

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

**Scratch Ticket Information**

Date Completed

11/25/2024

Game #	2466	Confirmed Packs	17,265
Game Name	Neon 9s	Active Packs	7,772
Quantity Printed	5,106,625	Warehouse Packs	1,107
Price Point	\$2	Returned Packs	652
Start Date	6/17/2024	Printed Payout Percentage	65.39%
Top Prize	\$ 30,000	Percent Sold	83.41%
Number of Top Prizes Remaining	3	Number of Weeks Out	23

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

Cost to print tickets	\$ 138,976	Actual ticket production costs
Prize payout expense	\$ 5,024,540	Data from Instant Ticket Tier Liability screen in ES

**Estimated Direct Costs****\$ 5,163,516**TANGIBLE BENEFITS**Revenue Impact:**

Estimated sales	\$ 8,518,872	Based on # of tkts printed, times % sold from DaVinci report, times the price point
<b>Total Estimated Benefits</b>	<b>\$ 8,518,872</b>	

**Excess of Revenue over Expended \$ 3,355,356**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	\$	93,770
Next week	\$	97,496
Next week	\$	92,882
Avg Weekly Sales Current Game	\$	94,716
Avg Weekly Sales \$2; 5M-9.99M Qty	\$	781,096
<b>Percentage Of Variance In Sales</b>		<b>88%</b>

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

**Instant Ticket Information**

Game #	2466	Printed Payout Percentage	65.39%
Game Name	Neon 9s	Actual Payout Percentage	58.98%
Percent Sold	83.41%	Number of Weeks Out	23
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			20

**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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11/25/2024

Scratch Ticket Strategy Coordinator      Date



For Will Russ

11/25/2024

Products Manager      Date

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



11/25/2024

Lottery Operations Division Director      Date



12/2/2024

Controller      Date

N/A

Deputy Executive Director      Date



12/6/2024

Executive Director      Date



*Play the Games of Texas!*

Da Vinci Report

11/25/24

Week End Date:11/23/24

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														11/23/24	11/16/24	11/9/24	11/2/24
Baseline	2593	\$1	9,012,750	\$5,000 LUCKY 7S	9/3/24			12	71.82%	8,763	6,993	201	71	\$447,949.00	\$500,015.00	\$586,346.00	\$633,681.00
	2604	\$1	10,223,550	OH, SNAP!	11/4/24			3	12.02%	16,191	12,141	28,611	0	\$568,293.00	\$440,198.00	\$220,825.00	\$0
	2597	\$2	9,299,750	SPICY 9S	9/16/24			10	40.08%	13,165	8,070	21,389	67	\$689,248.00	\$722,592.00	\$826,842.00	\$948,900.00
	2601	\$2	5,962,125	VETERANS CASH	10/21/24			5	13.05%	12,748	10,869	16,748	7	\$425,686.00	\$414,830.00	\$269,896.00	\$204,038.00
	2605	\$3	6,089,375	WINTER WORDS	11/4/24			3	11.80%	14,283	11,199	15,285	1	\$1,031,871.00	\$699,297.00	\$424,857.00	\$0
	2594	\$5	11,251,950	\$200,000 LUCKY 7S	9/3/24			12	48.79%	15,498	8,317	50,532	8	\$1,790,475.00	\$1,875,220.00	\$2,065,160.00	\$2,195,215.00
	2606	\$5	7,344,000	25 DAYS OF WINNING	11/4/24			3	16.64%	22,617	13,017	41,885	2	\$2,461,300.00	\$2,457,595.00	\$1,190,830.00	\$375.00
	2584	\$5	17,318,475	BINGO TIMES 20	9/16/24			10	19.19%	18,659	9,137	156,361	56	\$1,554,570.00	\$1,651,430.00	\$1,840,645.00	\$1,961,650.00
	2592	\$5	7,018,575	GAME OF THRONES	10/7/24			7	41.34%	21,799	10,817	20,148	4	\$1,695,940.00	\$1,658,820.00	\$1,937,345.00	\$2,314,160.00
	2602	\$5	7,342,350	WILD SIDE	10/21/24			5	24.01%	20,118	10,068	42,074	8	\$1,415,510.00	\$1,674,415.00	\$2,037,035.00	\$2,390,725.00
	2595	\$10	8,195,600	\$500,000 LUCKY 7S	9/3/24			12	52.47%	20,485	9,888	44,415	7	\$2,906,890.00	\$2,934,490.00	\$3,247,120.00	\$3,570,460.00
	2612	\$10	8,199,300	CASH PAYOUT	10/7/24			7	25.19%	30,146	10,265	79,916	5	\$2,562,740.00	\$2,424,660.00	\$2,850,470.00	\$3,348,140.00
	2607	\$10	6,012,600	HOLIDAY GOLD	11/4/24			3	17.31%	35,342	12,186	47,429	2	\$3,946,680.00	\$4,039,410.00	\$2,423,240.00	\$500.00
	2596	\$20	5,105,225	\$1,000,000 LUCKY 7S	9/3/24			12	44.25%	24,481	8,743	77,507	21	\$3,034,200.00	\$3,040,780.00	\$3,323,480.00	\$3,453,760.00
	2603	\$20	6,609,600	LUCKY MILLIONS	10/21/24			5	16.28%	34,676	9,978	172,972	9	\$3,817,820.00	\$4,208,080.00	\$4,476,860.00	\$5,281,460.00
	2589	\$50	6,082,060	500X	9/16/24			10	20.99%	29,435	7,430	504,428	8	\$5,738,550.00	\$5,974,450.00	\$6,172,200.00	\$6,562,000.00
Mature	2541	\$1	29,430,150	20X POWER BLITZ	1/2/24			47	57.80%	12,606	10,689	74,880	144	\$159,797.00	\$167,118.00	\$179,910.00	\$197,305.00
	2552	\$2	24,253,375	BREAK THE BANK	12/4/23			51	87.27%	13,710	10,769	1,578	7	\$757,538.00	\$779,986.00	\$804,932.00	\$820,330.00
	2571	\$2	25,071,375	CLASSIC BINGO!	5/20/24			27	37.82%	15,227	9,590	107,193	28	\$620,786.00	\$651,010.00	\$653,576.00	\$707,356.00
	2466	\$2	5,106,625	NEON 9S	6/17/24			23	83.41%	17,265	7,772	1,107	652	\$93,770.00	\$97,496.00	\$92,882.00	\$128,818.00
	2496	\$2	6,003,750	POWER 10X	7/15/24			19	82.05%	4,644	2,257	48,583	177	\$200,312.00	\$230,836.00	\$240,408.00	\$305,536.00
	2542	\$3	24,005,000	30X POWER WORD BLITZ	1/2/24			47	54.51%	14,468	9,208	78,418	160	\$386,268.00	\$403,575.00	\$441,744.00	\$492,654.00
	2504	\$3	35,510,250	CROSSWORD	3/4/24			38	41.43%	16,035	10,154	217,546	14	\$971,814.00	\$1,000,782.00	\$1,096,104.00	\$1,119,111.00
	2508	\$3	32,963,925	TEXAS LOTERIA	1/16/24			45	54.40%	15,871	11,952	491,008	7	\$1,145,253.00	\$1,225,329.00	\$1,320,225.00	\$1,328,559.00
	2572	\$5	7,209,000	\$500 FRENZY	6/17/24			23	57.41%	30,358	10,020	33,345	1,964	\$207,785.00	\$230,105.00	\$247,595.00	\$279,190.00
	2543	\$5	25,097,475	50X POWER BLITZ	1/2/24			47	49.75%	16,392	10,663	221,114	224	\$485,060.00	\$469,150.00	\$502,305.00	\$527,675.00
	2574	\$5	7,215,375	BIG WINNINGS	7/1/24			21	61.17%	3,335	1,512	30,269	1,204	\$216,380.00	\$275,100.00	\$264,360.00	\$317,375.00
	2502	\$5	16,958,025	BINGO TIMES 20	9/18/23			62	84.14%	15,261	9,839	95,151	462	\$192,635.00	\$219,890.00	\$224,900.00	\$292,890.00
	2579	\$5	9,733,350	COWBOYS	8/19/24			14	32.62%	10,420	4,871	70,527	15	\$604,080.00	\$673,520.00	\$718,080.00	\$814,940.00
	2499	\$5	7,338,450	EXTREME GREEN	7/15/24			19	52.58%	5,684	2,098	133,573	1,481	\$287,630.00	\$333,390.00	\$379,925.00	\$428,150.00

Liability for 2466 / NEON 9S

Tier 	Reference 	Tier Value 	Outstanding Tier Count 	Outstanding Tier Amount 	Tickets Paid 	Amount Paid 	Estimated Tickets Sold 
1	1	\$2.00	152,091	\$304,182.00	433356	\$866,712.00	3,779,994.745
2	2	\$4.00	48,468	\$193,872.00	148991	\$595,964.00	3,853,160.228
3	3	\$4.00	35,894	\$143,576.00	120721	\$482,884.00	3,936,256.914
4	4	\$5.00	9,689	\$48,445.00	31164	\$155,820.00	3,895,500
5	5	\$10.00	14,023	\$140,230.00	47268	\$472,680.00	3,938,260.927
6	6	\$10.00	12,620	\$126,200.00	21419	\$214,190.00	3,213,337.668
7	7	\$20.00	3,106	\$62,120.00	10523	\$210,460.00	3,942,843.56
8	8	\$20.00	5,899	\$117,980.00	21333	\$426,660.00	4,000,427.112
9	9	\$20.00	1,384	\$27,680.00	5422	\$108,440.00	4,068,192.881
10	0	\$40.00	507	\$20,280.00	1640	\$65,600.00	3,900,728.924
11	0	\$40.00	443	\$17,720.00	1708	\$68,320.00	4,054,911.902
12	0	\$40.00	394	\$15,760.00	1760	\$70,400.00	4,172,544.104
13	0	\$50.00	415	\$20,750.00	1320	\$66,000.00	3,885,155.619
14	0	\$50.00	454	\$22,700.00	1717	\$85,850.00	4,038,726.451
15	0	\$60.00	399	\$23,940.00	1727	\$103,620.00	4,148,232.068
16	0	\$90.00	293	\$26,370.00	1226	\$110,340.00	4,121,607.802
17	0	\$100.00	323	\$32,300.00	1196	\$119,600.00	4,020,752.798
18	0	\$500.00	218	\$109,000.00	644	\$322,000.00	3,815,158.353
		Totals	286,831	\$1,653,605.00	853947	\$5,024,540.00	

19	0	\$500.00	195	\$97,500.00	782	\$391,000.00	4,087,390.737
20	0	\$1,000.00	3	\$3,000.00	7	\$7,000.00	3,574,637.538
21	0	\$1,000.00	5	\$5,000.00	5	\$5,000.00	2,553,312.527
22	0	\$1,000.00	5	\$5,000.00	16	\$16,000.00	3,890,761.899
23	0	\$30,000.00	3	\$90,000.00	2	\$60,000.00	2,042,649.917
		Totals	286,831	\$1,653,605.00	853947	\$5,024,540.00	





# INTEROFFICE MEMO

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

## Payment Approval

April 28, 2023

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

Vendor Name	Pollard Banknote Limited
P.O. Number (if applicable)	362-23-9010RL006
Tx Game Name	Game #2466 NEON 9s
Invoice Number	8533422
Invoice Amount	\$138,975.51

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

A handwritten signature in cursive script, appearing to read "Dale Bowersock".

Dale Bowersock (Scratch Ticket Strategy Coordinator)

4/28/2023

Date

JB 4/28/2023

A handwritten signature in cursive script, appearing to read "Will Russ".

Will Russ (Products Manager)

4/30/2023

Date

A handwritten signature in cursive script, appearing to read "Robert Tirloni".

Robert Tirloni (Lottery Operations Division Director)

4/30/2023

Date

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

May 8, 2023



140 Otter Street  
Winnipeg, Manitoba  
Canada R3T 0M3  
Phone: (204) 474-2323  
Fax: (204) 453-1375

## INVOICE NO.: 8533422

<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
Terms: Net 30 days after date of invoice	Due Date: May 26, 2023

Invoice Date	Order No.	Your Order	Customer No.
April 26, 2023	1165403		5008

**Order name:** NEON 9s #2466  
**PO Number:**

Product Description	Quantity	Unit Price	Amount
Ticket Size 4 x 4	5,106,625	15.79 /M	80,633.61
Fluorescent / Neon Ink Base	5,106,625	5.32 /M	27,167.25
Additional scene within a book	5,106,625	0.29 /M	1,480.92
Multiple Play Area	5,106,625	0.80 /M	4,085.30
Foil stock (10pt) C1S	5,106,625	3.80 /M	19,405.17
Inserts	1	1,878.26 Ea	1,878.26
Inserts	1	4,325.00 Ea	4,325.00

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

<b>Before Taxes:</b>	138,975.51 USD
<b>Freight:</b>	0.00
<b>Deposit:</b>	0.00
<b>Amount Due:</b>	138,975.51 USD

### Banking Instructions:

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

Delivery: Prepaid  
Tax ID/Contract Number: # 998-6006283  
GST Registration Number: 819251463



## Scratch Ticket Game Closing Analysis

08/28/22 Thru 08/31/24

### 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	*Week 27	None	None	None	None
5M-9.99M	*Week 22	Week 20	Week 13	Week 20	Week 22	None	None	None	None
10M-14.99M	*Week 15	*Week 28	None	*Week 48	None	*Week 37	None	None	None
15M-19.99M	Week 44	None	None	None	None	*Week 35	None	None	None
20M-24.99M	None	None	None	None	None	None	None	None	None
25M-29.99M	None	None	None	None	None	*Week 63	None	None	None
30M-34.99M	None	*Week 65	*Week 68	*Week 28	None	None	None	None	None
>=35M	None	None	None	*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	\$1,295,512	None	None	None	None
5M-9.99M	\$386,976	\$781,096	\$1,232,303	\$1,696,811	\$2,627,029	None	None	None	None
10M-14.99M	\$649,617	\$620,682	None	\$1,077,365	None	\$4,652,039	None	None	None
15M-19.99M	\$350,256	None	None	None	None	\$8,401,824	None	None	None
20M-24.99M	None	None	None	None	None	None	None	None	None
25M-29.99M	None	None	None	None	None	\$6,794,150	None	None	None
30M-34.99M	None	\$783,971	\$1,222,418	\$4,625,724	None	None	None	None	None
>=35M	None	None	None	\$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

From: [Gough, Riley](#)  
To: [Bowersock, Dale](#)  
Cc: [ProductsScratchTeam](#)  
Subject: RE: Urgent: December Pre-call List  
Date: Monday, November 25, 2024 9:55:10 AM  
Attachments: [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[image008.png](#)

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,  
  
No issues with the below game list.  
  
Thanks,  
Riley

From: Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>  
Sent: Monday, November 25, 2024 9:21 AM  
To: Gough, Riley <Riley.Gough@IGT.com>  
Cc: ProductsScratchTeam <ProductsScratchTeam@lottery.state.tx.us>  
Subject: Urgent: December Pre-call List  
Importance: High

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,  
I need a fast review/approval of this list due to the holiday this week.  
  
Below are the Pre-call recommendations for December. Please note, we must close the HIT games in order to get the final winners fulfilled for the upcoming event.  
  
The Close dates are anticipated to be:  
  
Pre-call: 12/6/24  
Call: 1/5/25  
EOG Date: 2/19/25  
EOV Date: 8/18/25

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														11/23/24	11/16/24	11/9/24	11/2/24
	2466	\$2	5,106,625	NEON 9S	6/17/24			23	83.41%	17,265	7,772	1,107	652	\$93,770.00	\$97,496.00	\$92,862.00	\$128,818.00
	2572	\$5	7,209,000	\$500 FRENZY	6/17/24			23	57.41%	30,358	10,020	33,345	1,964	\$207,785.00	\$230,105.00	\$247,595.00	\$279,190.00
	2574	\$5	7,215,375	BIG WINNINGS	7/1/24			21	61.17%	3,335	1,512	30,269	1,204	\$216,380.00	\$275,100.00	\$264,360.00	\$317,375.00
	2565	\$5	14,318,325	HIT \$200,000	5/6/24			29	66.67%	15,366	10,142	47,780	215	\$801,185.00	\$888,735.00	\$938,680.00	\$948,100.00
	2566	\$10	11,258,600	HIT \$500,000	5/6/24			29	59.45%	18,868	9,999	70,073	16	\$1,327,020.00	\$1,367,530.00	\$1,418,610.00	\$1,551,610.00
	2567	\$20	6,098,900	HIT \$1,000,000	5/6/24			29	66.84%	19,999	10,040	57,079	18	\$1,650,520.00	\$1,717,420.00	\$1,785,620.00	\$1,813,720.00
	2468	\$30	8,544,000	VIP CLUB	2/20/23			92	66.39%	10,518	4,765	106,100	40	\$484,590.00	\$523,950.00	\$495,060.00	\$532,500.00

Thanks,  
Dale  
CONFIDENTIALITY NOTICE: This message is the property of International Game Technology PLC and/or its subsidiaries and may contain proprietary, confidential or trade secret information. This message is intended solely for the use of the addressee. If you are not the intended recipient and have received this message in error, please delete this message from your system. Any unauthorized reading, distribution, copying, or other use of this message or its attachments is strictly prohibited.

**From:** [Russ, Will](#)  
**To:** [Products](#); [ManagersLO](#); [Leeper, Andrew](#); [Garcia, Gabriela](#); [Rey, Sergio](#)  
**Subject:** Signature Authority for Will Russ (10/22/24 - 11/27/24)  
**Date:** Monday, October 21, 2024 1:58:35 PM

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Afternoon,

Dale Bowersock or Wes Barnes will have full Signature Authority for Products on the dates below:

- Tuesday, 10/22 – Friday, 10/25: **Dale Bowersock**
- Monday, 10/28 – Thursday, 10/31: **Wes Barnes**
- Tuesday, 11/5 – Thursday, 11/7: **Dale Bowersock**
- Tuesday 11/12 – Thursday, 11/14: **Wes Barnes**
- Wednesday, 11/20: **Wes Barnes**
- Friday, 11/22: **Dale Bowersock**
- Monday, 11/25 – Wednesday, 11/27 (Thanksgiving Week): **Dale Bowersock**

Thanks,

**Will Russ | Products Manager | Texas Lottery®**  
1801 Congress Ave. | Austin, Texas | 78701  
Office 512.344.5386 [www.texaslottery.com](http://www.texaslottery.com)

**From:** [Mendoza, Merry](#)  
**To:** [Pina, Debbie](#); [Rylee, Juanita](#); [Mindell, Ryan](#); [Anderson, Lisa](#); [Williams, Eric](#); [Guarnero, Annika](#); [Curtis, Carrie](#); [Directors](#); [Dombi, Liz](#); [Byrd, Michelle](#); [ManagersLO](#); [Products](#); [Medina, Iris](#); [Human Resources](#); [Advertising Promotions](#); [ExecutiveAssistant](#)  
**Subject:** Kelly Stuckey for Robert Tirloni, November 25-27  
**Date:** Monday, November 25, 2024 8:53:13 AM

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Kelly Stuckey will be in charge for Robert Tirloni and have full signature authority, including jackpot estimation November 25-27, 2024.

Please reach out if you should need assistance. Thanks.