020	5M	\$2,813,557	None	\$3,506,730	\$6,331,310
20M-24.99M	None	None	None	\$2,620,225	6M	\$4,264,362	\$4,577,513	None	None
25M-29.99M	\$786,285	None	None	None	7M	\$3,884,366	\$3,675,833	None	None
30M-34.99M	None	None	None	None	8M	\$3,283,703	\$3,828,587	None	None
>35M	None	None	\$1,688,331	\$3,934,727	>9M	\$4,643,288	\$6,280,238	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