

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed 10/31/2023

Game #	2477	Confirmed Packs	5,557
Game Name	\$200,000 Colossal Cash	Active Packs	3,442
Quantity Printed	7,219,050	Warehouse Packs	4,923
Price Point	\$5	Returned Packs	224
Start Date	3/20/2023	Printed Payout Percentage	68.00%
Top Prize	\$ 200,000	Percent Sold	82.58%
Number of Top Prizes Remaining	0	Number of Weeks Out	32

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 427,388	Actual ticket production costs
Promotion Fee	\$ 775,789	From agreement
Non-cash Prize Allocation	\$ 192,074	From EOPPS (non-cash prizes plus withholdings)
Prize payout expense	\$ 19,811,575	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 21,206,826

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 29,807,457	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	<u>\$ 29,807,457</u>	

Excess of Revenue over Expended \$ 8,600,632

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	\$	433,285
Next week	\$	463,820
Next week	\$	498,370
Avg Weekly Sales Current Game	\$	465,158
Avg Weekly Sales \$5; 5M-9.99M Qty	\$	2,103,552
Percentage Of Variance In Sales		78%

Instant Ticket Information

Recommendation

☐ I am recommending closing the above game based on the below business reason(s):

Scratch Ticket Strategy Coordinator	Date
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Products Manager	Date
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Lottery Operations Division Director Date

Controller	Date
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Deputy Executive Director	Date
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Executive Director	Date
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Da Vinci Report

10/31/23

Week End Date:10/28/23

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales		
														10/28/23	10/21/23	10/14/23
Mature	2124	\$1	853,200	WINNING 7S	8/8/19			220	0.00%	0	0	1,495	438	\$0	\$0	\$0
	2414	\$2	9,192,375	10X THE MONEY	6/19/23			19	79.05%	6,509	3,509	2,008	901	\$325,060.00	\$378,122.00	\$415,818.00
	2503	\$2	22,221,750	BREAK THE BANK	3/20/23			32	70.08%	8,771	5,449	26,168	37	\$512,544.00	\$575,022.00	\$649,170.00
	2427	\$2	30,059,250	CLASSIC BINGO	2/20/23			36	54.41%	10,577	7,111	89,036	189	\$643,670.00	\$658,646.00	\$672,692.00
	2321	\$3	47,974,000	\$50,000 BONUS CASHWORD	4/11/22			81	72.23%	9,602	7,239	86,438	52	\$1,090,980.00	\$1,152,006.00	\$1,144,980.00
	2462	\$3	24,476,125	30X CASH BLITZ CROSSWORD	1/2/23			43	65.27%	6,232	4,932	54,210	162	\$801,758.00	\$643,689.00	\$644,763.00
	2431	\$3	32,785,800	SPECIAL EDITION LOTERIA	10/17/22			54	73.34%	12,558	10,474	90,452	32	\$1,106,811.00	\$1,150,185.00	\$1,211,292.00
	2478	\$5	7,218,525	\$100,000 JACKPOT	7/17/23			15	51.87%	6,156	3,128	29,369	3,663	\$402,080.00	\$516,490.00	\$584,825.00
	2477	\$5	7,219,050	\$200,000 COLOSSAL CASH	3/20/23			32	82.58%	5,557	3,442	4,923	224	\$433,285.00	\$463,820.00	\$498,370.00
	2463	\$5	28,138,800	50X CASH BLITZ	1/2/23			43	51.48%	7,093	3,693	167,586	348	\$540,115.00	\$552,425.00	\$612,960.00
	2498	\$5	7,218,600	CASH PAYOUT	6/19/23			19	60.64%	4,047	2,146	24,541	4,585	\$266,275.00	\$293,110.00	\$368,080.00
	2484	\$5	14,305,575	EMERALD 7S	5/1/23			26	61.52%	8,525	5,520	54,429	784	\$882,365.00	\$733,795.00	\$818,240.00
	2488	\$5	7,310,325	HIT \$100,000	6/5/23			21	80.89%	5,586	3,549	1,941	3,805	\$549,485.00	\$662,740.00	\$729,105.00
	2432	\$5	59,010,300	SPECIAL EDITION SUPER LOTERIA	12/5/22			47	76.95%	30,174	14,262	127,853	32	\$4,501,400.00	\$4,490,495.00	\$4,570,840.00
	2505	\$5	32,640,150	SUPER CASHWORD	6/5/23			21	24.49%	18,669	9,172	296,485	25	\$1,728,570.00	\$1,764,345.00	\$1,772,035.00
	2506	\$10	24,386,600	\$250,000 50X CASHWORD	6/19/23			19	27.46%	25,614	9,229	313,288	35	\$3,288,150.00	\$3,281,340.00	\$3,446,080.00
	2489	\$10	8,200,800	\$50,000,000 BLOWOUT	6/5/23			21	60.84%	13,430	5,520	41,416	411	\$980,090.00	\$1,126,420.00	\$1,231,920.00
	2464	\$10	23,085,050	100X CASH BLITZ	1/2/23			43	46.34%	11,795	4,823	227,277	154	\$1,073,390.00	\$1,070,190.00	\$1,143,890.00
	2413	\$10	28,619,300	CASH BLOWOUT	3/6/23			34	33.08%	14,894	6,139	358,025	80	\$1,392,610.00	\$1,367,620.00	\$1,488,990.00
	2516	\$10	4,135,000	INSTANT \$1,000!	4/17/23			28	84.95%	4,545	1,053	269	5,160	\$146,620.00	\$205,840.00	\$214,060.00
	2510	\$10	50,141,200	MEGA LOTERIA	2/6/23			38	59.95%	42,349	13,577	333,539	45	\$7,942,230.00	\$7,863,890.00	\$7,847,490.00
	2485	\$10	11,250,850	RUBY 7S	5/1/23			26	55.38%	13,319	6,685	76,315	57	\$1,085,670.00	\$1,191,100.00	\$1,208,630.00
	2356	\$10	6,033,150	SUPER TICKET 777	5/15/23			24	80.51%	11,837	6,753	2,200	202	\$1,264,260.00	\$1,375,890.00	\$1,385,380.00
	2460	\$20	7,978,175	\$100,000,000 RICHES!	12/19/22			45	63.82%	8,826	2,301	101,440	246	\$551,020.00	\$618,000.00	\$620,320.00
	2485	\$20	10,031,750	200X CASH BLITZ	1/2/23			43	61.27%	13,818	4,397	133,022	145	\$1,093,460.00	\$1,181,620.00	\$1,186,960.00
	2418	\$20	8,171,725	200X THE CASH	7/3/23			17	43.53%	25,719	7,634	145,678	114	\$2,658,340.00	\$2,598,920.00	\$2,761,840.00
	2367	\$20	16,392,750	CASH SPECTACULAR	11/15/21			102	66.29%	10,876	3,847	203,165	28	\$956,000.00	\$966,260.00	\$1,050,620.00
	2486	\$20	6,555,250	DIAMOND 7S	5/1/23			26	58.48%	17,772	6,593	80,315	111	\$1,309,660.00	\$1,409,720.00	\$1,481,980.00
	2475	\$20	9,008,050	JACKPOT MILLIONS	3/20/23			32	46.07%	16,924	4,163	167,793	688	\$844,300.00	\$962,080.00	\$978,420.00
	2511	\$20	25,214,400	MILLION DOLLAR LOTERIA	6/5/23			21	32.31%	43,880	11,914	615,451	49	\$7,679,500.00	\$7,673,340.00	\$7,862,140.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			293	81.99%	9,334	4,212	227,711	35	\$1,591,530.00	\$1,560,240.00	\$1,650,120.00
	2367	\$30	9,009,725	PREMIER CASH	4/4/22			82	79.84%	9,074	3,360	57,705	32	\$874,410.00	\$929,670.00	\$932,400.00
	2468	\$30	8,544,000	VIP CLUB	2/20/23			36	47.50%	14,687	5,546	155,998	57	\$1,661,160.00	\$1,595,700.00	\$1,655,640.00



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Product: 2477-\$200,000 COLOSSAL CASH

Range: ☐ Today

☒ Life to Date

☐ From mm/dd/yyyy to mm/dd/yyyy [Go >](#)


Liability for 2477 / for Life to Date

Product Status: Active SmartCash Enabled: N/A Validation Range: 02/22/2023 - 12/31/2037 [Printer-friendly view](#)

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	164101	\$820,505.00	605865	\$3,029,325.00	78.69%	5680471
2	2	N/A	\$10.00	71913	\$719,130.00	313111	\$3,131,110.00	81.32%	5870709
3	3	N/A	\$10.00	97219	\$972,190.00	384067	\$3,840,670.00	79.80%	5760813
4	4	N/A	\$20.00	25571	\$511,420.00	118809	\$2,376,180.00	82.29%	5940491
5	5	N/A	\$20.00	9417	\$188,340.00	38717	\$774,340.00	80.44%	5806705
6	0	N/A	\$50.00	3369	\$168,450.00	14741	\$737,050.00	81.40%	5876091
7	0	N/A	\$50.00	3401	\$170,050.00	14558	\$727,900.00	81.06%	5851936
8	0	N/A	\$50.00	2306	\$115,300.00	9770	\$488,500.00	80.90%	5840519
9	0	N/A	\$100.00	1007	\$100,700.00	4984	\$498,400.00	83.19%	6005632
10	0	N/A	\$100.00	590	\$59,000.00	3019	\$301,900.00	83.65%	6038878
11	0	N/A	\$100.00	498	\$49,800.00	2506	\$250,600.00	83.42%	6022283
12	0	N/A	\$100.00	650	\$65,000.00	2981	\$298,100.00	82.10%	5926738
13	0	N/A	\$100.00	537	\$53,700.00	2463	\$246,300.00	82.10%	5926840
14	0	N/A	\$100.00	1147	\$114,700.00	4873	\$487,300.00	80.95%	5843593
15	0	N/A	\$100.00	1168	\$116,800.00	4860	\$486,000.00	80.62%	5820269
16	0	N/A	\$100.00	930	\$93,000.00	3854	\$385,400.00	80.56%	5815681
17	0	N/A	\$500.00	104	\$52,000.00	504	\$252,000.00	82.89%	5984212
18	0	N/A	\$500.00	115	\$57,500.00	506	\$253,000.00	81.48%	5882188
19	0	N/A	\$500.00	124	\$62,000.00	482	\$241,000.00	79.54%	5741884
20	0	N/A	\$500.00	73	\$36,500.00	343	\$171,500.00	82.45%	5952245
21	0	N/A	\$5,000.00	2	\$10,000.00	6	\$30,000.00	75.00%	5414287
22	0	N/A	\$5,000.00	1	\$5,000.00	1	\$5,000.00	50.00%	3609524
23	0	N/A	\$200,000.00	0	\$0.00	2	\$400,000.00	100.00%	7219049
24	0	N/A	\$200,000.00	0	\$0.00	2	\$400,000.00	100.00%	7219049
Totals:				384243	\$4,541,085.00	1,531,024	\$19,811,575.00		

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End of Production Prize Structure

TEXAS LOTTERY
GAME NO.2477 "\$200,000 COLOSSAL CASH"
September 29, 2022 - VERSION A

Order Quantity:		7,219,050	Pack Size:	75	Pool Size:	120,000	Winners:	1,915,267	Prize Fund:	Instant Payout	Total Payout
Price Point:		\$5.00	Packs/Game:	96,254	Number of Pools:	60.16	Non-winners:	5,303,783	Payout:	\$24,352,660.00	\$24,544,733.60
Revenue:		\$36,095,250.00	Packs/Pool:	1,600	Overall Odds:		3.7692		67.47%		68.00%

Kind	Wins	Tier Level	Get	Win	Value	Odds (1 in)	Winners			Total Prize Cost	% Prize Fund	
							Pack	Pool	Total			
Low Tiers												
01	1	L	\$5	\$5	\$5.00	9.3758	8.00	12,800.00	769,966	\$3,849,830.00	15.68%	
02	2	L	\$5 x 2	\$10	\$10.00	18.7496	4.00	6,400.00	385,024	\$3,850,240.00	15.69%	
03	1	L	\$10	\$10	\$10.00	14.9995	5.00	8,000.00	481,286	\$4,812,860.00	19.61%	
Total (\$10.00):						8.3331	9.00	14,400.00	866,310	\$8,663,100.00	35.30%	
04	3	L	\$10 + (\$5 x 2)	\$20	\$20.00	50.0003	1.50	2,400.00	144,380	\$2,887,600.00	11.76%	
05	1	L	\$20	\$20	\$20.00	149.9782	0.50	800.00	48,134	\$962,680.00	3.92%	
Total (\$20.00):						37.4988	2.00	3,200.00	192,514	\$3,850,280.00	15.69%	
Total (Low Tiers):						3.9474	19.00	30,400.00	1,828,790	\$16,363,210.00	66.67%	
Mid Tiers												
06	1	M	\$10 w/ 5X	\$50	\$50.00	398.6223	0.19	300.00	18,110	\$905,500.00	3.69%	
07	1	M	\$5 w/ 10X	\$50	\$50.00	401.9739	0.19	300.00	17,959	\$897,950.00	3.66%	
08	1	M	\$50	\$50	\$50.00	597.8014	0.13	200.00	12,076	\$603,800.00	2.46%	
Total (\$50.00):						149.9439	0.50	800.00	48,145	\$2,407,250.00	9.81%	
09	20	M	\$5 x 20	\$100	\$100.00	1204.9825	0.06	100.00	5,991	\$599,100.00	2.44%	
10	4	M	(\$20 x 2) + \$10 + \$5 w/ 10X	\$100	\$100.00	2000.2909	0.04	60.00	3,609	\$360,900.00	1.47%	
11	7	M	\$10 w/ 5X + \$5 w/ 5X + (\$5 x 5)	\$100	\$100.00	2403.1458	0.03	50.00	3,004	\$300,400.00	1.22%	
12	6	M	\$50 + \$20 + (\$10 x 2) + (\$5 x 2)	\$100	\$100.00	1988.1713	0.04	60.00	3,631	\$363,100.00	1.48%	
13	2	M	\$50 x 2	\$100	\$100.00	2406.3500	0.03	50.00	3,000	\$300,000.00	1.22%	
14	1	M	\$20 w/ 5X	\$100	\$100.00	1199.1777	0.06	100.00	6,020	\$602,000.00	2.45%	
15	1	M	\$10 w/ 10X	\$100	\$100.00	1197.5863	0.06	100.00	6,028	\$602,800.00	2.46%	
16	1	M	\$100	\$100	\$100.00	1508.9987	0.05	80.00	4,784	\$478,400.00	1.95%	
Total (\$100.00):						200.1567	0.38	600.00	36,067	\$3,606,700.00	14.69%	
17	20	M	(\$50 x 5) + (\$20 x 10) + (\$10 x 5)	\$500	\$500.00	11873.4375	0.01	10.00	608	\$304,000.00	1.24%	
18	1	M	\$100 w/ 5X	\$500	\$500.00	11624.8792	0.01	10.00	621	\$310,500.00	1.27%	
19	1	M	\$50 w/ 10X	\$500	\$500.00	11912.6238	0.01	10.00	606	\$303,000.00	1.23%	
20	1	M	\$500	\$500	\$500.00	17353.4856	0.00	7.00	416	\$208,000.00	0.85%	
Total (\$500.00):						3207.0413	0.02	37.00	2,251	\$1,125,500.00	4.59%	
Total (Mid Tiers):						83.4929	0.90	1,437.00	86,463	\$7,139,450.00	29.09%	
High Tiers												
21	20	H	(\$500 x 5) + (\$20 w/ 10X x 10) + (\$100 x 5)	\$5,000	\$5,000.00	902381.2500	0.00	0.14	8 *	\$40,000.00	0.16%	
22	1	H	\$5,000	\$5,000	\$5,000.00	3609525.0000	0.00	0.03	2 *	\$10,000.00	0.04%	
Total (\$5,000.00):						721905.0000	0.00	0.17	10	\$50,000.00	0.20%	
23	6	H	(\$5,000 w/ 10X x 2) + (\$5,000 w/ 5X x 4)	\$200,000	\$200,000.00	3609525.0000	0.00	0.03	2 *	\$400,000.00	1.63%	
24	1	H	\$200,000	\$200,000	\$200,000.00	3609525.0000	0.00	0.03	2 *	\$400,000.00	1.63%	
Total (\$200,000.00):						1804762.5000	0.00	0.07	4	\$800,000.00	3.26%	
Total (High Tiers):						515646.4286	0.00	0.24	14	\$850,000.00	3.46%	
Total (Low Tiers + Mid Tiers + High Tiers):						3.7692	19.90	31,837.24	1,915,267	\$24,352,660.00	99.22%	
Other Prize Tiers												
-	-	O	WAREHOUSE DASH® Trip Prize			\$7,300.00	-	-	-	20	\$146,000.00	0.59%
-	-	O	WAREHOUSE DASH® Trip Prize Federal Withholding			\$2,303.68	-	-	-	20	\$46,073.60	0.19%
Total (Other Prize Tiers):						-	-	-	40	\$192,073.60	0.78%	
Total :						3.7692	19.90	31,837.24	1,915,267	\$24,544,733.60	100.00%	

* Exact Quantity by Kind Level



INTEROFFICE MEMO

Gary Grief, Executive Director

LaDonna Castañuela, Charitable Bingo Operations Director

Payment Approval

February 24, 2023

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

Vendor Name	Scientific Games
P.O. Number (if applicable)	362-23-9019RL010RV1
Invoice Number	TX 022223
Tx Game Name:	Game #2477 \$200,000 Colossal Cash
Invoice Amount:	\$427,387.84

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

Dale Bowersock (Scratch Ticket Strategy Coordinator)

2/28/2023

Date

JB 2/28/2023

Will Russ (Products Manager)

2/28/2023

Date



Robert Tirloni (Lottery Operations Division Director)

2/28/2023

Date

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

March 6, 2023



Invoice: TX 022223
 "TX 2477 \$200,000 COLOSSAL CASH™"
 February 22, 2023

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-2477	1	TX-2477 \$200,000 COLOSSAL CASH	3,690,900	59.14 \$	218,279.83	1045198
Additional Charges: 4 Specialty Ink - (3) Fluorescent Inks -TX-2477 Pack Inserts			1	453.22 \$	453.22	
TX-2477	2	TX-2477 \$200,000 COLOSSAL CASH	3,528,150	59.14 \$	208,654.79	1045199
Total Due					<u>\$427,387.84</u>	

*Please include the SG invoice numbers with your remittance

Due Date: March 23, 2023

Wire Transfer Instructions:

Bank: Bank of America
 Swift: BOFAUS3N
 Acct Name: Scientific Games International, Inc.-Operating
 Acct #: 501017395032
 Wire Routing #: 026009593

Scratch Ticket Game Closing Analysis

08/29/21 Thru 08/26/23

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point				Price Point				
	\$1	\$2	\$3	\$5	\$10	\$20	\$30	\$50	\$100
< 5M	None	None	None	None	None	None	None	None	None
5M-9.99M	None	Week 18	Week 13	Week 16	Week 26	Week 39	None	Week 55	None
10M-14.99M	Week 18	*Week 28	None	None	Week 37	None	None	*Week 75	None
15M-19.99M	Week 28	None	None	*Week 47	None	*Week 35	None	None	None
20M-24.99M	None	None	None	None	None	None	None	None	None
25M-29.99M	None	*Week 59	*Week 54	None	*Week72	None	None	None	None
30M-34.99M	None	*Week 55	None	*Week 63	None	None	None	None	None
>=35M	None	None	None	*Week 55	*Week 51	None	None	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

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

None = no games at this level with 85% sell through

* only one game at this level with 85% sell through

Excludes Promotional Tickets

Unaudited - For Internal Use Only

WAREHOUSE DASH® PROMOTION DETAILED REQUIREMENTS

These detailed requirements apply to the WAREHOUSE DASH® Promotion (the “**Promotion**”), a second-chance drawing promotion associated with the scratch ticket game identified in Section 1 below.

The Texas Lottery Commission (“**TLC**”) shall produce a paper scratch ticket game, to be printed by Scientific Games, LLC (“**SG**” or the “**Company**”), with the price point, ticket quantity, and launch date as detailed in Section 1 below.

The Company grants the TLC the rights to use the mark *WAREHOUSE DASH®*, owned and licensed by Hinda, Inc. (“**HINDA**”), in connection with the Game and Promotion. HINDA is the owner of the WAREHOUSE DASH® trademark, logos and designs (hereinafter the “**Licensed Mark**”) for use in connection with warehouse shopping spree promotions.

1. PROMOTION DESCRIPTION

- a. The TLC shall produce a paper scratch ticket game, to be printed by the Company, identified as TX-2477 “\$200,000 Colossal Cash” that launches March 20, 2023 (the “**Game**”).
- b. The Company’s website will host a Promotion microsite. Players may use the Texas Lottery® 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 Game in one (1) of five (5) promotional second-chance WAREHOUSE DASH® drawings described in Section 3 below (the “**Trip Prize Drawings**”) for a chance to win one (1) of twenty (20) trip prizes (“**Trip Prizes**”) to Chicago, Illinois, to participate as a finalist (“**Prizewinner**”) in the WAREHOUSE DASH® shopping spree event (each a “**DASH**” or “**Dash Event**”). HINDA operates the prize warehouse where the Dash Events associated with the Promotion are to occur on or about June of 2024.
- c. The TLC agrees to place a registered trademark (“®”) designation or trademark (“™”) designation with each use of the Licensed Mark, as appropriate, or as may otherwise be specified by SG or HINDA. The following notice shall be included on the ticket back and with each use of the Licensed Mark on other materials for advertising, marketing and promotions (including, without limitation, point-of-sale materials and news releases), and any other item that contains or references the Licensed Mark (all of the foregoing, collectively, the “**Artwork**”) as practicable:

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2. ALLOCATION FOR PRIZE FULFILLMENT, LICENSING FEES, PROMOTION SERVICES, EVENT AND PROMOTIONAL SUPPORT

The TLC shall allocate nine hundred sixty-seven thousand eight hundred sixty-three dollars and eight cents (\$967,863.08) as follows:

- a) One hundred ninety-two thousand seventy-three dollars and sixty cents (\$192,073.60) for twenty (20) Trip Prizes valued at nine thousand six hundred three dollars and sixty-eight cents (\$9,603.68) each, including federal tax withholdings; and
- b) Seven hundred seventy-five thousand seven hundred eighty-nine dollars and forty-eight cents (\$775,789.48) for Promotion-related services, promotional support (including a Promotion microsite), the Dash Event (including set-up and hosting the Dash Event and prizes won during the Dash Event (“Dash Event Prizes”)), all as described further herein; for the retail value, tax withholdings, fulfillment and shipping of all Dash Event Prizes awarded; fulfillment and hosting of twenty (20) Dash Event Trip Prizes and point-of-sale (“POS”) materials as mutually agreed upon by the TLC and SG and described further herein.

3. TRIP PRIZE DRAWINGS

- a) The TLC shall conduct a total of five (5) promotional second-chance Trip Prize Drawings. The TLC shall award four (4) Trip Prizes in each Trip Prize Drawing. The TLC shall determine the dates and times for each Trip Prize Drawing and the Company 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 Trip Prize Drawings. Entries sent via any other method will not be eligible to enter any such Drawings. A non-winning Game ticket receives one (1) entry. All entries must be submitted from a location within the state of Texas. Entrants must provide a valid Texas address. Entrants must be eighteen (18) years of age or older to enter the Trip Prize Drawings. Entries received after the deadline for the final Trip Prize Drawing will not be eligible for any Trip Prize Drawing prize.
- c) After a Trip Prize Drawing winning entry is drawn and all related claim validation procedures by the TLC are complete, the TLC will notify the Company with the winner’s information and title to the awarded Trip Prize shall immediately pass to the Trip Prize winner (each, a “Trip Prize Winner”). The Company shall fulfill the Trip Prizes as provided in Section 12(b) below.
- d) Each Trip Prize is valued at nine thousand six hundred three dollars and sixty-eight cents (\$9,603.68), including tax withholdings. The TLC will withhold and pay to the IRS on behalf of each Trip Prize Winner two thousand three hundred three dollars and sixty-eight cents (\$2,303.68) for federal tax withholdings for each Trip Prize.