

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

10/6/2023

Game #	2493	Confirmed Packs	9,816
Game Name	Winner's Club	Active Packs	5,105
Quantity Printed	7,294,800	Warehouse Packs	9,042
Price Point	\$5	Returned Packs	2,497
Start Date	7/3/2023	Printed Payout Percentage	68.06%
Top Prize	\$ 100,000	Percent Sold	65.67%
Number of Top Prizes Remaining	0	Number of Weeks Out	13

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 650,899	Actual ticket production costs
Prize payout expense	\$ 16,519,735	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 17,170,634

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 23,952,476	Based on # of tkts printed, times % sold from DaVinci report, times the price point
-----------------	---------------	---

Total Estimated Benefits \$ 23,952,476

Excess of Revenue over Expended \$ 6,781,842

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	\$	893,640
Next week	\$	980,640
Next week	\$	1,174,895
Avg Weekly Sales Current Game	\$	1,016,392
Avg Weekly Sales \$5; 5M-5.99M Qty	\$	2,103,552
Percentage Of Variance In Sales		52%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	<div>2493</div>	Printed Payout Percentage	<div>68.06%</div>
Game Name	<div>Winner's Club</div>	Actual Payout Percentage	<div>68.97%</div>
Percent Sold	<div>65.67%</div>	Number of Weeks Out	<div>13</div>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			<div>16</div>

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):

Not Required - All Top Prizes Claimed

Instant Product Coordinator Date

Not Required - All Top Prizes Claimed

Products Manager Date

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

Not Required - All Top Prizes Claimed

Lottery Operations Division Direct Date

Not Required - All Top Prizes Claimed

Controller Date

Not Required - All Top Prizes Claimed

Deputy Executive Director Date

Not Required - All Top Prizes Claimed

Executive Director Date

Bowersock, Dale

From: WebsiteSupport@lottery.state.tx.us
Sent: Friday, October 6, 2023 5:17 AM
To: WEBSITE_SCRATCH_ZTP
Subject: ZTP Occurrence: Date 10/05/2023

All top prizes for the following game(s) have been claimed as of 10/05/2023.

Game Number	Game Name	Price	Prize Amount	Prizes Printed	Prizes Claimed	Pending Top Claims	Pending Top Claims Count	Prizes Remaining	Sales Begin Date	Pre-Call Date	Call Date	Sales End Date	Last Top Prize Claimed Date
2493	Winner's Club	\$5	\$100,000	5	5		0	0	07/03/2023				10/05/2023

The Last Top Prize Claimed Date only reflects prizes claimed at a Texas Lottery® claim center. If the final top prize was validated at a retail location that validation date will not be reflected on this report.



Play the Games of Texas!

Da Vinci Report

10/6/23

Week End Date:9/30/23

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														9/30/23	9/23/23	9/16/23	9/9/23
Baseline	2519	\$1	17,373,600	\$5,000 WINNINGS	9/5/23			4	8.30%	18,087	11,351	72,343	14	\$501,876.00	\$453,541.00	\$343,741.00	\$142,053.00
	2272	\$1	10,038,450	MAD MONEY	7/3/23			13	56.70%	7,118	4,166	12,092	509	\$258,504.00	\$298,515.00	\$338,473.00	\$413,195.00
	2210	\$2	7,139,375	\$100 FRENZY	7/31/23			9	45.62%	10,436	6,279	9,216	327	\$591,946.00	\$745,238.00	\$1,050,810.00	\$770,950.00
	2523	\$2	8,857,250	20X	9/18/23			2	5.79%	24,958	9,389	28,236	4	\$719,894.00	\$305,502.00	\$250.00	\$0
	2478	\$5	7,218,525	\$100,000 JACKPOT	7/17/23			11	45.93%	10,442	4,779	29,510	1,461	\$785,530.00	\$852,300.00	\$1,051,380.00	\$1,266,400.00
	2520	\$5	12,210,000	\$200,000 WINNINGS	9/5/23			4	14.47%	29,680	11,005	92,244	3	\$2,379,045.00	\$2,567,040.00	\$2,791,860.00	\$1,093,020.00
	2526	\$5	7,218,375	777 MULTIPLIER	10/2/23			0	0.00%	41,128	8,191	38,891	150	\$750.00	\$0	\$0	\$0
	2502	\$5	16,958,025	BINGO TIMES 20	9/18/23			2	1.50%	36,994	8,872	172,137	24	\$851,265.00	\$418,500.00	\$0	\$0
	2500	\$5	9,854,475	COWBOYS	8/14/23			7	22.38%	20,493	8,958	67,170	61	\$1,645,570.00	\$1,506,000.00	\$1,709,820.00	\$1,821,550.00
	2501	\$5	5,505,750	HOUSTON TEXANS	8/14/23			7	22.92%	10,769	6,151	34,578	242	\$1,186,550.00	\$899,720.00	\$986,810.00	\$1,104,095.00
	2524	\$5	7,144,200	MONEY MULTIPLIER	9/18/23			2	7.00%	37,896	11,339	34,315	35	\$1,645,855.00	\$853,410.00	\$0	\$0
	2491	\$5	7,221,225	RUBY MINE 9X	7/31/23			9	61.56%	18,789	7,605	1,416	422	\$1,716,375.00	\$1,849,105.00	\$2,103,905.00	\$2,285,645.00
	2493	\$5	7,294,800	WINNER'S CLUB	7/3/23			13	65.67%	9,816	5,105	9,042	2,497	\$893,640.00	\$980,640.00	\$1,174,895.00	\$1,335,615.00
	2525	\$10	7,142,750	\$50, \$100 OR \$500!	9/18/23			2	11.30%	39,401	8,767	67,851	36	\$5,075,900.00	\$2,996,610.00	\$0	\$0
	2521	\$10	10,146,750	\$500,000 WINNINGS	9/5/23			4	11.28%	36,362	10,160	127,226	17	\$3,065,590.00	\$3,170,710.00	\$3,604,250.00	\$1,606,230.00
	2527	\$10	8,199,900	PINK DIAMONDS	10/2/23			0	0.00%	46,458	7,785	100,782	110	\$500.00	\$0	\$0	\$0
	2490	\$20	8,189,275	\$1,000,000 GOLD RUSH	10/2/23			0	0.00%	51,554	7,121	258,638	84	\$500.00	\$0	\$0	\$0
	2522	\$20	9,178,700	\$1,000,000 WINNINGS	9/5/23			4	8.31%	41,179	10,346	277,079	14	\$3,917,080.00	\$4,066,520.00	\$4,707,640.00	\$2,563,080.00
	2418	\$20	8,171,725	200X THE CASH	7/3/23			13	36.78%	34,681	8,402	154,674	63	\$3,221,840.00	\$3,227,060.00	\$3,392,480.00	\$3,882,560.00
	2517	\$30	9,225,150	MILLIONAIRE MAKER	8/14/23			7	10.87%	30,686	8,877	282,802	30	\$3,996,870.00	\$3,838,650.00	\$4,157,130.00	\$4,567,320.00
	2479	\$50	8,214,280	CASH ROYALE	7/17/23			11	16.02%	26,712	7,861	303,031	34	\$5,271,300.00	\$5,271,200.00	\$5,438,450.00	\$5,366,150.00
Mature	2461	\$1	34,367,550	20X CASH BLITZ	1/2/23			39	56.78%	6,940	3,458	85,319	71	\$186,653.00	\$189,836.00	\$219,404.00	\$241,737.00
	2424	\$1	823,350	CASH FRENZY	9/14/22			54	0.00%	0	0	1,379	12	\$0	\$0	\$0	\$0
	1878	\$1	854,700	CASH ON THE SPOT	9/18/17			315	0.00%	0	0	1,400	20	\$0	\$0	\$0	\$0
	2507	\$1	17,373,900	EZ LOTERIA	3/6/23			30	77.24%	8,880	5,313	8,471	153	\$231,053.00	\$240,387.00	\$262,839.00	\$273,000.00
	1804	\$1	829,650	LUCKY STARS	9/18/17			315	0.00%	0	0	56	555	\$0	\$0	\$0	\$0
	2483	\$1	16,477,800	TOPAZ 7S	5/1/23			22	63.81%	9,433	5,542	20,634	77	\$273,840.00	\$293,336.00	\$317,909.00	\$334,146.00
	2124	\$1	853,200	WINNING 7S	8/8/19			216	0.00%	0	0	1,662	438	\$0	\$0	\$0	\$0
	2414	\$2	9,192,375	10X THE MONEY	6/19/23			15	70.26%	10,062	5,339	2,642	115	\$495,898.00	\$537,456.00	\$618,790.00	\$650,214.00
	2503	\$2	22,221,750	BREAK THE BANK	3/20/23			28	64.68%	10,995	6,811	33,349	27	\$600,974.00	\$623,324.00	\$673,462.00	\$668,542.00

Liability for 2493 / for Life to DateProduct Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 06/01/2023 - 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	\$5.00	288376	\$1,441,880.00	522220	\$2,611,100.00	64.42%	4699616
2	2	N/A	\$10.00	99993	\$999,930.00	191806	\$1,918,060.00	65.73%	4795034
3	3	N/A	\$10.00	100624	\$1,006,240.00	191108	\$1,911,080.00	65.51%	4778682
4	4	N/A	\$20.00	27172	\$543,440.00	53854	\$1,077,080.00	66.47%	4848495
5	5	N/A	\$20.00	21868	\$437,360.00	42997	\$859,940.00	66.29%	4835497
6	0	N/A	\$25.00	21742	\$543,550.00	43096	\$1,077,400.00	66.47%	4848648
7	0	N/A	\$25.00	21873	\$546,825.00	42987	\$1,074,675.00	66.28%	4834745
8	0	N/A	\$50.00	7994	\$399,700.00	16317	\$815,850.00	67.12%	4896106
9	0	N/A	\$50.00	8679	\$433,950.00	17704	\$885,200.00	67.10%	4895089
10	0	N/A	\$50.00	8929	\$446,450.00	17395	\$869,750.00	66.08%	4820431
11	0	N/A	\$100.00	1333	\$133,300.00	2726	\$272,600.00	67.16%	4899143
12	0	N/A	\$100.00	1366	\$136,600.00	2807	\$280,700.00	67.27%	4906902
13	0	N/A	\$100.00	1414	\$141,400.00	2661	\$266,100.00	65.30%	4763549
14	0	N/A	\$100.00	1368	\$136,800.00	2702	\$270,200.00	66.39%	4842886
15	0	N/A	\$200.00	1391	\$278,200.00	2687	\$537,400.00	65.89%	4806554
16	0	N/A	\$200.00	1567	\$313,400.00	3008	\$601,600.00	65.75%	4796231
17	0	N/A	\$500.00	216	\$108,000.00	403	\$201,500.00	65.11%	4749280
18	0	N/A	\$500.00	221	\$110,500.00	399	\$199,500.00	64.35%	4694556
19	0	N/A	\$500.00	210	\$105,000.00	402	\$201,000.00	65.69%	4791682
20	0	N/A	\$1,000.00	6	\$6,000.00	9	\$9,000.00	60.00%	4376879
21	0	N/A	\$1,000.00	6	\$6,000.00	10	\$10,000.00	62.50%	4559250
22	0	N/A	\$10,000.00	3	\$30,000.00	7	\$70,000.00	70.00%	5106360
23	0	N/A	\$100,000.00	0	\$0.00	5	\$500,000.00	100.00%	7294799
Totals:				616351	\$8,304,525.00	1,157,310	\$16,519,735.00		

NO. OF TICKETS (+/-2%):	7,294,800	Minimum Quantity:	7,056,000	TEXAS LOTTERY COMMISSION
NO. POOLS:	20.26	Maximum Quantity:	7,344,000	"WINNER'S CLUB" - GAME NO. 2493
PACK SIZE:	75			END OF PRODUCTION PRIZE STRUCTURE
PACKS/POOL:	4,800			18-May-23
PACKS/GAME:	97,264			

7,294,800	\$5 TICKETS	\$36,474,000	REVENUE	PRIZE FUND	\$24,824,260	PAYOUT %	68.06%
-----------	-------------	--------------	---------	------------	--------------	----------	--------

PRIZE TIER	PRIZE CODE	TIER CODE	GET:	# OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN 20.26 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"3X TROPHY"	1	\$5	9.00	810,596	8.33	40,003	\$4,052,980	16.33%	LOW-TIER 51.59%
2	2	L	\$10"4X TROPHY"	1	\$10	25.00	291,799	3.00	14,400	\$2,917,990	11.75%	
3	3	L	\$5"3X TROPHY""2X"	1	\$10	25.01	291,732	3.00	14,397	\$2,917,320	11.75%	
4	4	L	\$20"5X TROPHY"	1	\$20	90.03	81,026	0.83	3,999	\$1,620,520	6.53%	
5	5	L	\$10"4X TROPHY""2X"	1	\$20	112.46	64,865	0.67	3,201	\$1,297,300	5.23%	
6	0	M	\$25"6X TROPHY"	1	\$25	112.51	64,838	0.67	3,200	\$1,620,950	6.53%	****
7	0	M	\$5"3X TROPHY""5X"	1	\$25	112.47	64,860	0.67	3,201	\$1,621,500	6.53%	
8	0	M	\$50"7X TROPHY"	1	\$50	300.06	24,311	0.25	1,200	\$1,215,550	4.90%	
9	0	M	\$10"4X TROPHY""5X"	1	\$50	276.50	26,383	0.27	1,300	\$1,319,150	5.31%	
10	0	M	\$5"3X TROPHY""10X"	1	\$50	277.12	26,324	0.27	1,300	\$1,316,200	5.30%	
11	0	M	\$100"8X TROPHY"	1	\$100	1,797.19	4,059	0.04	200	\$405,900	1.64%	
12	0	M	\$10"4X TROPHY""10X"	1	\$100	1,748.09	4,173	0.04	205	\$417,300	1.68%	
13	0	M	\$20"5X TROPHY""5X"	1	\$100	1,790.13	4,075	0.04	200	\$407,500	1.64%	
14	0	M	\$50"7X TROPHY""2X"	1	\$100	1,792.33	4,070	0.04	200	\$407,000	1.64%	
15	0	M	\$200"9X TROPHY"	1	\$200	1,788.82	4,078	0.04	200	\$815,600	3.29%	
16	0	M	\$20"5X TROPHY""10X"	1	\$200	1,594.49	4,575	0.05	225	\$915,000	3.69%	
17	0	M	\$500"10X TROPHY"	1	\$500	11,784.81	619	0.01	30	\$309,500	1.25%	
18	0	M	\$100"8X TROPHY""5X"	1	\$500	11,765.81	620	0.01	30	\$310,000	1.25%	MID-TIER 45.87%
19	0	M	\$50"7X TROPHY""10X"	1	\$500	11,919.61	612	0.01	30	\$306,000	1.23%	
20	0	H	\$1,000"11X TROPHY"	1	\$1,000	486,320.00	15	0.00	0.74	\$15,000	0.06%	HIGH-TIER 2.54%
21	0	H	\$100"8X TROPHY""10X"	1	\$1,000	455,925.00	16	0.00	0.79	\$16,000	0.06%	
22	0	H	\$10,000"12X TROPHY"	1	\$10,000	729,480.00	10	0.00	0.49	\$100,000	0.40%	
23	0	H	\$100,000"13X TROPHY"	1	\$100,000	1,458,960.00	5 ***	0.00	0.25	\$500,000	2.01%	
						4.11	1,773,661	18.23	87,523.13	\$ 24,824,260	100.00%	100.00%

Note: "TROPHY" = Win the corresponding prize in the PRIZE LEGEND by revealing three (3) or more "TROPHY" Play Symbols.
Note: "2X" = win DOUBLE the prize by revealing two (2) "2X" Play Symbols in the MULTIPLIER SYMBOLS play area.
Note: "5X" = win 5 TIMES the prize by revealing two (2) "5X" Play Symbols in the MULTIPLIER SYMBOLS play area.
Note: "10X" = win 10 TIMES the prize by revealing two (2) "10X" Play Symbols in the MULTIPLIER SYMBOLS play area.

* 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.

Consolidated odds are 1 in: \$5	9.00	810,596
\$10	12.50	583,531
\$20	50.00	145,891
\$25	56.24	129,698
\$50	94.72	77,018
\$100	445.43	16,377
\$200	843.04	8,653
\$500	3,941.00	1,851
\$1,000	235,316.13	31
\$10,000	729,480.00	10
\$100,000	1,458,960.00	5
		1,773,661



INTEROFFICE MEMO

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

Payment Approval

June 2, 2023

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

Vendor Name	Pollard Banknote Limited
P.O. Number (if applicable)	362-23-9010RL015
Tx Game #/Name	#2493 Winners Club
Draw #	
Invoice Number	8533990
Invoice Amount	\$650,898.98

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

JB 6/2/2023

Dale Bowersock (Scratch Ticket Strategy Coordinator)

6/2/2023

Date



Will Russ (Products Manager)

6/8/2023

Date

Robert Tirloni (Lottery Operations Division Director)

6/9/2023

Date

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

June 12, 2023



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

INVOICE NO.: 8533990

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: June 30, 2023

Invoice Date	Order No.	Your Order	Customer No.
May 31, 2023	1175817		5008

Order name: WINNER'S CLUB #2493
PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 4 x 8	7,294,800	22.52 /M	164,278.90
Holographic Scratch FX®	7,294,800	48.00 /M	350,150.40
Four colour process / Spectrum base graphics	7,294,800	8.00 /M	58,358.40
Integrated Overprints / Continuous Image	7,294,800	8.00 /M	58,358.40
Holographic Scratch FX®	1	5,000.00 Ea	5,000.00
Inserts	1	14,752.88 Ea	14,752.88

Under unit price 'M' = price per thousand.

Before Taxes:	650,898.98 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	650,898.98 USD

Banking Instructions:

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

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

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	*Week 72	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