

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed

2/28/2024

Game #	2500	Confirmed Packs	1,863
Game Name	Cowboys	Active Packs	1,005
Quantity Printed	9,854,475	Warehouse Packs	63,532
Price Point	\$5	Returned Packs	2,460
Start Date	8/14/2023	Printed Payout Percentage	68.16%
Top Prize	\$ 100,000	Percent Sold	46.22%
Number of Top Prizes Remaining	2	Number of Weeks Out	28

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

Cost to print tickets	\$ 891,869	Actual ticket production costs
Licensing Fee	\$ 1,195,975	Year 8 (\$950,000 + \$245,974.77)
Non-cash Prize Allocation	\$ 3,282,722	From EOPPS (non-cash prizes plus withholdings)
Prize payout expense	\$ 13,373,080	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs	\$ 18,743,645
-------------------------------	----------------------

TANGIBLE BENEFITS**Revenue Impact:**

Estimated sales	\$ 22,773,692	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 22,773,692	

Excess of Revenue over Expended	\$ 4,030,047
--	---------------------

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	\$	137,705
Next week	\$	172,245
Next week	\$	218,210
Avg Weekly Sales Current Game	\$	176,053
Avg Weekly Sales \$5; 5M-9.99M Qty	\$	2,103,552
Percentage Of Variance In Sales		92%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2500	Printed Payout Percentage	68.16%
Game Name	Cowboys	Actual Payout Percentage	73.14%
Percent Sold	46.22%	Number of Weeks Out	28
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			16

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 Cowboys game needs to be pre-called in March to permit the game to be closed and the final drawing conducted prior to the launch of the next Cowboys game tentatively scheduled to launch in August 2024, as well as to ensure the winners of season ticket prizes from the final drawing will receive tickets to the next season.

Pat Bowisack

2/28/2024

Scratch Ticket Strategy Coordinator Date

Will Russ

3/1/2024

Products Manager Date

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

Amy Snell for Robert Tirloni

3/1/2024

Lottery Operations Division Director Date

LG

[Signature]

3/5/2024

Controller Date

Ry Minkelle

3/5/2024

Deputy Executive Director Date

Ry Minkelle for Executive Director

3/5/2024

for Executive Director Date



Play the Games of Texas!

Da Vinci Report

2/28/24

Week End Date:2/24/24

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														2/24/24	2/17/24	2/10/24	2/3/24
Mature	2431	\$3	32,785,800	SPECIAL EDITION LOTERIA	10/17/22			71	86.23%	6,690	3,872	43,534	656	\$507,336.00	\$540,525.00	\$641,526.00	\$688,371.00
	2529	\$5	7,336,350	\$100 GRAND	10/16/23			19	59.26%	3,613	2,184	29,234	2,451	\$297,720.00	\$363,585.00	\$485,065.00	\$508,690.00
	2520	\$5	12,210,000	\$200,000 WINNINGS	9/5/23			25	58.78%	10,631	7,256	45,830	77	\$906,440.00	\$950,200.00	\$1,012,940.00	\$1,037,310.00
	2526	\$5	7,218,375	777 MULTIPLIER	10/2/23			21	73.35%	1,744	1,169	18,631	2,617	\$227,170.00	\$273,545.00	\$346,365.00	\$408,740.00
	2502	\$5	16,958,025	BINGO TIMES 20	9/18/23			23	37.80%	13,804	8,770	112,375	1,225	\$1,386,975.00	\$1,391,205.00	\$1,501,775.00	\$1,469,910.00
	2500	\$5	9,854,475	COWBOYS	8/14/23			28	46.22%	1,863	1,005	63,532	2,460	\$137,705.00	\$172,245.00	\$218,210.00	\$240,545.00
	2484	\$5	14,305,575	EMERALD 7S	5/1/23			43	73.08%	3,198	2,949	42,834	77	\$353,010.00	\$385,850.00	\$423,815.00	\$435,665.00
	2501	\$5	5,505,750	HOUSTON TEXANS	8/14/23			28	46.07%	906	496	32,960	4,256	\$66,625.00	\$82,550.00	\$109,125.00	\$101,185.00
	2505	\$5	32,640,150	SUPER CASHWORD	6/5/23			38	43.40%	18,299	9,409	213,058	13	\$1,892,130.00	\$1,841,860.00	\$1,918,470.00	\$1,889,970.00
	2534	\$5	7,059,750	WILD 7	11/15/23			14	57.54%	4,297	2,996	28,453	1,319	\$458,915.00	\$544,665.00	\$671,400.00	\$776,350.00
	2506	\$10	24,386,600	\$250,000 50X CASHWORD	6/19/23			36	51.67%	30,999	9,785	187,312	18	\$3,587,050.00	\$3,522,370.00	\$3,573,310.00	\$3,731,390.00
	2521	\$10	10,146,750	\$500,000 WINNINGS	9/5/23			25	47.29%	14,887	6,698	81,549	245	\$1,248,970.00	\$1,389,540.00	\$1,430,720.00	\$1,485,520.00
	2464	\$10	23,085,050	100X CASH BLITZ	1/2/23			60	52.33%	6,529	2,807	207,158	492	\$604,590.00	\$661,230.00	\$679,500.00	\$748,340.00
	2386	\$10	8,145,250	BREAK THE BANK SUPER TICKET	11/6/23			16	24.04%	10,781	6,270	104,022	21	\$1,340,870.00	\$1,321,860.00	\$1,378,730.00	\$1,441,000.00
	2413	\$10	28,619,300	CA\$H BLOWOUT	3/6/23			51	40.83%	11,810	5,676	317,724	14	\$1,240,630.00	\$1,289,490.00	\$1,259,270.00	\$1,391,900.00
	2510	\$10	50,141,200	MEGA LOTERIA	2/6/23			55	87.23%	62,463	10,611	37,545	47	\$7,172,860.00	\$8,054,700.00	\$8,111,800.00	\$8,190,070.00
	2527	\$10	8,199,900	PINK DIAMONDS	10/2/23			21	61.45%	14,357	7,008	36,561	918	\$1,459,410.00	\$1,568,440.00	\$1,493,390.00	\$1,624,280.00
	2533	\$10	6,120,000	THE PERFECT GIFT	10/30/23			17	81.23%	5,191	2,965	2,705	4,499	\$701,910.00	\$995,430.00	\$1,524,150.00	\$1,663,050.00
	2513	\$20	10,162,000	\$1,000,000 CROSSWORD	10/16/23			19	46.16%	42,564	9,609	156,599	16	\$5,055,220.00	\$4,929,320.00	\$4,992,260.00	\$5,165,640.00
	2490	\$20	8,189,275	\$1,000,000 GOLD RUSH	10/2/23			21	40.40%	14,215	4,945	172,091	74	\$1,405,940.00	\$1,507,820.00	\$1,727,160.00	\$2,147,020.00
	2522	\$20	9,178,700	\$1,000,000 WINNINGS	9/5/23			25	31.63%	18,592	6,383	221,804	30	\$1,442,160.00	\$1,501,320.00	\$1,400,840.00	\$1,546,920.00
	2535	\$20	6,119,575	\$85,000,000 EXPLOSION	11/15/23			14	38.20%	26,756	8,333	110,018	77	\$2,016,020.00	\$2,162,900.00	\$2,410,800.00	\$2,696,820.00
	2418	\$20	8,171,725	200X THE CASH	7/3/23			34	60.48%	10,271	2,381	112,316	1,148	\$705,600.00	\$787,120.00	\$919,120.00	\$1,045,000.00
	2367	\$20	16,392,750	CASH SPECTACULAR	11/15/21			119	71.59%	9,494	3,431	170,431	20	\$908,840.00	\$952,820.00	\$1,031,920.00	\$1,110,480.00
	2486	\$20	6,555,250	DIAMOND 7S	5/1/23			43	72.06%	10,712	3,989	54,533	117	\$803,500.00	\$834,240.00	\$896,440.00	\$930,640.00
	2511	\$20	25,214,400	MILLION DOLLAR LOTERIA	6/5/23			38	60.15%	62,793	12,541	310,994	25	\$8,423,940.00	\$8,293,820.00	\$8,191,800.00	\$8,486,680.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			310	84.64%	7,977	4,100	192,884	24	\$1,613,400.00	\$1,542,300.00	\$1,565,490.00	\$1,649,940.00
	2517	\$30	9,225,150	MILLIONAIRE MAKER	8/14/23			28	32.23%	14,111	6,681	225,687	22	\$2,375,340.00	\$2,392,380.00	\$2,379,450.00	\$2,543,520.00
	2387	\$30	9,009,725	PREMIER CASH	4/4/22			99	85.37%	6,727	3,115	40,611	31	\$894,120.00	\$924,600.00	\$878,070.00	\$928,680.00
	2468	\$30	8,544,000	VIP CLUB	2/20/23			53	55.95%	7,432	3,109	137,961	25	\$921,210.00	\$980,370.00	\$1,016,640.00	\$1,090,680.00
	2423	\$50	6,608,840	\$1,000,000 DIAMOND RICHES	8/1/22			82	79.80%	9,555	3,211	51,082	64	\$1,369,250.00	\$1,504,400.00	\$1,359,450.00	\$1,482,650.00
	2455	\$50	10,237,540	\$5,000,000 ULTIMATE	1/16/23			58	51.98%	19,558	5,065	216,098	40	\$3,780,950.00	\$3,710,550.00	\$3,644,250.00	\$3,723,300.00
	2435	\$50	10,070,440	500X LOTERIA SPECTACULAR	3/6/23			51	56.94%	27,579	6,921	176,240	39	\$5,470,950.00	\$5,256,050.00	\$5,367,750.00	\$5,684,650.00

Liability for 2500 / for Life to Date**Product Status:**
Active**SmartCash Enabled:**
N/A**Validation Range:** 06/30/2023 - 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	700815	\$3,504,075.00	525516	\$2,627,580.00	42.85%	4222909
2	2	N/A	\$10.00	134481	\$1,344,810.00	106495	\$1,064,950.00	44.19%	4355007
3	3	N/A	\$10.00	148497	\$1,484,970.00	114389	\$1,143,890.00	43.51%	4287955
4	4	N/A	\$15.00	110420	\$1,656,300.00	86625	\$1,299,375.00	43.96%	4332228
5	5	N/A	\$15.00	109041	\$1,635,615.00	88093	\$1,321,395.00	44.69%	4403655
6	6	N/A	\$20.00	108607	\$2,172,140.00	88417	\$1,768,340.00	44.88%	4422319
7	7	N/A	\$20.00	110123	\$2,202,460.00	86905	\$1,738,100.00	44.11%	4346606
8	0	N/A	\$50.00	14951	\$747,550.00	12467	\$623,350.00	45.47%	4480842
9	0	N/A	\$50.00	13536	\$676,800.00	11151	\$557,550.00	45.17%	4451219
10	0	N/A	\$50.00	13647	\$682,350.00	11035	\$551,750.00	44.71%	4405807
11	0	N/A	\$100.00	469	\$46,900.00	349	\$34,900.00	42.67%	4204415
12	0	N/A	\$100.00	765	\$76,500.00	617	\$61,700.00	44.65%	4399573
13	0	N/A	\$100.00	450	\$45,000.00	369	\$36,900.00	45.05%	4439928
14	0	N/A	\$100.00	448	\$44,800.00	368	\$36,800.00	45.10%	4444174
15	0	N/A	\$100.00	754	\$75,400.00	622	\$62,200.00	45.20%	4454566
16	0	N/A	\$100.00	762	\$76,200.00	625	\$62,500.00	45.06%	4440552
17	0	N/A	\$100.00	308	\$30,800.00	238	\$23,800.00	43.59%	4295540
18	0	N/A	\$100.00	320	\$32,000.00	235	\$23,500.00	42.34%	4172615
19	0	N/A	\$500.00	33	\$16,500.00	26	\$13,000.00	44.07%	4342649
20	0	N/A	\$500.00	45	\$22,500.00	38	\$19,000.00	45.78%	4511687
21	0	N/A	\$500.00	63	\$31,500.00	50	\$25,000.00	44.25%	4360387
22	0	N/A	\$500.00	27	\$13,500.00	27	\$13,500.00	50.00%	4927237
23	0	N/A	\$500.00	43	\$21,500.00	38	\$19,000.00	46.91%	4623087
24	0	N/A	\$5,000.00	9	\$45,000.00	5	\$25,000.00	35.71%	3519455
25	0	N/A	\$5,000.00	9	\$45,000.00	4	\$20,000.00	30.77%	3032146
26	0	N/A	\$100,000.00	2	\$200,000.00	2	\$200,000.00	50.00%	4927237
Totals:				1468625	\$16,930,170.00	1,134,706	\$13,373,080.00		

NO. OF TICKETS:	9,854,475	Minimum:	9,525,600	TEXAS LOTTERY COMMISSION
NO. POOLS:	27.37	Maximum:	9,914,400	"COWBOYS" - GAME NO. 2500
PACK SIZE:	75	END OF PRODUCTION PRIZE STRUCTURE		
PACKS/POOL:	4,800	19-Jun-23		
PACKS/GAME:	131,393			

9,854,475				\$5 TICKETS		\$49,272,375	REVENUE	INSTANT FUND PRIZE FUND	\$30,303,250 \$33,585,972	INSTANT PAYOUT % TOTAL PAYOUT%	61.50% 68.16%	
PRIZE TIER	PRIZE CODE	TIER CODE	GET:	# OF WAYS TO WIN:		ODDS OF 1 IN:	WINNERS IN 27.37 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	8.04	1,226,331	9.33	44,800	\$6,131,655	18.26%	LOW-TIER 74.33%
2	2	L	\$5 x 2	2	\$10	40.89	240,976	1.83	8,800	\$2,409,760	7.17%	
3	3	L	\$10	1	\$10	37.49	262,886	2.00	9,600	\$2,628,860	7.83%	
4	4	L	\$15	1	\$15	50.01	197,045	1.50	7,200	\$2,955,675	8.80%	
5	5	L	\$5 x 3	3	\$15	49.99	197,134	1.50	7,200	\$2,957,010	8.80%	
6	6	L	\$10 x 2	2	\$20	50.02	197,024	1.50	7,200	\$3,940,480	11.73%	
7	7	L	\$20	1	\$20	50.02	197,028	1.50	7,200	\$3,940,560	11.73%	
8	0	M	\$5 + \$10 + \$15 + \$20	4	\$50	359.42	27,418	0.21	1,000	\$1,370,900	4.08%	MID-TIER 14.30%
9	0	M	\$10 x 3 + \$20	4	\$50	399.18	24,687	0.19	900	\$1,234,350	3.68%	
10	0	M	\$50	1	\$50	399.26	24,682	0.19	900	\$1,234,100	3.67%	
11	0	M	\$5 x 20 (TD)	1	\$100	12,047.04	818	0.01	30	\$81,800	0.24%	
12	0	M	\$5 x 20	20	\$100	7,130.59	1,382	0.01	50	\$138,200	0.41%	
13	0	M	\$5 + \$10 + \$15 + \$20 + \$50	5	\$100	12,032.33	819	0.01	30	\$81,900	0.24%	
14	0	M	\$10 x 8 + \$20	9	\$100	12,076.56	816	0.01	30	\$81,600	0.24%	
15	0	M	\$5 x 10 + \$50	11	\$100	7,161.68	1,376	0.01	50	\$137,600	0.41%	
16	0	M	\$5 x 18 + \$10	19	\$100	7,104.88	1,387	0.01	50	\$138,700	0.41%	
17	0	M	\$20 x 5	5	\$100	18,048.49	546	0.00	20	\$54,600	0.16%	
18	0	M	\$100	1	\$100	17,755.81	555	0.00	20	\$55,500	0.17%	
19	0	M	\$100 x 5	5	\$500	167,025.00	59	0.00	2	\$29,500	0.09%	
20	0	M	\$50 x 10	10	\$500	118,728.61	83	0.00	3	\$41,500	0.12%	
21	0	M	\$100 x 2 + \$50 x 3 + \$15 x 10	15	\$500	87,207.74	113	0.00	4	\$56,500	0.17%	
22	0	M	\$500	1	\$500	182,490.28	54	0.00	2	\$27,000	0.08%	
23	0	M	\$5 x 6 + \$10 x 4 + \$20 x 4 + \$50 x 5 + \$100	20	\$500	121,660.19	81	0.00	3	\$40,500	0.12%	
24	0	H	\$50 x 4 + \$100 x 8 + \$500 x 8	20	\$5,000	703,891.07	14	0.00	0.5114428	\$70,000	0.21%	HIGH-TIER 1.59%
25	0	H	\$5,000	1	\$5,000	758,036.54	13	0.00	0.4749111	\$65,000	0.19%	
26	0	H	\$100,000	1	\$100,000	2,463,618.75	4 ***	0.00	0.1461265	\$400,000	1.19%	
TOTAL						3.79 3.7853	2,603,331	19.81	95,095.132	\$ 30,303,250	90.23%	90.23%

DRAWINGS	AUTOGRAPHED JERSEYS	\$475.00	1,600	-	-	\$760,000.00	2.26%
	\$100 PRO SHOP GIFT GARDS	\$100.00	3,025	-	-	\$302,500.00	0.90%
	VIP TRAINING CAMP EXPERIENCES	\$7,500.00	5	-	-	\$37,500.00	0.11%
	WILD WEEKEND PACKAGES	\$50,000.00	5	-	-	\$250,000.00	0.74%
	EXCLUSIVE DRAFT DAY WAR ROOM EXPERIENCES	\$50,000.00	10	-	-	\$500,000.00	1.49%
	SEASON TICKETS	\$10,000.00	90	-	-	\$900,000.00	2.68%
	Wild Weekend Federal Withholdings	\$15,787.90	5	-	-	\$78,939.50	0.24%
	Draft Day Federal Withholdings	\$15,787.90	10	-	-	\$157,879.00	0.47%
	Training Camp Federal Withholdings	\$2,366.84	5	-	-	\$11,834.20	0.04%
	Season Tickets Federal Withholdings	\$3,156.32	90	-	-	\$284,068.80	0.85%
	Subtotal: Drawings		4,845			\$3,282,721.50	9.77%

		TOTAL	2,608,176	\$ 33,585,972	100.00%
Note: TD = Win all 20 prizes by revealing one (1) TOUCHDOWN "TD" (WINALL) Play Symbol.					
Consolidated odds are 1 in:		\$5	8.04	1,226,331	
	\$10	19.56	503,862	* Each of the following GLEPS will be used in approximately 16.67% of each pack of 75 tickets.	
	\$15	25.00	394,179		
	\$20	25.01	394,052	** Numbers are rounded.	
	\$50	128.34	76,787	*** This number of prizes is guaranteed to the Lottery.	
	\$100	1,279.97	7,699		
	\$500	25,267.88	390		
	\$5,000	364,980.56	27		
	\$100,000	2,463,618.75	4		
		Total	2,603,331		

CALLOUT:	MORE THAN 4,700 NON-CASH PRIZES
----------	---------------------------------



INTEROFFICE MEMO

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

Payment Approval

June 28, 2023

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

Vendor Name	Pollard Banknote Limited
P.O. Number (if applicable)	362-23-9010RL018
Tx Game #/Name	#2500 Cowboys
Draw #	
Invoice Number	8534462
Invoice Amount	\$891,868.59

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

JB 6/28/2023

Dale Bowersock (Scratch Ticket Strategy Coordinator)

6/28/2023

Date



Will Russ (Products Manager)

6/29/2023

Date

Robert Tirloni (Lottery Operations Division Director)

6/30/2023

Date

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

July 8, 2023



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

INVOICE NO.: 8534462

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 28, 2023

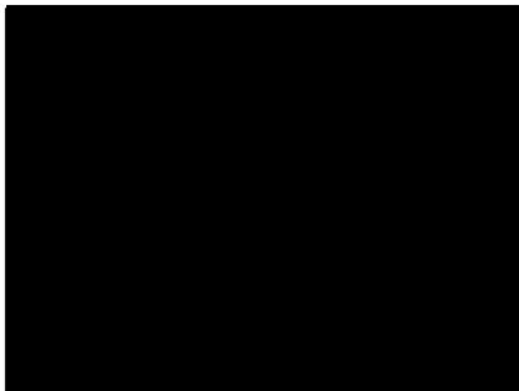
Invoice Date	Order No.	Your Order	Customer No.
June 28, 2023	1175827		5008

Order name: COWBOYS #2500
PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 4 x 8	9,854,475	21.79 /M	214,729.01
Spectrum process applied to Scratch FX®	9,854,475	56.00 /M	551,850.60
Four colour process / Spectrum overprints	9,854,475	8.00 /M	78,835.80
Flood UV varnish on ticket front	9,854,475	2.43 /M	23,946.37
Spectrum process applied to Scratch FX®	1	5,000.00 Ea	5,000.00
Inserts	1	17,506.81 Ea	17,506.81

Under unit price 'M' = price per thousand.

Before Taxes:	891,868.59 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	891,868.59 USD



Pro- Silver Star 2016-0001

Initial Term	06/22/15 - 02/28/2018	2% of Sales NTE	License Lump Sum (3% yearly escaltor)	Merchandise Allocation	Yearly Total
Year 1	03/1/2016 - 02/28/2017	\$ 800,000.00	\$ 200,000.00	\$ 2,750,000.00	\$ 3,750,000.00
Year 2	03/01/2017 - 02/28/2018	\$ 800,000.00	\$ 206,000.00	\$ 2,750,000.00	\$ 3,756,000.00
Year 3	03/01/2018 - 02/28/2019	\$ 850,000.00	\$ 212,180.00	\$ 2,750,000.00	\$ 3,812,180.00
Year 4	03/01/2019 - 02/28/2020	\$ 850,000.00	\$ 218,545.40	\$ 2,750,000.00	\$ 3,818,545.40
Year 5	03/01/2020 - 02/28/2021	\$ 900,000.00	\$ 225,101.76	\$ 2,750,000.00	\$ 3,875,101.76
Year 6	03/01/2021 - 02/28/2022	\$ 900,000.00	\$ 231,854.81	\$ 2,750,000.00	\$ 3,881,854.81
Year 7	03/01/2022 - 02/28/2023	\$ 950,000.00	\$ 238,810.46	\$ 2,750,000.00	\$ 3,938,810.46
Year 8	03/01/2023 - 02/28/2024	\$ 950,000.00	\$ 245,974.77	\$ 2,750,000.00	\$ 3,945,974.77
Year 9	03/01/2024 - 02/28/2025	\$ 1,000,000.00	\$ 253,354.02	\$ 2,750,000.00	\$ 4,003,354.02
Year 10	03/01/2025 - 02/28/2026	\$ 1,000,000.00	\$ 260,954.64	\$ 2,750,000.00	\$ 4,010,954.64
				TOTAL CONTRACT VALUE	\$ 38,792,775.86

ADDENDUM NO. 5
TO
TRADEMARK LICENSE AND PROMOTIONAL AGREEMENT
BETWEEN LICENSOR AND SPONSOR
2022 and 2023 NFL Football Seasons

1. FEES AND CONSIDERATION

In consideration of being granted the right to use the Team's Trademarks during the Term of this Agreement, SPONSOR shall allocate the following funds:

- a. Royalty and License Fees. SPONSOR shall allocate to LICENSOR a royalty based upon two percent (2%) of the actual Sales of each Game (as defined in Section 1.3 of the Agreement) each Contract Year (including the Renewal Periods if applicable pursuant to Section 2 (Term) of the Agreement) as follows: (i) not to exceed Eight Hundred Thousand U.S. Dollars (\$800,000.00) for the first and second Contract Years; (ii) not to exceed Eight Hundred Fifty Thousand U.S. Dollars (\$850,000.00) for the third and fourth Contract Years; (iii) not to exceed Nine Hundred Thousand U.S. Dollars (\$900,000.00) for the fifth and sixth Contract Years; (iv) not to exceed Nine Hundred Fifty Thousand U.S. Dollars (\$950,000.00) for the seventh and eighth Contract Years; and (v) not to exceed One Million U.S. Dollars (\$1,000,000.00) for the ninth and tenth Contract Years. In addition to the foregoing, SPONSOR shall allocate to LICENSOR (A) a lump sum payment in the amount of Two Hundred Thousand U.S. Dollars (\$200,000.00) for the first Contract Year and continue to issue such lump sum payment plus a three percent (3%) compounding escalator each Contract Year thereafter, including the Renewal Periods (if applicable pursuant to Section 2 (Term) of the Agreement); and (B) Two Million Seven Hundred Fifty Thousand U.S. Dollars (\$2,750,000) in Merchandise Allocation payments for the Merchandise and Experiential Prizes set forth below in Section 1.b. of this Addendum No. 4. There will be an estimated nine million five hundred thousand (9,500,000) tickets printed in each Game.
- b. Merchandise and Experiential Prizes. LICENSOR will be paid by SPONSOR for merchandise and experiential prizes over the course of the Game as prizes are fulfilled, as more particularly described in this section. Payment to LICENSOR for merchandise and experiential prize packages that will contain a pre-determined number of individual prizes to be awarded through promotional second-chance drawings conducted by SPONSOR and fulfilled by LICENSOR. The branded Merchandise Allocation will equal approximately 8.51% of the total prize fund for the Game. LICENSOR shall invoice the SPONSOR for merchandise and experiential prizes monthly as fulfillment of each prize is complete.

For each game, LICENSOR shall provide:

- Five (5) Dallas Cowboys "Wild Weekend" packages, valued at **\$50,000** each. Each package will consist of the following:
 - One (1) suite for the winner and nineteen (19) guests at a Dallas Cowboys home game.

- A private tour of the Dallas Cowboys practice facility at The Star.
- A private tour of AT&T Stadium.
- One (1) pre-game party for the winner and nineteen (19) guests at AT&T Stadium, including food and non-alcoholic beverages.
- Round-trip airfare travel for winners/guests outside of the Dallas/Fort Worth area (from the nearest major international airport within the 48 contiguous U.S. states) for twenty (20) or round-trip ground transportation for winners/guests within the Dallas/Fort Worth area for twenty (20).
- Hotel Accommodations (double occupancy) for twenty (20) for one (1) night.
- Ten (10) Dallas Cowboys “Draft Party” packages for two (2), valued at **\$50,000** each. Each package will consist of the following:
 - The opportunity to go inside the War Room on Draft Day for an inside look at the Dallas Cowboys draft player evaluation and strategies by a member of Dallas Cowboys ownership.
 - Transportation on the Dallas Cowboys Luxury Bus to the official Dallas Cowboys Draft Day Party.
 - Two (2) VIP Passes to the Dallas Cowboys Draft Day Party.
 - Meet and greet with one (1) Dallas Cowboys Legend (former player as designated by the Dallas Cowboys).
 - Breakfast and Draft review with Dallas Cowboys media personality.
 - Round-trip airfare travel for winners/guests outside of the Dallas/Fort Worth area (from the nearest major international airport within the 48 contiguous U.S. states) for two (2) or round-trip ground transportation for winners/guests within the Dallas/Fort Worth area for two (2).
 - Hotel Accommodations (double occupancy) for two (2) for one (1) night.
- Five (5) Dallas Cowboys “Training Camp” packages for two (2) at the Dallas Cowboys training facility in Frisco, Texas, valued at **\$7,500** each. Each package will consist of the following:
 - One (1) Dallas Cowboys Training Camp practice viewing experience with a private tour of the Dallas Cowboys Training Camp facility.
 - Food and non-alcoholic beverages during one (1) Dallas Cowboys Training Camp practice viewing.
 - Meet and greet with one (1) Dallas Cowboys Legend (former player as designated by the Dallas Cowboys).
 - Round-trip airfare travel for winners/guests outside the DFW area (from nearest major international airport within the 48 contiguous U.S. states) for two (2) or round-trip ground transportation for winners/guests within the Dallas/Fort Worth area for two (2) to the Dallas Cowboys Training Camp hotel, located in Frisco, TX (or other location as designated by the Dallas Cowboys).

- Hotel accommodations (double occupancy) for two (2) total guests for two (2) nights.
 - Ninety (90) Pairs of Season Tickets to the next complete season of Team home games (based on the date of prize fulfillment), valued at **\$10,000** each.
 - One thousand six hundred (1,600) autographed authentic jerseys from Dallas Cowboys players (as determined by the Dallas Cowboys), valued at **\$475** each.
 - Three thousand twenty-five (3,025) Dallas Cowboys Gift Cards, valued at **\$100** each.
 - Total Maximum Prize Cost for Merchandise and Experiential Prizes = **\$2,750,000**
- c. SPONSOR shall pay for all print costs incurred to print/produce the Game.

Invoicing for Merchandise and Experiential Prize Fulfillment

SPONSOR agrees to conduct five (5) promotional second-chance drawings for the prizes and to award **in each drawing**: one (1) “Wild Weekend” package (package is for a winner plus nineteen (19) guests), two (2) “Draft Party” packages (each package is for a winner plus a guest), one (1) “Training Camp” package (package is for a winner plus a guest), eighteen (18) pairs of Season Tickets to the next complete season of Team home games (based on the date of prize fulfillment), six hundred five (605) \$100 Dallas Cowboys Gift Cards, and three hundred twenty (320) Team Autographed Authentic Jerseys, in accordance with the following schedule:

Drawing No.	Time Period
1	Between September 1 – October 15
2	Between October 16 – November 30
3	Between December 1 – January 10
4	Between January 11 – February 28
5	Within fifteen (15) business days after the “End-of-Game” date described in the following section

LICENSOR will invoice SPONSOR on a monthly basis as the prizes are fulfilled. A detailed accounting of the prizes fulfilled will be included with the invoice, including the name and address of all experiential and merchandise prize pack winners during the monthly billing period and the date each experiential prize was fulfilled or each merchandise prize was mailed to each winner.

Invoicing for Licensing Fee Sales Allocation

During the Term of this Agreement, SPONSOR shall deliver Game sales reports to LICENSOR on the first state business day of each month beginning after the start of sales of the Game. If the first business day of the month is a state of Texas holiday, then the sales report will be due on the next

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

Bowersock, Dale

From: Mendoza, Merry
Sent: Tuesday, February 27, 2024 2:46 PM
To: Andrade, Aura; Bowersock, Dale; Briones, Angela; Burrola, Jessica; Leeper, Andrew; Pina, Debbie; Robbins, Lee; Rylee, Juanita; Terrell, Julie; Thomas, Lyndi; Mindell, Ryan; Anderson, Lisa; Williams, Eric; Guarnero, Annika; Barnes, Wesley; Curtis, Carrie; ManagersLO; Directors
Subject: Robert Tirloni out of Office; others in charge

Robert Tirloni will be out of the office February 28 – March 7, 2024. The following people will be in charge and full signature authority, including jackpot estimation.

February 28 – March 1 – Amy Snell
March 4 – March 7 – Will Russ

Date: October 1, 2022



OFFICIAL ORDER
of the
EXECUTIVE DIRECTOR
of the
TEXAS LOTTERY COMMISSION

Pursuant to TEX. GOV'T CODE § 467.103, the Executive Director of the Texas Lottery Commission (commission) is charged with performing all duties required by the commission to administer the State Lottery Act and all laws under the commission's jurisdiction.

Division Directors. Pursuant to TEX. GOV'T CODE § 467.033, the Executive Director shall employ a director to oversee each division. The Division Directors are: Media Relations Division Director, Governmental Affairs Division Director, General Counsel, Enforcement Division Director, Human Resources Division Director, Information Technology Division Director, Lottery Operations Division Director, Controller, and Administration Division Director.

Deputy Executive Director. Pursuant to TEX. GOV'T CODE § 467.034, the Executive Director shall employ other persons necessary to carry out the purpose of the State Lottery Act and to administer all laws under the commission's jurisdiction in governing the agency. The Executive Director has determined the employment of a Deputy Executive Director (Deputy) is necessary for this purpose and the efficient operation of the agency.

Documentation of approvals. Documentation of the Executive Director's and/or the Deputy's actions in signing or acting on requests for approval hereunder, whether in electronic (email) format or on the form "Request for Executive Director's Action," will be maintained by Executive Administration per the agency's records retention schedule.

Delegation of authority. The Executive Director has determined that the furtherance of the efficient management and administration of the commission warrants delegating approval and/or signing authority relating to certain actions and responsibilities to the Deputy and to Division Directors as shown on the Approval/Signature Authority Guidelines (Attachment A).

Additionally, this Order provides for the delegation of authority of the Executive Director first to the Deputy, then to the Division Director level (or other management staff, as the Executive Director deems appropriate), who may act as Executive Director in the absence of the Executive Director.

THEREFORE, IT IS ORDERED that the final approval authority for certain actions and responsibilities relating to the Texas Lottery Commission shall be delegated to the Deputy and Division Directors as shown on Attachment A.

IT IS FURTHER ORDERED that, in the event of the absence of the Executive Director, the Deputy shall act as Executive Director in all agency matters. In the event of the absence of both the Executive Director and the Deputy, the Executive Director or the Deputy shall designate by a separate order one of the Division Directors (or other management staff member) to act as Executive Director in accordance with the terms and provisions of this Order. The designated Division Director or other staff member shall be delegated authority to act as Executive Director in all agency matters or as otherwise provided in the order. If the Executive Director or Deputy is unable to designate a Division Director or other staff member to so act because of circumstances beyond their control, the order of designation shall be as follows:

1. Lottery Operations Division Director
2. Controller
3. General Counsel
4. Governmental Affairs Division Director
5. Administration Division Director
6. Information Technology Division Director
7. Enforcement Division Director
8. Human Resources Division Director
9. Media Relations Division Director

This Order supersedes all previous orders that delegated the Executive Director's authority.

IT IS FURTHER ORDERED that, notwithstanding the foregoing delegation of authority, this Order is not an exhaustive list of the Executive Director's authority to delegate and the Executive Director retains full authority to take further action as he deems appropriate.

ENTERED in Austin, Texas on this the 1st day of October, 2022.



Gary Grief
Executive Director