

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed

2/24/2025

Game #	2579	Confirmed Packs	3,040
Game Name	Cowboys	Active Packs	1,808
Quantity Printed	9,733,350	Warehouse Packs	65,912
Price Point	\$5	Returned Packs	810
Start Date	8/19/2024	Printed Payout Percentage	68.15%
Top Prize	\$ 100,000	Percent Sold	42.93%
Number of Top Prizes Remaining	2	Number of Weeks Out	27

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 881,183	Actual ticket production costs
Licensing Fee	\$ 2,200,000	\$700,000 flat fee and up to \$1.5M licensing fee
Non-cash Prize Allocation	\$ 3,878,101	From EOPPS (non-cash prizes plus withholdings)
Prize payout expense	\$ 11,875,530	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 18,834,813

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 20,892,636	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	<u><u>\$ 20,892,636</u></u>	

Excess of Revenue over Expended \$ 2,057,822

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	\$	212,560
Next week	\$	279,165
Next week	\$	306,375
Avg Weekly Sales Current Game	\$	266,033
Avg Weekly Sales \$5; 5M-9.99M Qty	\$	1,696,811
Percentage Of Variance In Sales		84%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2579	Printed Payout Percentage	68.15%
Game Name	Cowboys	Actual Payout Percentage	75.40%
Percent Sold	42.93%	Number of Weeks Out	27
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):

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 2025, as well as to ensure the winners of season ticket prizes from the final drawing will receive tickets to the next season.



2/24/2025

Scratch Ticket Strategy Coordinator Date



For Will Russ

2/24/2025

Products Manager Date

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



for Robert Tirloni

2/24/2025

Lottery Operations Division Director Date




2/26/2025

Controller Date

N/A

Deputy Executive Director Date



2/27/2025

Executive Director Date



Play the Games of Texas!

Da Vinci Report

2/24/25

Week End Date:2/22/25

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														2/22/25	2/15/25	2/8/25	2/1/25
Mature	2508	\$3	32,963,925	TEXAS LOTERIA	1/16/24			58	69.02%	14,100	9,942	108,125	40	\$1,069,806.00	\$1,124,067.00	\$1,230,624.00	\$1,140,357.00
	2605	\$3	6,089,375	WINTER WORDS	11/4/24			16	81.64%	2,502	1,313	1,181	1,331	\$298,533.00	\$386,178.00	\$766,347.00	\$733,173.00
	2608	\$5	7,163,625	\$100,000 FORTUNE	11/18/24			14	53.33%	10,195	6,207	24,349	725	\$800,745.00	\$910,515.00	\$1,080,415.00	\$1,114,795.00
	2594	\$5	11,251,950	\$200,000 LUCKY 7S	9/3/24			25	76.93%	8,069	4,977	19,472	72	\$835,665.00	\$908,000.00	\$1,100,605.00	\$1,060,105.00
	2606	\$5	7,344,000	25 DAYS OF WINNING	11/4/24			16	71.06%	5,176	3,303	11,767	1,749	\$487,265.00	\$605,325.00	\$1,261,355.00	\$1,022,965.00
	2543	\$5	25,097,475	50X POWER BLITZ	1/2/24			60	53.83%	6,472	2,996	143,526	74	\$462,475.00	\$452,600.00	\$476,690.00	\$449,030.00
	2584	\$5	17,318,475	BINGO TIMES 20	9/16/24			23	38.02%	15,863	7,828	116,033	163	\$1,019,510.00	\$1,060,500.00	\$1,242,955.00	\$1,158,290.00
	2579	\$5	9,733,350	COWBOYS	8/19/24			27	42.93%	3,040	1,808	65,912	810	\$212,560.00	\$279,165.00	\$306,375.00	\$288,010.00
	2580	\$5	5,504,925	HOUSTON TEXANS	8/19/24			27	57.05%	2,180	1,195	25,960	502	\$144,210.00	\$189,140.00	\$212,150.00	\$203,695.00
	2585	\$5	49,850,175	SUPER LOTERIA	6/17/24			36	67.61%	37,544	13,336	155,248	540	\$4,749,105.00	\$4,861,510.00	\$5,092,420.00	\$4,904,840.00
	2602	\$5	7,342,350	WILD SIDE	10/21/24			18	56.36%	7,241	4,695	27,795	313	\$526,525.00	\$640,200.00	\$717,430.00	\$725,635.00
	2582	\$10	22,209,750	\$250,000 50X CASHWORD	7/1/24			34	43.97%	24,098	8,258	212,371	43	\$2,684,600.00	\$2,723,080.00	\$2,960,480.00	\$2,933,110.00
	2598	\$10	10,877,800	\$50 \$100 OR \$500	7/15/24			32	58.79%	11,635	4,465	71,015	98	\$1,143,390.00	\$1,199,130.00	\$1,204,020.00	\$1,237,380.00
	2544	\$10	20,116,650	100X POWER BLITZ	1/2/24			60	55.57%	9,775	3,648	162,969	22	\$1,111,450.00	\$969,440.00	\$1,113,240.00	\$1,154,930.00
	2413	\$10	28,619,300	CA\$H BLOWOUT	3/6/23			103	53.08%	4,318	1,767	260,929	10	\$408,470.00	\$381,520.00	\$402,290.00	\$364,960.00
	2612	\$10	8,199,300	CASH PAYOUT	10/7/24			20	54.62%	14,044	6,897	50,669	34	\$1,389,650.00	\$1,474,970.00	\$1,558,970.00	\$1,541,510.00
	2607	\$10	6,012,600	HOLIDAY GOLD	11/4/24			16	69.15%	9,426	4,136	13,178	1,893	\$850,650.00	\$1,035,940.00	\$1,503,890.00	\$1,414,820.00
	2623	\$10	25,555,150	LIMITED EDITION MEGA LOTERIA	8/5/24			29	58.12%	39,090	10,184	158,140	61	\$4,668,010.00	\$4,679,860.00	\$4,807,150.00	\$4,768,060.00
	2563	\$10	49,168,200	MEGA LOTERIA	2/19/24			53	64.17%	35,457	8,660	301,421	115	\$4,167,350.00	\$4,283,380.00	\$4,425,330.00	\$4,299,650.00
	2609	\$20	8,139,175	\$100, \$200, \$500 OR \$1,000!	11/18/24			14	27.20%	26,741	7,388	198,795	82	\$2,154,660.00	\$2,344,300.00	\$2,470,920.00	\$2,459,720.00
	2583	\$20	15,298,725	\$1,000,000 CROSSWORD	5/20/24			40	59.84%	36,510	8,263	194,987	54	\$4,245,880.00	\$4,451,800.00	\$4,467,260.00	\$4,476,780.00
	2596	\$20	5,105,225	\$1,000,000 LUCKY 7S	9/3/24			25	71.00%	16,491	5,418	34,319	80	\$1,541,560.00	\$1,753,580.00	\$1,865,140.00	\$1,793,100.00
	2545	\$20	10,249,975	200X POWER BLITZ	1/2/24			60	61.20%	11,328	3,395	141,892	57	\$960,060.00	\$980,820.00	\$1,066,440.00	\$1,065,200.00
	2570	\$20	6,117,700	JACKPOT MILLIONS	6/3/24			38	60.58%	13,045	4,524	75,862	56	\$914,500.00	\$902,280.00	\$889,480.00	\$873,820.00
	2603	\$20	6,609,600	LUCKY MILLIONS	10/21/24			18	40.00%	18,193	6,294	131,154	61	\$1,734,020.00	\$1,870,100.00	\$1,964,180.00	\$2,027,040.00
	2586	\$20	25,615,950	MILLION DOLLAR LOTERIA	4/15/24			45	55.17%	48,013	10,552	391,950	68	\$6,069,840.00	\$6,254,620.00	\$6,283,680.00	\$6,200,700.00
	2575	\$20	7,982,300	VIP MILLIONS	7/1/24			34	63.48%	12,958	4,651	96,055	50	\$1,534,720.00	\$1,622,640.00	\$1,768,900.00	\$1,867,340.00
	2561	\$30	7,080,625	MAXIMUM MILLIONS	4/1/24			47	51.59%	9,778	3,502	121,681	65	\$968,160.00	\$946,920.00	\$950,070.00	\$1,027,800.00
	2517	\$30	9,225,150	MILLIONAIRE MAKER	8/14/23			80	56.18%	9,931	2,489	146,551	47	\$760,800.00	\$587,040.00	\$654,090.00	\$676,530.00
	2591	\$30	6,047,525	ULTIMATE RICHES	8/19/24			27	40.43%	15,111	5,523	120,626	86	\$1,652,640.00	\$1,676,820.00	\$1,678,830.00	\$1,780,860.00
	2455	\$50	10,237,540	\$5,000,000 ULTIMATE	1/16/23			110	71.57%	6,575	1,486	135,654	67	\$767,400.00	\$827,650.00	\$777,850.00	\$834,000.00
	2589	\$50	6,082,060	500X	9/16/24			23	39.71%	20,093	5,103	154,600	28	\$3,308,200.00	\$3,362,400.00	\$3,506,350.00	\$3,756,300.00
	2435	\$50	10,070,440	500X LOTERIA SPECTACULAR	3/6/23			103	82.62%	6,556	1,452	77,673	61	\$860,700.00	\$916,300.00	\$863,700.00	\$979,100.00

Liability for 2579 / COWBOYS

Tier 	Reference 	Tier Value 	Outstanding Tier Count 	Outstanding Tier Amount 	Tickets Paid 	Amount Paid 	Estimated Tickets Sold 	Percent Paid 	Last Date Cashed 
1	1	\$5.00	736,387	\$3,681,935.00	474831	\$2,374,155.00	3,815,742.76	3,920%	02/23/2025
2	2	\$10.00	141,463	\$1,414,630.00	96383	\$963,830.00	3,944,272.651	4,052%	02/23/2025
3	3	\$10.00	155,822	\$1,558,220.00	103679	\$1,036,790.00	3,888,786.535	3,995%	02/23/2025
4	4	\$15.00	116,347	\$1,745,205.00	78322	\$1,174,830.00	3,916,059.767	4,023%	02/23/2025
5	5	\$15.00	114,762	\$1,721,430.00	79903	\$1,198,545.00	3,995,191.046	4,105%	02/23/2025
6	6	\$20.00	114,704	\$2,294,080.00	79969	\$1,599,380.00	3,998,326.764	4,108%	02/23/2025
7	7	\$20.00	115,867	\$2,317,340.00	78880	\$1,577,600.00	3,942,379.847	4,050%	02/23/2025
8	0	\$50.00	15,769	\$788,450.00	11278	\$563,900.00	4,058,591.389	4,170%	02/23/2025
9	0	\$50.00	12,618	\$630,900.00	8977	\$448,850.00	4,046,134.89	4,157%	02/23/2025
10	0	\$50.00	11,215	\$560,750.00	7723	\$386,150.00	3,969,303.097	4,078%	02/23/2025
11	0	\$100.00	835	\$83,500.00	529	\$52,900.00	3,774,884.275	3,878%	02/23/2025
12	0	\$100.00	163	\$16,300.00	110	\$11,000.00	3,921,862.634	4,029%	02/23/2025
13	0	\$100.00	318	\$31,800.00	223	\$22,300.00	4,012,083.272	4,122%	02/23/2025
		Totals	1,539,003	\$17,412,640.00	1022724	\$11,875,530.00			

14	0	\$100.00	305	\$30,500.00	234	\$23,400.00	4,225,610.205	4,341%	02/18/2025
15	0	\$100.00	812	\$81,200.00	564	\$56,400.00	3,989,541.716	4,099%	02/22/2025
16	0	\$100.00	805	\$80,500.00	556	\$55,600.00	3,976,298.751	4,085%	02/18/2025
17	0	\$100.00	317	\$31,700.00	230	\$23,000.00	4,092,633.456	4,205%	02/21/2025
18	0	\$100.00	322	\$32,200.00	214	\$21,400.00	3,886,076.303	3,993%	02/02/2025
19	0	\$500.00	33	\$16,500.00	21	\$10,500.00	3,785,191.67	3,889%	12/30/2024
20	0	\$500.00	32	\$16,000.00	23	\$11,500.00	4,070,309.968	4,182%	02/21/2025
21	0	\$500.00	32	\$16,000.00	25	\$12,500.00	4,269,013.126	4,386%	01/12/2025
22	0	\$500.00	35	\$17,500.00	20	\$10,000.00	3,539,399.972	3,636%	01/27/2025
23	0	\$500.00	32	\$16,000.00	22	\$11,000.00	3,965,438.893	4,074%	02/16/2025
24	0	\$5,000.00	2	\$10,000.00	4	\$20,000.00	6,488,900.007	6,667%	02/07/2025
25	0	\$5,000.00	4	\$20,000.00	2	\$10,000.00	3,244,450.003	3,333%	12/27/2024
26	0	\$100,000.00	2	\$200,000.00	2	\$200,000.00	4,866,675.005	5,000%	10/26/2024
		Totals	1,539,003	\$17,412,640.00	1022724	\$11,875,530.00			

NO. OF TICKETS:

9,733,350

Minimum:

9,525,600

NO. POOLS:

27.04

Maximum:

9,914,400

PACK SIZE:

75

TEXAS LOTTERY COMMISSION

PACKS/POOL:

4,800

"COWBOYS" - GAME NO. 2579

PACKS/GAME:

129,778

END OF PRODUCTION PRIZE STRUCTURE

14-Jul-24

9,733,350				\$5 TICKETS		\$48,666,750	REVENUE	INSTANT FUND PRIZE FUND	\$29,288,170 \$33,166,271	INSTANT PAYOUT % TOTAL PAYOUT%	60.18% 68.15%	
PRIZE	PRIZE	TIER		# OF WAYS		ODDS OF	WINNERS IN	WINNERS IN	WINNERS IN		PERCENT	VALIDATION
TIER	CODE	CODE	GET:	TO WIN:	WIN:	1 IN:	27.04 POOLS	75 (PER PACK*)	360,000 (Per Pool)	PRIZE COST	OF PRIZE FUND **	TIER LEVELS
1	1	L	\$5	1	\$5	8.04	1,211,218	9.33	44,800	\$6,056,090	18.26%	LOW-TIER 74.35%
2	2	L	\$5 x 2	2	\$10	40.92	237,846	1.83	8,800	\$2,378,460	7.17%	
3	3	L	\$10	1	\$10	37.51	259,501	2.00	9,600	\$2,595,010	7.82%	
4	4	L	\$15	1	\$15	50.00	194,669	1.50	7,200	\$2,920,035	8.80%	
5	5	L	\$5 x 3	3	\$15	50.00	194,665	1.50	7,200	\$2,919,975	8.80%	
6	6	L	\$10 x 2	2	\$20	50.00	194,673	1.50	7,200	\$3,893,460	11.74%	
7	7	L	\$20	1	\$20	49.98	194,747	1.50	7,200	\$3,894,940	11.74%	
8	0	M	\$5 + \$10 + \$15 + \$20	4	\$50	359.87	27,047	0.21	1,000	\$1,352,350	4.08%	
9	0	M	\$10 x 3 + \$20	4	\$50	450.72	21,595	0.17	800	\$1,079,750	3.26%	
10	0	M	\$50	1	\$50	513.96	18,938	0.15	700	\$946,900	2.86%	
11	0	M	\$5 x 20 (TD)	1	\$100	7,135.89	1,364	0.01	50	\$136,400	0.41%	MID-TIER 12.57%
12	0	M	\$5 x 20	20	\$100	35,653.30	273	0.00	10	\$27,300	0.08%	
13	0	M	\$5 + \$10 + \$15 + \$20 + \$50	5	\$100	17,991.40	541	0.00	20	\$54,100	0.16%	
14	0	M	\$10 x 8 + \$20	9	\$100	18,058.16	539	0.00	20	\$53,900	0.16%	
15	0	M	\$5 x 10 + \$50	11	\$100	7,073.66	1,376	0.01	50	\$137,600	0.41%	
16	0	M	\$5 x 18 + \$10	19	\$100	7,151.62	1,361	0.01	50	\$136,100	0.41%	
17	0	M	\$20 x 5	5	\$100	17,794.06	547	0.00	20	\$54,700	0.16%	
18	0	M	\$100	1	\$100	18,159.24	536	0.00	20	\$53,600	0.16%	
19	0	M	\$100 x 5	5	\$500	180,247.22	54	0.00	2	\$27,000	0.08%	
20	0	M	\$50 x 10	10	\$500	176,970.00	55	0.00	2	\$27,500	0.08%	
21	0	M	\$100 x 2 + \$50 x 3 + \$15 x 10	15	\$500	170,760.53	57	0.00	2	\$28,500	0.09%	HIGH-TIER
22	0	M	\$500	1	\$500	176,970.00	55	0.00	2	\$27,500	0.08%	
23	0	M	\$5 x 6 + \$10 x 4 + \$20 x 4 + \$50 x 5 + \$100	20	\$500	180,247.22	54	0.00	2	\$27,000	0.08%	
24	0	H	\$50 x 4 + \$100 x 8 + \$500 x 8	20	\$5,000	1,622,225.00	6	0.00	0.2219174	\$30,000	0.09%	
25	0	H	\$5,000	1	\$5,000	1,622,225.00	6	0.00	0.2219174	\$30,000	0.09%	HIGH-TIER
26	0	H	\$100,000	1	\$100,000	2,433,337.50	4 ***	0.00	0.1479450	\$400,000	1.21%	
TOTAL						3.80 3.7995	2,561,727	19.74	94,750.592	\$ 29,288,170	88.31%	88.31%

DRAWINGS											
			\$500 PRO SHOP GIFT CARDS	\$500.00	2,000	-	-	\$1,000,000.00	3.02%		
			VIP TRAINING CAMP EXPERIENCES	\$7,500.00	5	-	-	\$37,500.00	0.11%		
			WILD WEEKEND PACKAGES	\$50,000.00	5	-	-	\$250,000.00	0.75%		
			EXCLUSIVE DRAFT DAY WAR ROOM EXPERIENCES	\$50,000.00	20	-	-	\$1,000,000.00	3.02%		
			SEASON TICKETS	\$10,000.00	90	-	-	\$900,000.00	2.71%		
			Wild Weekend Federal Withholdings	\$15,787.90	5	-	-	\$78,939.50	0.24%		
			Draft Day Federal Withholdings	\$15,787.90	20	-	-	\$315,758.00	0.95%		
			Training Camp Federal Withholdings	\$2,366.84	5	-	-	\$11,834.20	0.04%		
			Season Tickets Federal Withholdings	\$3,156.32	90	-	-	\$284,068.80	0.86%		
			Subtotal: Drawings		2,240			\$3,878,100.50	11.69%		

TOTAL

2,563,967

\$ 33,166,271

100.00%



INTEROFFICE MEMO

Ryan Mindell, Executive Director

LaDonna Castañuela, Charitable Bingo Operations Director

Payment Approval

July 26, 2024

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

Vendor Name	Pollard Banknote Limited
P.O. Number (if applicable)	362-24-9010 RL024
Tx Game #/Name	Game #2579 Cowboys
Draw #	
Invoice Number	8540842
Invoice Amount	\$881,182.95

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

JB 7/26/2024

Dale Bowersock (Scratch Ticket Strategy Coordinator)

7/29/2024

Date



Will Russ (Products Manager)

7/29/2024

Date

Robert Tirloni (Lottery Operations Division Director)

7/30/2024

Date

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

August 5, 2024



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

INVOICE NO.: 8540842

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: August 23, 2024

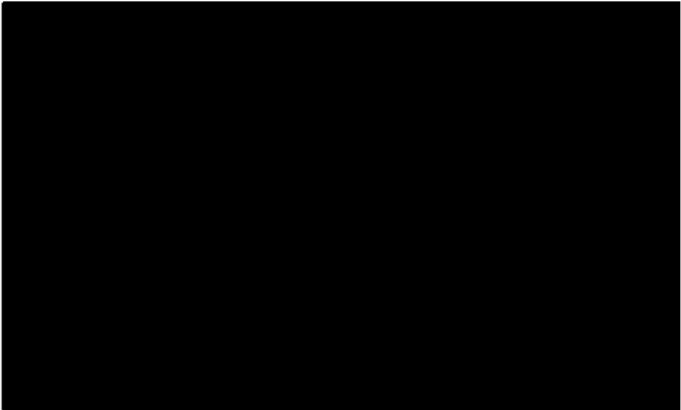
Invoice Date	Order No.	Your Order	Customer No.
July 24, 2024	1207012		5008

Order name: COWBOYS #2579
PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 4 x 8	9,733,350	21.79 /M	212,089.70
Spectrum process applied to Scratch FX®	9,733,350	56.00 /M	545,067.60
Four colour process / Spectrum overprints	9,733,350	8.00 /M	77,866.80
Flood UV varnish on ticket front	9,733,350	2.43 /M	23,652.04
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:	881,182.95 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	881,182.95 USD



ADDENDUM NO. 1**TO****TRADEMARK LICENSE AND PROMOTIONAL AGREEMENT****BETWEEN LICENSOR AND SPONSOR****2024 and 2025 NFL Football Seasons****1. FEES AND CONSIDERATION**

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

- a. Royalty and License Fees. SPONSOR shall allocate to LICENSOR a royalty based upon four percent (4%) of the actual Sales of each Game (as defined in Section 1.3 of the Agreement) each Contract Year (including the Extension Periods if applicable pursuant to Section 2 (Term) of the Agreement, not to exceed One Million Five Hundred Thousand U.S. Dollars (\$1,500,000.00) for each Contract Year) In addition to the foregoing, SPONSOR shall allocate to LICENSOR (A) a lump sum payment in the amount of Seven Hundred Thousand U.S. Dollars (\$700,000.00) for each Contract Year; and (B) Three Million One Hundred Eighty-Seven Thousand Five Hundred U.S. Dollars (\$3,187,500) in Merchandise Allocation payments for the Merchandise and Experiential Prizes set forth below in Section 1.b. of this Addendum No. 1. 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 9.64% 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 at a Dallas Cowboys home game inclusive of twenty (20) game tickets for the winner and nineteen (19) guests.
 - A private tour of the Dallas Cowboys practice facility for the winner and nineteen (19) guests.
 - A private tour of the Stadium, home of the Dallas Cowboys for the winner and nineteen (19) guests.

- One (1) pre-game party for the winner and nineteen (19) guests at the Stadium, including food and non-alcoholic beverages credit in the amount of one thousand five hundred (\$1,500) U.S. dollars.
- Round-trip airfare travel for winners/guests outside of the Dallas/Fort Worth area (from the nearest major international airport within the 48 contiguous United 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.
- VIP parking pass

**LICENSOR's Office Use Ref. No. for the above packages: 1311 (Hospitality Exposure); 1044 (Stadium Tours); 2071 (The Star Tours); 1717 (Suite Rentals)*

- Twenty (20) Dallas Cowboys **"Exclusive Draft Day War Room Experience"** 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 "Exclusive Draft Day War Room Experience" Party. Two (2) VIP Passes to the Dallas Cowboys "Exclusive Draft Day War Room Experience" 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 United 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.
 - Two (2) tickets to tour the Stadium for the winner and a guest.
 - Two (2) tickets to tour Dallas Cowboys practice facility at for the winner and a guest.

**LICENSOR's Office Use Ref. No. for the above packages: 1311 (Hospitality Exposure); 1044 (Stadium Tour); 2071 (The Star Tours)*

- Five (5) Dallas Cowboys **"VIP Training Camp Experience"** 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:

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: March Pre-call Recommendations
Date: Monday, February 24, 2025 12:07:32 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.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 concerns with the games listed.

Thanks,
Riley

From: Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>
Sent: Monday, February 24, 2025 8:43 AM
To: Gough, Riley <Riley.Gough@IGT.com>
Cc: ProductsScratchTeam <ProductsScratchTeam@lottery.state.tx.us>
Subject: March Pre-call Recommendations

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,
Below are the games which qualify for Pre-call in March.

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														2/22/25	2/15/25	2/8/25	2/1/25
Business Reason – Prize Fulfillment																	
	2579	\$5	9,733,350	COWBOYS	8/19/24			27	42.93%	3,040	1,808	65,912	810	\$212,560.00	\$279,165.00	\$306,375.00	\$288,010.00
	2580	\$5	5,504,925	HOUSTON TEXANS	8/19/24			27	57.05%	2,180	1,195	25,960	502	\$144,210.00	\$189,140.00	\$212,150.00	\$203,695.00
Under 85%																	
	2479	\$50	8,214,280	CASH ROYALE	7/17/23			84	58.71%	5,959	1,291	160,476	321	\$654,050.00	\$721,150.00	\$674,550.00	\$787,600.00
Mature Games																	
	2505	\$5	32,640,150	SUPER CASHWORD	6/5/23			90	90.03%	7,117	3,150	29,176	1,000	\$547,805.00	\$609,780.00	\$658,370.00	\$689,665.00

Tentative Close Dates:
Pre-call: 3/7/25
Call: 4/6/25
CLOSE: 5/21/25
EOV: 11/17/25

Please let me know if you have any concerns.

Thanks,
Dale

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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](#); [Travel Coordinator](#)
Subject: Others in charge for Robert Tirloni, February 3-28, 2025
Date: Monday, February 3, 2025 7:06:07 AM

The following people will be in charge for Robert Tirloni and have full signature authority, including jackpot estimation. Please reach out if you should need assistance. Thanks.

February 3-7 – Kelly Stuckey
February 10-14 – Ray Page
February 17-21 – Kelly Stuckey
February 24-28 – Amy Snell

From: [Russ, Will](#)
To: [ManagersLO](#); [Products](#); [Leeper, Andrew](#)
Cc: [Garcia, Gabriela](#); [Rey, Sergio](#)
Subject: Will Russ - Signature Authority to Dale Bowersock 2/20 - 3/4
Date: Wednesday, February 19, 2025 11:36:15 PM

I am out of the office Thursday, 2/20 – Tuesday, 3/4 and returning on Wednesday, 3/5. I will not have access to email Monday, 2/24 – Friday, 2/28.

Dale Bowersock will have Signature Authority for Products. Please reach out to him if you need something approved.

Thanks,

Will Russ | Products Manager | Texas Lottery®
1801 Congress Ave. | Austin, Texas | 78701
Office 512.344.5386 www.texaslottery.com