

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

**Instant Ticket Information**

Date Completed

8/29/2022

Game #	2395	Confirmed Packs	12,693
Game Name	\$200,000 Frenzy	Active Packs	8,164
Quantity Printed	18,357,150	Warehouse Packs	130,813
Price Point	\$5	Returned Packs	15
Start Date	5/2/2022	Printed Payout Percentage	67.98%
Top Prize	\$ 200,000	Percent Sold	37.17%
Number of Top Prizes Remaining	3	Number of Weeks Out	17

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

Cost to print tickets	\$ 595,247	Actual ticket production costs
Non-cash Prize Allocation	\$ 2,261,232	From EOPPS and WPs (non-cash prizes plus withholdings)
Prize payout expense	\$ 21,935,735	Data from Instant Ticket Tier Liability screen in ES

<b>Estimated Direct Costs</b>	<b>\$ 24,792,214</b>
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**TANGIBLE BENEFITS****Revenue Impact:**

Estimated sales	\$ 34,116,763	Based on # of tkts printed, times % sold from DaVinci report, times the price point
<b>Total Estimated Benefits</b>	<b>\$ 34,116,763</b>	

<b>Excess of Revenue over Expended</b>	<b>\$ 9,324,549</b>
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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	\$	1,092,310
Next week	\$	1,166,890
Next week	\$	1,165,690
Avg Weekly Sales Current Game	\$	1,141,630
Avg Weekly Sales \$5; 10M-14.99M Qty*	\$	2,572,905
<b>Percentage Of Variance In Sales</b>		<b>56%</b>

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

**Instant Ticket Information**

Game #	2395	Printed Payout Percentage	67.98%
Game Name	\$200,000 Frenzy	Actual Payout Percentage	70.92%
Percent Sold	37.17%	Number of Weeks Out	17
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			23

\* No games at this level with 85% sell through so the 10M - 14.99M level was used for this analysis.

**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 game needs to be pre-called in September to permit the game to be closed and the final drawing  
conducted prior to the CMT Awards event tentatively scheduled to launch in late March 2023. This should ensure  
the winners of the trip prizes from the final drawing will all be processed/claimed in time to schedule the trips.



8/29/2022

Scratch Ticket Strategy Coordinator      Date



8/30/2022

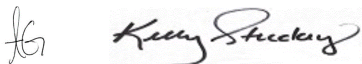
Products Manager      Date

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



9/2/2022

Lottery Operations Division Director      Date



9/5/2022

Controller      Date



9/5/2022

Executive Director      Date



*Play the Games of Texas!*

Da Vinci Report

8/29/22

Week End Date:8/27/22

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														8/27/22	8/20/22	8/13/22	8/6/22
Baseline	2405	\$1	17,149,800	LOOSE CHANGE	7/5/22			8	31.64%	10,136	10,277	54,662	21	\$751,598.00	\$770,375.00	\$713,651.00	\$776,891.00
	2381	\$2	8,912,625	JUMBO BUCKS	6/20/22			10	45.85%	8,486	6,614	21,910	25	\$568,720.00	\$599,684.00	\$714,204.00	\$923,742.00
	2403	\$2	9,058,125	LUCKY 3	7/18/22			6	23.78%	11,133	13,561	28,939	3	\$802,274.00	\$836,930.00	\$832,050.00	\$784,968.00
	2401	\$5	10,122,225	50X THE CASH	6/6/22			12	60.04%	10,266	6,856	33,167	32	\$1,579,260.00	\$1,789,005.00	\$1,907,890.00	\$2,097,480.00
	2415	\$5	9,906,375	COWBOYS	8/15/22			2	3.89%	26,652	12,330	86,177	0	\$1,222,405.00	\$704,845.00	\$375.00	\$0
	2308	\$5	7,222,950	EL GORDO	7/18/22			6	36.24%	13,188	9,140	37,057	2	\$1,535,550.00	\$1,780,970.00	\$2,235,505.00	\$2,629,205.00
	2406	\$5	7,342,125	HIT \$200,000!	7/5/22			8	44.50%	16,513	10,181	25,196	6	\$1,721,945.00	\$1,772,835.00	\$1,789,615.00	\$2,057,295.00
	2416	\$5	5,627,550	HOUSTON TEXANS	8/15/22			2	4.14%	16,871	10,303	43,109	5	\$657,015.00	\$506,995.00	\$375.00	\$0
	2412	\$5	7,218,150	POWER SHOT	8/1/22			4	26.24%	17,410	10,737	40,870	4	\$2,300,520.00	\$2,513,740.00	\$2,927,575.00	\$1,728,015.00
	2404	\$5	7,259,325	SIZZLING HOT \$100,000	6/20/22			10	51.34%	9,352	6,104	28,130	10	\$994,735.00	\$1,145,435.00	\$1,361,910.00	\$1,596,750.00
	2369	\$10	12,077,250	\$50, \$100 OR \$500!	8/1/22			4	16.84%	29,538	9,508	158,178	2	\$5,050,840.00	\$5,291,730.00	\$5,723,730.00	\$4,265,900.00
	2407	\$10	12,236,750	PAYOUT MULTIPLIER	7/5/22			8	23.76%	22,260	10,143	151,884	4	\$2,973,160.00	\$3,011,420.00	\$2,902,750.00	\$3,467,740.00
	2311	\$10	8,067,400	TRIPLE RED 777 SUPER TICKET	7/11/22			7	12.85%	15,084	5,906	117,705	0	\$2,245,470.00	\$2,138,290.00	\$1,911,360.00	\$1,726,030.00
	2438	\$20	19,277,675	\$1,000,000 CROSSWORD	6/6/22			12	14.59%	27,395	8,982	618,231	13	\$4,899,380.00	\$4,823,760.00	\$4,632,220.00	\$4,800,020.00
	2349	\$20	8,200,000	500X	7/18/22			6	23.27%	30,841	9,109	207,575	4	\$5,881,780.00	\$6,018,820.00	\$6,085,900.00	\$6,602,240.00
	2402	\$20	8,199,050	MONEY	6/20/22			10	23.94%	19,838	8,003	219,100	13	\$2,795,920.00	\$2,866,580.00	\$2,894,840.00	\$3,142,600.00
	2423	\$50	6,608,840	\$1,000,000 DIAMOND RICHES	8/1/22			4	7.36%	46,613	9,153	247,834	9	\$6,357,500.00	\$6,351,450.00	\$6,636,750.00	\$4,980,400.00
Mature	2394	\$1	19,445,700	\$5,000 FRENZY	5/2/22			17	47.12%	8,873	8,765	48,894	25	\$371,045.00	\$418,278.00	\$424,450.00	\$423,973.00
	1878	\$1	854,700	CASH ON THE SPOT	9/18/17			258	0.00%	0	0	1,744	14	\$0	\$0	\$0	\$0
	1804	\$1	829,650	LUCKY STARS	9/18/17			258	0.00%	0	0	64	650	\$0	\$0	\$0	\$0
	2372	\$1	34,835,250	POWER 20X	1/3/22			34	55.97%	7,226	6,515	86,205	59	\$306,450.00	\$307,995.00	\$325,722.00	\$327,136.00
	2124	\$1	853,200	WINNING 7S	8/8/19			159	0.00%	0	0	2,120	638	\$0	\$0	\$0	\$0
	2392	\$2	9,265,000	777 SLOTS	4/18/22			19	66.64%	4,734	3,148	15,001	264	\$236,562.00	\$230,572.00	\$248,224.00	\$310,910.00
	2325	\$2	28,601,250	BONUS GAME BINGO	12/13/21			37	54.03%	10,002	8,191	84,915	22	\$774,608.00	\$780,488.00	\$767,980.00	\$776,528.00
	2329	\$2	33,566,750	IMITED EDITION BREAK THE BANK	1/17/22			32	52.88%	10,365	9,226	102,860	11	\$953,270.00	\$885,820.00	\$838,280.00	\$906,572.00
	2316	\$2	9,112,375	TRIPLE \$\$\$	5/16/22			15	49.02%	5,061	3,158	27,340	30	\$251,554.00	\$270,768.00	\$264,802.00	\$358,102.00
	2321	\$3	47,974,000	\$50,000 BONUS CASHWORD	4/11/22			20	17.56%	11,805	8,681	293,804	8	\$1,449,342.00	\$1,430,412.00	\$1,418,817.00	\$1,464,120.00
	2373	\$3	24,134,125	POWER 30X CROSSWORD	1/3/22			34	67.09%	7,663	6,291	47,498	47	\$873,879.00	\$877,113.00	\$845,043.00	\$954,087.00
	2327	\$3	28,614,750	TEXAS LOTERIA	10/4/21			47	74.91%	14,925	11,229	66,304	33	\$1,256,118.00	\$1,263,687.00	\$1,206,363.00	\$1,217,454.00
	2395	\$5	18,357,150	\$200,000 FRENZY	5/2/22			17	37.17%	12,693	8,164	130,813	15	\$1,092,310.00	\$1,166,890.00	\$1,165,690.00	\$1,280,860.00

**Liability for 2395 / for Life to Date****Product Status:**  
Active**SmartCash Enabled:**  
N/A**Validation Range:** 04/05/2022 - 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	1516696	\$7,583,480.00	808716	\$4,043,580.00	34.78%	6384125
2	2	N/A	\$10.00	131942	\$1,319,420.00	72073	\$720,730.00	35.33%	6485086
3	3	N/A	\$10.00	311442	\$3,114,420.00	177945	\$1,779,450.00	36.36%	6674805
4	4	N/A	\$15.00	154702	\$2,320,530.00	90060	\$1,350,900.00	36.79%	6754500
5	5	N/A	\$15.00	157843	\$2,367,645.00	87025	\$1,305,375.00	35.54%	6524049
6	0	N/A	\$25.00	309547	\$7,738,675.00	179977	\$4,499,425.00	36.77%	6749137
7	0	N/A	\$25.00	154228	\$3,855,700.00	90534	\$2,263,350.00	36.99%	6790050
8	0	N/A	\$25.00	104490	\$2,612,250.00	58599	\$1,464,975.00	35.93%	6595850
9	0	N/A	\$50.00	38353	\$1,917,650.00	22886	\$1,144,300.00	37.37%	6860362
10	0	N/A	\$50.00	46724	\$2,336,200.00	27330	\$1,366,500.00	36.91%	6774798
11	0	N/A	\$50.00	3788	\$189,400.00	2133	\$106,650.00	36.02%	6613038
12	0	N/A	\$100.00	1347	\$134,700.00	703	\$70,300.00	34.29%	6295159
13	0	N/A	\$100.00	1311	\$131,100.00	739	\$73,900.00	36.05%	6617528
14	0	N/A	\$100.00	3227	\$322,700.00	1918	\$191,800.00	37.28%	6843345
15	0	N/A	\$100.00	9703	\$970,300.00	5671	\$567,100.00	36.89%	6771393
16	0	N/A	\$200.00	641	\$128,200.00	373	\$74,600.00	36.79%	6752679
17	0	N/A	\$200.00	1933	\$386,600.00	1164	\$232,800.00	37.58%	6899490
18	0	N/A	\$1,000.00	67	\$67,000.00	36	\$36,000.00	34.95%	6416091
19	0	N/A	\$1,000.00	35	\$35,000.00	19	\$19,000.00	35.19%	6458997
20	0	N/A	\$1,000.00	36	\$36,000.00	15	\$15,000.00	29.41%	5399161
21	0	N/A	\$5,000.00	6	\$30,000.00	2	\$10,000.00	25.00%	4589287
22	0	N/A	\$200,000.00	3	\$600,000.00	3	\$600,000.00	50.00%	9178575
<b>Totals:</b>				<b>2948064</b>	<b>\$38,196,970.00</b>	<b>1,627,921</b>	<b>\$21,935,735.00</b>		



NO. OF TICKETS (+/-2%):

18,357,150

Minimum Quantity:

17,640,000

NO. POOLS:

50.99

Maximum Quantity:

18,360,000

PACK SIZE:

75

PACKS/POOL:

4,800

PACKS/GAME:

244,762

TEXAS LOTTERY COMMISSION

"\$200,000 FRENZY" - GAME NO. 2395

END OF PRODUCTION PRIZE STRUCTURE

30-Mar-22

18,357,150				\$5 TICKETS		\$91,785,750		REVENUE	INSTANT FUND PRIZE FUND	\$60,132,705 \$62,393,937		INSTANT PAYOUT %	65.51%
												TOTAL PAYOUT %	67.98%
PRIZE TIER	PRIZE CODE	TIER CODE	GET:	# OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN 50.99 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	7.89	2,325,412	9.5007	45,603	\$11,627,060	18.63%	LOW-TIER	
2	2	L	\$10	1	\$10	89.98	204,015	0.8335	4,001	\$2,040,150	3.27%		
3	3	L	\$5"2X"	1	\$10	37.51	489,387	1.9994	9,597	\$4,893,870	7.84%		
4	4	L	\$5"2X" + \$5	2	\$15	75.00	244,762	1.00	4,800	\$3,671,430	5.88%		
5	5	L	\$15	1	\$15	74.97	244,868	1.0004	4,802	\$3,673,020	5.89%		
6	0	M	\$5"5X"	1	\$25	37.50	489,524	2.00	9,600	\$12,238,100	19.61%	****	
7	0	M	\$10"2X" + \$5	2	\$25	75.00	244,762	1.00	4,800	\$6,119,050	9.81%	****	
8	0	M	\$25	1	\$25	112.56	163,089	0.67	3,198	\$4,077,225	6.53%	****	
9	0	M	\$5"5X" + \$5 + \$10 x 2	4	\$50	299.76	61,239	0.25	1,200	\$3,061,950	4.91%		
10	0	M	\$10"5X"	1	\$50	247.89	74,054	0.30	1,450	\$3,702,700	5.93%		
11	0	M	\$50	1	\$50	3,100.35	5,921	0.02	116	\$296,050	0.47%		
12	0	M	\$100	1	\$100	8,954.71	2,050	0.01	40	\$205,000	0.33%		
13	0	M	\$50"2X"	1	\$100	8,954.71	2,050	0.01	40	\$205,000	0.33%		
14	0	M	\$10"5X" + \$50	2	\$100	3,567.96	5,145	0.02	100	\$514,500	0.82%		
15	0	M	\$5 x 5 + \$10 x 5 + \$25	11	\$100	1,194.04	15,374	0.06	300	\$1,537,400	2.46%		
16	0	M	\$200	1	\$200	18,103.70	1,014	0.00	20	\$202,800	0.33%	MID-TIER	
17	0	M	\$100"2X"	1	\$200	5,927.40	3,097	0.01	60	\$619,400	0.99%	52.54%	
18	0	H	\$10 x 10 + \$50 x 12 + \$100 x 3	25	\$1,000	178,224.76	103	0.00	2	\$103,000	0.17%	HIGH-TIER	
19	0	H	\$100"5X" x 2	2	\$1,000	339,947.22	54	0.00	1	\$54,000	0.09%		
20	0	H	\$1,000	1	\$1,000	359,944.12	51	0.00	1	\$51,000	0.08%		
21	0	H	\$5,000	1	\$5,000	2,294,643.75	8	0.00	0.16	\$40,000	0.06%		
22	0	H	\$200,000	1	\$200,000	3,059,525.00	6 ***	0.00	0.117665	\$1,200,000	1.92%		
						4.01	4,575,985	18.69	89,732.29	\$	60,132,705	96.38%	96.38%
						4.0116							
DRAWINGS CMT Music Awards® Weekend Promotion				\$14,945.00		115				\$	1,718,675.00	2.75%	
CMT Music Awards® Weekend Promotion Federal Withholding				\$4,717.89		115				\$	542,557.35	0.87%	
Subtotal: Drawings						230				\$	2,261,232.35	3.62%	

NOTE: "2X" = Win DOUBLE the prize by revealing one (1) "2X" Play Symbol.

NOTE: "5X" = Win 5 TIMES the prize by revealing one (1) "5X" Play Symbol.

TOTAL:4,576,215\$62,393,937100.00%

Consolidated odds are 1 in:	\$5	7.89	2,325,412
	\$10	26.47	693,402
	\$15	37.49	489,630
	\$25	20.46	897,375
	\$50	130.00	141,214
	\$100	745.65	24,619
	\$200	4,465.37	4,111
	\$1,000	88,255.53	208
	\$5,000	2,294,643.75	8
	\$200,000	3,059,525.00	6
			4,575,985

\* 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 delivery to the Lottery.

\*\*\*\* The \$25 prize levels are included in the GLEPS but should be programmed as Mid-Tier prizes and not part of the Low-Tier file.

Callout:	Not applicable for this game
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## 6.1.1 CMT AWARDS WEEKEND PROMOTION DETAILED REQUIREMENTS

### CMT AWARDS WEEKEND PROMOTION DETAILED REQUIREMENTS

These detailed requirements apply to the CMT Awards Weekend Promotion (the **“Promotion”**), a second-chance drawing promotion common to each game in the family of four (4) scratch ticket games identified in Section 1 below (the **“Eligible Games”**). These requirements shall be part of the working papers for each Eligible Game.

#### 1. PROMOTION DESCRIPTION

The Texas Lottery Commission (**“TLC”**) shall produce a family of scratch ticket games which will feature the patented Scratch FX<sup>®</sup> holographic material application, to be printed by Pollard Banknote Limited (**“PBL”**), with the following names and prize points:

- (a) \$1.00 **“\$5,000 Frenzy”** (Game Number 2394);
- (b) \$5.00 **“\$200,000 Frenzy”** (Game Number 2395);
- (c) \$10.00 **“\$500,000 Frenzy”** (Game Number 2396); and
- (d) \$20.00 **“\$1,000,000 Frenzy”** (Game Number 2397).

PBL will host the Promotion microsite. Players may use the Texas Lottery<sup>®</sup> website/Luck Zone (accessible through the microsite) or the Luck Zone feature of the Texas Lottery App to enter any non-winning tickets from the Eligible Games in one (1) of five (5) promotional second-chance drawings described in Section 3 below (**“Drawings”**) for a chance to win one (1) of five hundred (500) vacation package trip prizes (**“Trip Prizes”**).

#### 2. ALLOCATION FOR PRIZE FULFILLMENT AND MANUFACTURING AND MARKETING SUPPORT

The TLC shall allocate a total of nine million eight hundred thirty thousand two hundred sixty-three dollars and seventy cents (\$9,830,263.70), as indicated below, for PBL to fulfill all Trip Prizes and to provide other Promotion services as well as manufacturing and marketing support. PBL will also provide the following items:

- (a) Manufacturing and marketing support (including a Promotion microsite).

The Trip Prizes and allocated amounts detailed in the table below totaling seven million four hundred seventy-two thousand five hundred dollars (\$7,472,500) shall be invoiced to the TLC and paid as provided in Section 8 below, and distributed across the Eligible Games as follows:



<b>Game Name</b>	<b>Trip Prize</b>	<b>Total Trip Prize (including withholding taxes)</b>	<b># Second-Chance Drawings</b>	<b>Winners Per Drawing (draws 1-4)</b>	<b>Winners Per Drawing (draw 5)</b>
\$5,000 Frenzy (\$1.00)	Twenty (20) @ \$14,945 each	Twenty (20) @ \$19,664.16 each	5	4	4
\$200,000 Frenzy (\$5.00)	One hundred fifteen (115) @ \$14,945 each	One hundred fifteen (115) @ \$19,662.89 each	5	28	3
\$500,000 Frenzy (\$10.00)	One hundred sixty-five (165) @ \$14,945 each	One hundred sixty-five (165) @ \$19,661.31 each	5	40	5
\$1,000,000 Frenzy (\$20.00)	Two hundred (200) @ \$14,945 each	Two hundred (200) @ \$19,658.16 each	5	48	8

**Total Allocation of nine million eight hundred thirty thousand two hundred sixty-three dollars and seventy cents (\$9,830,263.70) (includes two million three hundred fifty-seven thousand seven hundred sixty-three dollars and seventy cents (\$2,357,763.70) that will be used by the TLC for payment of withholding taxes).**

### 3. TRIP PRIZE DRAWINGS

- a) The TLC shall conduct a total of five (5) promotional second-chance Drawings. The number of Trip Prize winners for each Drawing by game price point is shown in the chart in Section 2 above. The TLC shall determine the dates and times for each set of Drawings and PBL shall publicize the dates and times on the Promotion microsite.
- b) The Texas Lottery website/Luck Zone and the Luck Zone feature of the Texas Lottery App are the only permissible methods of entry into the Drawings. Entries sent via any other method will not be eligible to enter any Drawings. The number of entries the player receives per non-winning Eligible Game ticket entered is determined by the price point. A \$1 non-winning Eligible Game ticket receives one (1) entry, a \$5 non-winning Eligible Game ticket receives five (5) entries, a \$10 non-winning Eligible Game ticket receives ten (10) entries, and a \$20 non-winning Eligible Game ticket receives twenty (20) entries. All entries must be submitted from a location within the state of Texas. Entrants must provide a valid Texas address. Entrants must be 18 years of age or older to enter the Drawings. Entries received after the deadline for the final Drawing will not be eligible for any Drawing prize.
- c) After a winning entry is drawn and all related validation procedures by the TLC are complete, the TLC will notify PBL and title to the awarded Trip Prize shall immediately pass to the Trip Prize winner. PBL shall fulfill the Trip Prizes as provided in Section 6 below.
- d) A player may not win more than one (1) Trip Prize per Drawing, but a player is eligible to win a Trip Prize in each of the five (5) Drawings. Any Trip Prize winner who wins more than one (1) Trip Prize may either claim one (1) or more of the additional Trip Prize(s) won (and thereby be responsible for all taxes on all Trip Prizes claimed) or decline to claim any of the additional Trip Prizes. Each Trip Prize the Trip Prize winner does not claim shall be awarded to an alternate, and the alternate shall be responsible for all taxes on that Trip Prize. If a Trip Prize winner claims more than one Trip Prize, the Trip Prize winner



shall assign a proxy and guest to participate in each additional Trip Prize claimed. A proxy and guest must be 18 years of age or older. All prizes that may be won by a proxy as a participant in a Trip Prize shall be awarded to the Trip Prize winner (less applicable tax withholdings).

#### **4. TRIP PRIZE SPECIFICATIONS**

The Trip Prize event shall take place from March 31 – April 2, 2023, in Nashville, Tennessee (“**Nashville**”). If the Trip Prize event cannot take place on these dates, the event shall be rescheduled to take place in 2024 on dates to be determined and shall include all Trip Prize specifications outlined below:

- (a) Trip Prizes include round-trip coach airfare from a Texas International Airport in Dallas, Houston, San Antonio, Austin or El Paso to Nashville for the Trip Prize winner and one (1) guest for three (3) nights in a standard room at a 4.5-star hotel in downtown Nashville. Trip Prize winners can select to receive an eight hundred-dollar (\$800) travel allowance instead of round-trip coach airfare which will be sent in the form of a check at least thirty (30) days prior to the event date. Meals include: a daily continental breakfast included in the hotel stay, VIP catered supper club dinner party at an iconic Nashville venue with a live performance by a CMT-selected emerging country music artist-Nominee or Presenter level artist to be determined three (3) months prior to the event. In addition, each Trip Prize winner will participate in the CMT Block Party all day outdoor festival on April 1 and April 2 which includes prime viewing area for Trip Prize winner and guest and catered food and beverage. Trip Prize winner and guest will attend the CMT Crossroads Concert & Live taping night on April 1 in a notable historic downtown Nashville venue. Also included for each Trip Prize winner and guest is attendance at the CMT Music Awards show the evening of April 2. Trip Prize winners will receive a CMT welcome gift upon check in at the event along with a five-hundred-dollar (\$500) spending allowance and a three hundred-dollar (\$300) meal allowance in the form of a gift card.

#### **5. MANUFACTURING AND MARKETING SUPPORT**

PBL shall provide the following manufacturing and marketing support services for the Eligible Games and Promotion:

- (a) PBL shall provide the Scratch FX<sup>®</sup>, at no cost to the TLC, for the (\$5) \$200,000 Frenzy and (\$10) \$500,000 Frenzy games.
- (b) PBL shall provide the TLC assistance in designing the artwork for each of the Eligible Games.
- (b) PBL shall provide the TLC with PBL’s customer service hotline number with staff available to answer any questions pertaining to the Eligible Games, the Promotion, and/or the Trip Prizes, Monday through Friday from 10:00 a.m. to 6:00 p.m. Eastern Time (9:00 a.m. to 5:00 p.m. Central Time) with messaging options outside of those hours.
- (c) PBL shall construct a mobile-optimized microsite for the Eligible Games and Promotion, as mutually agreed by the parties. The microsite will provide Eligible Games players with a link to register on-line and to enter the Drawings. The microsite may also display other promotional and informational elements related to the Promotion, the Eligible Games and the TLC’s promotion of the Eligible Games. Specifications include:

Luck Zone (Mobile & Website) image requirements:

- 380x215 Enter Button
- 380x215 Game Information Button
- 380x215 Winners Button
- 420x240 Luck Zone Promotion Banner
- 1071x408 Luck Zone Promotion Banner
- 1536x456 Website and Mobile App marketing banner.

1200x1200 Retailer Social Media banner

3 Social Media videos:

- FB: 1280 x 720
- IG: 1080 x 1080
- TW: 960 x 540

ESMM animations –

- Altura specs: 848 x 415 pixels
- Gemini specs: 640 x 415 pixels

(d) PBL shall provide two hundred thousand dollars (\$200,000) of mutually agreed upon point-of-sale pieces.

<b><u>POS Element</u></b>	<b><u>Total Quantity</u></b>	<b><u>Specs</u></b>
<b>English Coroplast</b>	<b>2865</b>	23x32.625 / 4/0 Coroplast / Holes drill top corners / zip ties
<b>Spanish Coroplast</b>	<b>335</b>	23x32.625 / 4/0 Coroplast / Holes drill top corners / zip ties
<b>Minibillboard (Eng/Span)</b>	<b>16985</b>	8.5x11 / 4/4 / 16 pt c2s / Double-sided
<b>Bintopper-Eng Front/Eng Back Double-sided</b>	<b>4980</b>	8X4 / 4/4 / 16 pt c2s / Thicker Card Stock
<b>Bintopper-Span Front/Span Back Double-sided</b>	<b>1255</b>	8X4 / 4/4 / 16 pt c2s / Thicker Card Stock
<b>Bintopper-Span Front/Eng Back Double-sided</b>	<b>1355</b>	8X4 / 4/4 / 16 pt c2s / Thicker Card Stock
<b>Standeers</b>	<b>270</b>	32 ECT B Flute Kemi max 30" x 71.25" 4/0 Die Cut & attach Easel
<b>Gemini Toppers</b>	<b>1381</b>	33.5x23 / 4/0 / Corrugate / C1S / 3 - lugons / Diecut



<b>Low Profile Mini BB</b>	<b>6775</b>	9.5x24.25 / 24 pt double up to 48 c1s / 4/0 / Diecut / Double Sided
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(e) PBL shall provide Trip Prize fulfillment services as described herein.

## 6. TRIP PRIZE FULFILLMENT SERVICES:

Once authorized by the TLC, PBL shall provide complete fulfillment of the Trip Prizes, including all items specified in Section 4 above. There shall be no additional charges for any aspect of such prize fulfillment other than those charges set out in Sections 2 and 8 herein. Trip Prize fulfillment shall include the scheduling and coordination of all travel arrangements, as detailed below:

- (a) PBL reserves the right to substitute the Trip Prize elements specified herein, upon prior written approval from the TLC, with a unique prize package of equal or higher value incorporating similar one-of-a-kind experiential elements not available for purchase by the general public (including an experiential event comparable in quality to the CMT Awards) in the event that, for any reason out of PBL's control, the original proposed Trip Prize becomes unavailable; provided that, in any event, any substitute Trip Prize event shall take place in Nashville. Unless the TLC expressly agrees otherwise, PBL shall not substitute all or any portion of the Trip Prize with a cash equivalent prize amount.
- (b) The TLC will be responsible for validating and processing the Trip Prize winners. Trip Prize winners shall complete and submit a Texas Lottery Promotional 2nd Chance Claim Form which details the prize won and the value of the prize. Upon receipt of the Claim Form and the acceptance of the Trip Prize by the winner, the TLC shall provide PBL a list of approved winners.
- (c) The TLC shall be responsible for payment of any withholding taxes required with respect to the Trip Prizes. The TLC shall provide an IRS Tax Form W-2G to the Trip Prize winners for the value of the Trip Prize.
- (d) PBL shall contact each Trip Prize winner within ten (10) business days following the date the TLC notifies PBL of the name and contact information of the approved Trip Prize winner to begin arrangements for Trip Prize fulfillment.
- (e) A Trip Prize winner must use all components of the Trip Prize on the trip booked hereunder to attend the CMT Awards Weekend Trip Prize event in Nashville, March 31 – April 2, 2023.
- (f) A Trip Prize winner who does not take the scheduled trip and does not otherwise travel to Nashville at their own expense during the Trip Prize event dates will only receive the eight-hundred-dollar (\$800) travel allowance if the Trip Prize winner selected the travel allowance option. The Trip Prize winner shall not be compensated in any way for the value of the air travel and will not receive any cash equivalent payment for any non-cash portion of the Trip Prize.
  - i. A Trip Prize winner who fails to appear at the designated time and place of departure (excluding flight delays) but travels to Nashville on their own expense during the Trip Prize event dates shall not be compensated in any way for the value of their air travel or receive any cash equivalent

payment for any non-cash portion of the Trip Prize occurring prior to their arrival in Nashville but may participate in any portion of the Trip Prize that occurs after their arrival.

- ii. In the event PBL determines a Trip Prize winner is unable to attend the trip after the trip has been booked, the balance of the Trip Prize shall be forfeited.
- (g) If a Trip Prize is not claimed by a Trip Prize winner, the TLC shall assign the Trip Prize to an alternate winner within a TLC-specified time period, and PBL shall fulfill that Trip Prize under the same terms and conditions as specified herein.
- (h) PBL will send any Trip Prize winner who selects to receive the travel allowance instead of booking a flight to Nashville a check for the amount of eight hundred dollars (\$800) thirty (30) days prior to the commencement of the Trip Prize.
- (i) A Trip Prize winner's travel to Nashville must be via round-trip coach airfare from a Texas International Airport listed in Section 4(a) above to Nashville.
- (j) Each Trip Prize booking will include the Trip Prize winner and one (1) guest. The winner and guest must travel together, and each be at least 18 years of age.
- (k) Each Trip Prize includes all ground transfers between the Nashville International Airport and the designated, downtown Nashville hotel and, if necessary, to/from CMT events included in the Trip Prize.
- (l) A Trip Prize winner is responsible to pay for any items or expenses not included in the Trip Prize.
- (m) If a Trip Prize winner fails to check into the designated Nashville hotel the day of their arrival without previously communicating alternate check-in plans to PBL, the room availability will be forfeited, and the Trip Prize winner shall not be compensated in any way for the value of the room.
- (n) The Trip Prize winner or guest will be required to have a valid credit card or post a cash deposit to cover incidentals in order for the Trip Prize winner to check into the designated Nashville hotel.
- (o) Airlines retain the right to charge for baggage. If applicable, the Trip Prize winner and guest(s) will be responsible for these charges.
- (p) Except as provided in Section 3(d) and Section 6(g) above, a Trip Prize is not transferable or assignable without the written consent of the TLC.
- (q) Each Trip Prize winner will receive a congratulatory note, in English and Spanish as approved by the TLC, containing a toll-free telephone hotline number.
- (r) The Trip Prize winner is solely responsible for the actions of the guest who accompanies the Trip Prize winner to any PBL-sponsored event. Both the Trip Prize winner and the guest must be 18 years of age or older.
- (s) The TLC has the right to monitor the Trip Prize fulfillment process and contact PBL to discuss any reported problems with fulfillment and request possible solutions. PBL shall provide possible solutions to the TLC in writing within ten (10) business days of any request.
- (t) The TLC shall not be responsible for additional federal or state taxes that may become due when a Trip Prize winner files a tax return as required by law.



## **7. TERM**

The detailed requirements herein shall be effective as of the date the first set of working papers for any Eligible Game is executed by both parties and shall expire on the latter of the last day for claiming prizes for any Eligible Game or when the Promotion concludes on April 3, 2023.

## **8. PAYMENT**

PBL shall invoice the TLC for the allocated amounts set forth in Section 2 above, as follows:

- (a) PBL shall provide an invoice to the TLC for the allocated amounts once the signed Texas Lottery Promotional 2nd Chance Claim Form has been received by PBL. PBL will invoice the TLC on a weekly basis for the number of signed Texas Lottery Promotional 2nd Chance Forms received each week.
- (b) All payments by TLC will be made in accordance with Tex. Gov't Code Chapter 2251("Payments for Goods and Services"). PBL agrees that, if the Texas Comptroller of Public Accounts is currently prohibited from issuing a warrant to PBL under Tex. Gov't Code Section 403.055, any payments owed to PBL will be applied towards the debt or delinquent taxes that PBL owes the State of Texas until the debt or delinquent taxes are paid in full.



# INTEROFFICE MEMO

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

## Payment Approval

April 19, 2022

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

Vendor Name	Pollard
P.O. Number (if applicable)	362-22-9010RL010
Tx Game Name	Game #2395 \$200,000 Frenzy
Invoice Number	8526817
Invoice Amount	\$595,246.79

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

4/19/2022



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

4/19/2022

Date

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

4/19/2022

Date

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

4/19/2022

Date

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

**April 29, 2022**



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

## INVOICE NO.: 8526817

<b>Sold To:</b> Texas Lottery Commission P.O. Box 16630 Austin, TX 78761-6630 United States	<b>Ship To:</b> IGT Texas Distribution Center 8520 Tuscany Way Building #6, Suite 100 Attn: Texas Lottery Warehouse Rep Austin, Texas 78754 United States
<b>Terms:</b> Net 30 days after date of invoice	<b>Due Date:</b> May 14, 2022

Invoice Date	Order No.	Your Order	Customer No.
April 14, 2022	1124432		5008

**Order name:** \$200,000 FRENZY #2395

**PO Number:**

Product Description	Quantity	Unit Price	Amount
Ticket Size 4 x 8	18,357,150	20.87 /M	383,113.72
Fluorescent / Neon Ink Base	18,357,150	2.13 /M	39,100.73
Four colour process / Spectrum overprints	18,357,150	8.00 /M	146,857.20
Inserts	1	26,175.14 Ea	26,175.14

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

<b>Before Taxes:</b>	595,246.79 USD
<b>Freight:</b>	0.00
<b>Deposit:</b>	0.00
<b>Amount Due:</b>	595,246.79 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

## Instant Ticket Game Analysis

03/01/20-02/26/22

## 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	\$10	\$20	\$30	\$50
< 5M	None	None	Week 10*	None	None	None	None	None
5M-9.99M	Week 15	Week 16	None	Week 19	Week 17	Week 39	None	Week 34
10M-14.99M	Week 15	None	None	Week 23	Week 33	Week 32	None	None
15M-19.99M	Week 23	None	Week 27*	None	Week 34*	None	None	None
20M-24.99M	None	None	None	Week 39	Week 41*	None	None	None
25M-29.99M	Week 32*	None	None	None	Week 36*	None	None	None
30M-34.99M	None	None	None	None	None	None	None	None
>35M	None	Week 63	Week 70*	Week 48*	Week 43*	None	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	\$10	\$20	\$30	\$50
< 5M	None	None	\$1,280,407	None	None	None	None	None
5M-9.99M	\$523,427	\$836,412	None	\$1,829,626	\$3,575,687	\$4,083,763	None	\$6,822,934
10M-14.99M	\$646,883	None	None	\$2,572,905	\$3,255,577	\$6,279,880	None	None
15M-19.99M	\$637,501	None	\$1,754,298	None	\$4,557,575	None	None	None
20M-24.99M	None	None	None	\$2,543,539	\$4,377,999	None	None	None
25M-29.99M	\$795,571	None	None	None	\$6,250,278	None	None	None
30M-34.99M	None	None	None	None	None	None	None	None
>35M	None	\$1,031,140	\$1,494,231	\$4,784,040	\$7,855,672	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