

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed

6/24/2024

Game #	2490	Confirmed Packs	5,638
Game Name	\$1,000,000 Gold Rush	Active Packs	1,593
Quantity Printed	8,189,275	Warehouse Packs	154,217
Price Point	\$20	Returned Packs	90
Start Date	10/2/2023	Printed Payout Percentage	74.99%
Top Prize	\$ 1,000,000	Percent Sold	50.37%
Number of Top Prizes Remaining	2	Number of Weeks Out	38

Current Game Sales AnalysisTANGIBLE COSTS**Expenditure Impact:**

Cost to print tickets	\$ 975,052	Actual ticket production costs
Prize payout expense	\$ 61,295,160	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 62,270,212

TANGIBLE BENEFITS**Revenue Impact:**

Estimated sales	\$ 82,498,756	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	<u><u>\$ 82,498,756</u></u>	

Excess of Revenue over Expended \$ 20,228,544

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	\$	414,240
Next week	\$	471,820
Next week	\$	554,760
Avg Weekly Sales Current Game Avg	\$	480,273
Weekly Sales \$20; 5M-9.99M Qty*	\$	3,886,072
Percentage Of Variance In Sales		88%

Scratch Ticket Game Closing Analysis RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2490	Printed Payout Percentage	74.99%
Game Name	\$1,000,000 Gold Rush	Actual Payout Percentage	74.30%
Percent Sold	50.37%	Number of Weeks Out	38
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			36

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

Recommendation

☒ Based on the findings in this Summary Report, I am recommending closing the above game.

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



6/24/2024

Scratch Ticket Strategy Coordinator Date



6/24/2024

Products Manager Date

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



6/25/2024

Lottery Operations Division Director Date



6/27/2024

Controller Date

N/A

Deputy Executive Director Date



7/2/2024

Executive Director Date



Play the Games of Texas!

Da Vinci Report

6/24/24

Week End Date:6/22/24

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														6/22/24	6/15/24	6/8/24	6/1/24
Mature	2504	\$3	35,510,250	CROSSWORD	3/4/24			16	18.09%	13,781	8,578	207,943	214	\$1,180,899.00	\$1,216,428.00	\$1,225,416.00	\$1,190,067.00
	2508	\$3	32,963,925	TEXAS LOTERIA	1/16/24			23	26.31%	15,570	11,373	293,410	61	\$1,224,114.00	\$1,245,948.00	\$1,296,627.00	\$1,263,036.00
	2520	\$5	12,210,000	\$200,000 WINNINGS	9/5/23			42	80.37%	7,349	4,849	17,841	266	\$615,740.00	\$649,440.00	\$669,250.00	\$647,610.00
	2543	\$5	25,097,475	50X POWER BLITZ	1/2/24			25	36.46%	11,559	7,361	191,227	70	\$1,151,725.00	\$1,196,010.00	\$1,223,840.00	\$1,259,570.00
	2554	\$5	7,213,575	50X THE WIN	3/4/24			16	61.14%	3,388	1,996	29,745	1,311	\$349,340.00	\$429,565.00	\$474,985.00	\$578,450.00
	2502	\$5	16,958,025	BINGO TIMES 20	9/18/23			40	64.32%	11,575	7,639	58,394	810	\$1,175,230.00	\$1,229,940.00	\$1,204,380.00	\$1,248,045.00
	2559	\$5	7,244,700	LUCKY 7S	3/18/24			14	59.44%	5,044	3,551	28,491	983	\$531,030.00	\$623,895.00	\$741,345.00	\$859,755.00
	2550	\$5	7,211,325	SHOW ME 100X	2/5/24			20	66.75%	1,758	1,167	27,705	803	\$195,190.00	\$217,505.00	\$271,875.00	\$322,905.00
	2505	\$5	32,640,150	SUPER CASHWORD	6/5/23			55	62.74%	16,586	8,991	133,260	39	\$1,736,890.00	\$1,711,980.00	\$1,801,250.00	\$1,731,450.00
	2509	\$5	30,168,450	SUPER LOTERIA	12/18/23			27	83.64%	39,101	12,150	6,447	136	\$4,670,640.00	\$5,088,580.00	\$5,185,860.00	\$5,263,385.00
	2553	\$5	7,274,325	WINNING 7S	2/19/24			18	59.77%	3,267	2,005	30,938	1,888	\$272,740.00	\$357,770.00	\$370,370.00	\$435,845.00
	2547	\$5	7,056,150	YEAR OF THE DRAGON	1/16/24			23	70.51%	1,831	1,161	24,033	167	\$143,200.00	\$186,240.00	\$191,875.00	\$225,825.00
	2506	\$10	24,386,600	\$250,000 50X CASHWORD	6/19/23			53	75.15%	26,122	8,793	81,940	64	\$3,029,530.00	\$3,075,500.00	\$3,121,750.00	\$3,059,030.00
	2560	\$10	7,209,700	\$50, \$100 OR \$500!	2/5/24			20	85.18%	13,700	4,082	463	973	\$1,531,550.00	\$1,813,560.00	\$2,181,880.00	\$2,367,620.00
	2521	\$10	10,146,750	\$500,000 WINNINGS	9/5/23			42	65.09%	11,242	4,677	52,808	95	\$824,910.00	\$836,950.00	\$872,320.00	\$885,440.00
	2544	\$10	20,116,650	100X POWER BLITZ	1/2/24			25	32.75%	17,400	7,377	243,144	82	\$1,570,000.00	\$1,601,230.00	\$1,640,550.00	\$1,658,380.00
	2386	\$10	8,145,250	BREAK THE BANK SUPER TICKET	11/6/23			33	47.14%	8,157	5,192	71,326	48	\$919,740.00	\$895,280.00	\$900,760.00	\$974,550.00
	2413	\$10	28,619,300	CASH BLOWOUT	3/6/23			68	46.92%	7,844	3,472	290,763	40	\$741,640.00	\$823,680.00	\$794,860.00	\$802,080.00
	2563	\$10	49,168,200	MEGA LOTERIA	2/19/24			18	26.16%	53,939	13,936	648,689	143	\$8,123,220.00	\$8,192,150.00	\$8,285,890.00	\$8,119,440.00
	2551	\$10	8,108,400	MONEY MONEY MONEY	3/4/24			16	47.38%	31,574	8,539	40,834	878	\$1,590,940.00	\$1,630,440.00	\$1,807,430.00	\$1,707,250.00
	2514	\$20	8,189,250	\$1,000,000 CASH BLAST	12/4/23			29	38.87%	16,025	5,620	175,697	152	\$1,236,360.00	\$1,291,160.00	\$1,251,840.00	\$1,354,620.00
	2513	\$20	10,162,000	\$1,000,000 CROSSWORD	10/16/23			36	83.68%	30,957	5,655	18,189	2,004	\$2,199,600.00	\$2,272,600.00	\$2,476,060.00	\$2,875,120.00
	2490	\$20	8,189,275	\$1,000,000 GOLD RUSH	10/2/23			38	50.37%	5,638	1,593	154,217	90	\$414,240.00	\$471,820.00	\$554,760.00	\$631,460.00
	2522	\$20	9,178,700	\$1,000,000 WINNINGS	9/5/23			42	43.28%	13,288	4,477	187,202	1,123	\$943,460.00	\$957,660.00	\$972,140.00	\$992,520.00
	2535	\$20	6,119,575	\$85,000,000 EXPLOSION	11/15/23			31	58.56%	12,940	3,370	78,534	4,452	\$753,120.00	\$843,280.00	\$947,740.00	\$1,073,620.00
	2545	\$20	10,249,975	200X POWER BLITZ	1/2/24			25	36.70%	21,016	6,766	228,514	103	\$1,994,980.00	\$1,985,940.00	\$2,120,980.00	\$2,136,200.00
	2511	\$20	25,214,400	MILLION DOLLAR LOTERIA	6/5/23			55	80.91%	36,389	5,946	138,339	1,148	\$3,163,300.00	\$3,309,300.00	\$3,431,420.00	\$3,675,340.00
	2495	\$20	8,185,575	PLATINUM MILLIONS	2/5/24			20	37.63%	15,965	5,021	180,948	138	\$1,332,200.00	\$1,436,760.00	\$1,783,180.00	\$2,018,940.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			327	86.95%	6,992	3,273	164,153	40	\$1,244,880.00	\$1,191,990.00	\$1,176,570.00	\$1,161,630.00
	2517	\$30	9,225,150	MILLIONAIRE MAKER	8/14/23			45	43.85%	12,083	4,757	188,068	76	\$1,556,490.00	\$1,576,950.00	\$1,598,100.00	\$1,516,140.00
	2468	\$30	8,544,000	VIP CLUB	2/20/23			70	61.01%	9,259	2,910	119,568	38	\$785,250.00	\$761,070.00	\$796,140.00	\$744,480.00
	2423	\$50	6,608,840	\$1,000,000 DIAMOND RICHES	8/1/22			99	85.15%	7,399	2,264	37,622	83	\$872,450.00	\$840,400.00	\$864,850.00	\$841,300.00
	2455	\$50	10,237,540	\$5,000,000 ULTIMATE	1/16/23			75	62.55%	15,865	3,802	169,657	132	\$2,508,350.00	\$2,448,100.00	\$2,641,850.00	\$2,636,650.00

Liability for 2490 / for Life to Date**Product Status:**
Active**SmartCash Enabled:**
N/A**Validation Range:** 06/23/2023 - 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	\$20.00	396164	\$7,923,280.00	389678	\$7,793,560.00	49.59%	4060842
2	2	N/A	\$50.00	328205	\$16,410,250.00	327112	\$16,355,600.00	49.92%	4087808
3	3	N/A	\$75.00	65656	\$4,924,200.00	65228	\$4,892,100.00	49.84%	4081247
4	4	N/A	\$100.00	65781	\$6,578,100.00	65164	\$6,516,400.00	49.76%	4075343
5	5	N/A	\$100.00	65494	\$6,549,400.00	65607	\$6,560,700.00	50.04%	4098166
6	6	N/A	\$100.00	65398	\$6,539,800.00	65708	\$6,570,800.00	50.12%	4104319
7	0	N/A	\$200.00	20464	\$4,092,800.00	20349	\$4,069,800.00	49.86%	4083099
8	0	N/A	\$200.00	24052	\$4,810,400.00	23991	\$4,798,200.00	49.94%	4089438
9	0	N/A	\$500.00	176	\$88,000.00	173	\$86,500.00	49.57%	4059440
10	0	N/A	\$500.00	686	\$343,000.00	682	\$341,000.00	49.85%	4082664
11	0	N/A	\$500.00	502	\$251,000.00	532	\$266,000.00	51.45%	4213437
12	0	N/A	\$500.00	684	\$342,000.00	700	\$350,000.00	50.58%	4141974
13	0	N/A	\$500.00	693	\$346,500.00	675	\$337,500.00	49.34%	4040760
14	0	N/A	\$1,000.00	8	\$8,000.00	2	\$2,000.00	20.00%	1637855
15	0	N/A	\$1,000.00	42	\$42,000.00	42	\$42,000.00	50.00%	4094637
16	0	N/A	\$1,000.00	40	\$40,000.00	39	\$39,000.00	49.37%	4042806
17	0	N/A	\$1,000.00	51	\$51,000.00	54	\$54,000.00	51.43%	4211627
18	0	N/A	\$20,000.00	6	\$120,000.00	3	\$60,000.00	33.33%	2729758
19	0	N/A	\$20,000.00	3	\$60,000.00	8	\$160,000.00	72.73%	5955836
20	0	N/A	\$1,000,000.00	2	\$2,000,000.00	2	\$2,000,000.00	50.00%	4094637
Totals:				1034107	\$61,519,730.00	1,025,749	\$61,295,160.00		

NO. OF TICKETS: 8,189,275
NO. POOLS: 68.24
PACK SIZE: 25
PACKS/POOL: 4,800
PACKS/GAME: 327,571

Minimum: 7,879,200
Maximum: 8,200,800

TEXAS LOTTERY COMMISSION
"\$1,000,000 GOLD RUSH" - GAME NO. 2490
END OF PRODUCTION PRIZE STRUCTURE
13-Jun-23

8,189,275

\$20 TICKETS

\$163,785,500

REVENUE

PRIZE FUND

\$122,814,890

PAYOUT %

74.99%

PRIZE LEVEL	PRIZE CODE	TIER CODE	GET:	# OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN 68.24 POOLS	WINNERS IN 25 (PER PACK*)	WINNERS IN 120,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
1	1	L	\$20	1	\$20	10.42	785,842	2.400	11,520.000	\$15,716,840	12.80%	
2	2	G	\$50	1	\$50	12.50	655,317	2.000	9,600.000	\$32,765,850	26.68%	
3	3	G	\$75	1	\$75	62.57	130,884	0.400	1,920.000	\$9,816,300	7.99%	
4	4	G	\$100	1	\$100	62.54	130,945	0.400	1,920.000	\$13,094,500	10.66%	
5	5	G	\$20 x 5	5	\$100	62.47	131,101	0.400	1,920.000	\$13,110,100	10.67%	LOW-TIER
6	6	G	\$50 x 2	2	\$100	62.46	131,106	0.400	1,920.000	\$13,110,600	10.68%	79.48% ****
7	0	M	\$200	1	\$200	200.65	40,813	0.125	598.000	\$8,162,600	6.65%	
8	0	M	\$20"10X"	1	\$200	170.46	48,043	0.146	703.000	\$9,608,600	7.82%	
9	0	M	\$500	1	\$500	23,464.97	349	0.001	5.0000	\$174,500	0.14%	
10	0	M	\$20"20X" + \$100	2	\$500	5,986.31	1,368	0.004	20.0000	\$684,000	0.56%	
11	0	M	\$20"10X" + \$100 x 3	4	\$500	7,920.00	1,034	0.003	15.0000	\$517,000	0.42%	
12	0	M	\$20"20X" + \$50 x 2	3	\$500	5,917.11	1,384	0.004	20.0000	\$692,000	0.56%	MID-TIER
13	0	M	\$50"10X"	1	\$500	5,986.31	1,368	0.004	20.0000	\$684,000	0.56%	16.71%
14	0	H	\$1,000	1	\$1,000	818,927.50	10	0.000	0.1465	\$10,000	0.01%	
15	0	H	\$50"20X"	1	\$1,000	97,491.37	84	0.000	1.2309	\$84,000	0.07%	
16	0	H	\$100"10X"	1	\$1,000	103,661.71	79	0.000	1.1576	\$79,000	0.06%	
17	0	H	\$20"20X" + \$50"10X" + \$100	3	\$1,000	77,993.10	105	0.000	1.5386	\$105,000	0.09%	
18	0	H	\$50 x 2 + \$100 + \$200 x 4 + \$500 x 14 + \$1,000 x 12	33	\$20,000	909,919.44	9	0.000	0.1319	\$180,000	0.15%	
19	0	H	\$20,000	1	\$20,000	744,479.55	11	0.000	0.1612	\$220,000	0.18%	HIGH-TIER
20	0	H	\$1,000,000	1	\$1,000,000	2,047,318.75	4 ***	0.000	0.0586	\$4,000,000	3.26%	3.81%
						3.98	2,059,856	6.289	30,185.425	\$122,814,890	100.00%	100.00%
						3.9757						

Note: "10X" = win 10 TIMES the prize by revealing one (1) "Pot of Gold" Play Symbol.
Note: "20X" = win 20 TIMES the prize by revealing one (1) "Treasure Chest" Play Symbol.

Consolidated odds are 1 in:

\$20	10.42	785,842
\$50	12.50	655,317
\$75	62.57	130,884
\$100	20.83	393,152
\$200	92.16	88,856
\$500	1,488.15	5,503
\$1,000	29,457.82	278
\$20,000	409,463.75	20
\$1,000,000	2,047,318.75	4
		2,059,856

* Each of the following GLEPS will be used in approximately 20% of each pack of 25 tickets.
** Numbers are rounded.
*** This Number of prizes is guaranteed delivery to the Lottery.
**** The \$50, \$75 and \$100 prize levels are included in the GLEPS, programmed as G-Tiers and included in the Low-Tier file.

CALLOUT: (Information that appears on ticket front)	Not applicable for this game.
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INTEROFFICE MEMO

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

Payment Approval

June 26, 2023

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

Vendor Name	Pollard Banknote Limited
P.O. Number (if applicable)	362-23-9010RL019
Tx Game #/Name	#2490 \$1,000,000 Gold Rush
Draw #	
Invoice Number	8534383
Invoice Amount	\$975,051.93

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

JB 6/26/2023

Dale Bowersock

Dale Bowersock (Scratch Ticket Strategy Coordinator)

6/26/2023

Date



Will Russ

Will Russ (Products Manager)

6/29/2023

Date

Robert Tirloni

Robert Tirloni (Lottery Operations Division Director)

6/30/2023

Date

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

July 6, 2023



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

INVOICE NO.: 8534383

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: July 22, 2023

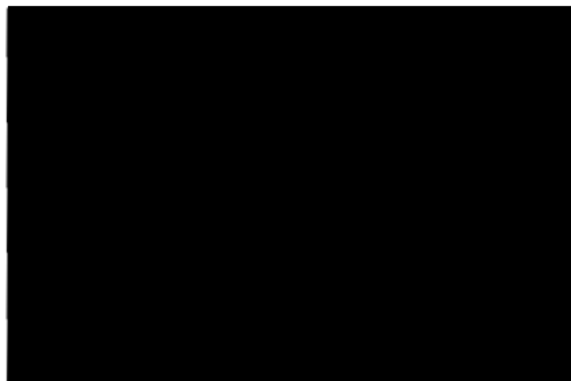
Invoice Date	Order No.	Your Order	Customer No.
June 22, 2023	1194567		5008

Order name: \$1,000,000 GOLD RUSH #2490
PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 10 x 4	8,189,275	32.74 /M	268,116.86
Spectrum process applied to Scratch FX®	8,189,275	70.00 /M	573,249.25
Integrated Overprints / Continuous Image	8,189,275	10.00 /M	81,892.75
Multiple Play Area	8,189,275	2.00 /M	16,378.55
Spectrum process applied to Scratch FX®	1	5,000.00 Ea	5,000.00
Inserts	1	30,414.52 Ea	30,414.52

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

Before Taxes:	975,051.93 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	975,051.93 USD



Scratch Ticket Game Closing Analysis

02/27/22 Thru 02/24/24

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point				Price Point				
	\$1	\$2	\$3	\$5	\$10	\$20	\$30	\$50	\$100
< 5M	None	None	None	None	None	None	None	None	None
5M-9.99M	None	Week 17	Week 13	Week 20	Week 26	*Week 36	*Week 97	*Week 56	None
10M-14.99M	*Week 15	*Week 28	None	None	*Week 29	None	None	None	None
15M-19.99M	Week 30	None	None	None	None	Week 53	None	None	None
20M-24.99M	None	None	None	*Week 76	None	None	None	None	None
25M-29.99M	None	None	None	None	None	None	None	None	None
30M-34.99M	None	None	*Week 68	None	None	None	None	None	None
>=35M	None	None	*Week 97	*Week 52	*Week 54	None	None	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point				Price Point				
	\$1	\$2	\$3	\$5	\$10	\$20	\$30	\$50	\$100
< 5M	None	None	None	None	None	None	None	None	None
5M-9.99M	None	\$889,989	\$1,232,303	\$1,698,404	\$2,234,215	\$3,886,072	\$2,359,958	\$4,641,250	None
10M-14.99M	\$649,617	\$620,682	None	None	\$3,571,641	None	None	None	None
15M-19.99M	\$506,021	None	None	None	None	\$6,498,580	None	None	None
20M-24.99M	None	None	None	\$1,301,423	None	None	None	None	None
25M-29.99M	None	None	None	None	None	None	None	None	None
30M-34.99M	None	None	\$1,222,418	None	None	None	None	None	None
>=35M	None	None	\$1,254,889	\$4,803,626	\$7,966,148	None	None	None	None

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

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

Excludes Promotional Tickets

Unaudited - For Internal Use Only