

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

3/25/2025

Game #	2605	Confirmed Packs	1,475
Game Name	Winter Words	Active Packs	598
Quantity Printed	6,089,375	Warehouse Packs	1,144
Price Point	\$3	Returned Packs	2,878
Start Date	11/4/2024	Printed Payout Percentage	66.24%
Top Prize	\$ 50,000	Percent Sold	84.03%
Number of Top Prizes Remaining	1	Number of Weeks Out	20

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

Cost to print tickets	\$ 442,905	Actual ticket production costs
Prize payout expense	\$ 9,042,980	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs	\$ 9,485,885
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TANGIBLE BENEFITS**Revenue Impact:**

Estimated sales	\$ 15,350,705	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 15,350,705	

Excess of Revenue over Expended	\$ 5,864,820
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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	\$	78,645
Next week	\$	98,172
Next week	\$	121,161
Avg Weekly Sales Current Game	\$	99,326
Avg Weekly Sales \$3; 5M-9.99M Qty	\$	1,232,303
Percentage Of Variance In Sales		92%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2605	Printed Payout Percentage	66.24%
Game Name	Winter Words	Actual Payout Percentage	58.91%
Percent Sold	84.03%	Number of Weeks Out	20
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			13

*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):

 3/25/2025

 Scratch Ticket Strategy Coordinator Date

 For Will Russ 3/28/2025

 Products Manager Date

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

 3/28/2025

 Lottery Operations Division Director Date

  4/2/2025

 Controller Date

N/A

 Deputy Executive Director Date

 4/3/2025

 Executive Director Date



Play the Games of Texas!







Da Vinci Report

3/24/25

Week End Date:3/22/25

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														3/22/25	3/15/25	3/8/25	3/1/25
Mature	2605	\$3	6,089,375	WINTER WORDS	11/4/24			20	84.03%	1,475	598	1,144	2,878	\$78,645.00	\$98,172.00	\$121,161.00	\$139,263.00
	2608	\$5	7,163,625	\$100,000 FORTUNE	11/18/24			18	60.96%	6,594	4,177	21,720	1,832	\$603,860.00	\$652,380.00	\$712,405.00	\$763,905.00
	2594	\$5	11,251,950	\$200,000 LUCKY 7S	9/3/24			29	82.86%	6,106	3,575	14,087	84	\$732,015.00	\$821,775.00	\$864,410.00	\$918,020.00
	2629	\$5	5,630,325	\$50 BLOWOUT	12/16/24			14	73.45%	8,132	6,053	3,171	98	\$929,855.00	\$1,011,515.00	\$1,065,080.00	\$1,180,215.00
	2606	\$5	7,344,000	25 DAYS OF WINNING	11/4/24			20	74.13%	2,595	1,360	11,606	5,073	\$202,235.00	\$254,675.00	\$291,995.00	\$378,495.00
	2543	\$5	25,097,475	50X POWER BLITZ	1/2/24			64	55.09%	4,419	2,255	142,154	63	\$350,670.00	\$378,640.00	\$412,600.00	\$433,515.00
	2584	\$5	17,318,475	BINGO TIMES 20	9/16/24			27	43.84%	15,061	8,551	102,793	579	\$1,281,445.00	\$1,301,025.00	\$1,261,480.00	\$1,197,830.00
	2581	\$5	30,271,200	SUPER CROSSWORD	12/16/24			14	17.50%	14,542	7,806	308,039	79	\$1,494,000.00	\$1,628,690.00	\$1,704,885.00	\$1,711,455.00
	2585	\$5	49,850,175	SUPER LOTERIA	6/17/24			40	75.96%	36,556	13,460	100,721	110	\$5,206,050.00	\$5,189,600.00	\$5,245,420.00	\$5,168,935.00
	2611	\$5	7,196,775	WILD CHERRIES	12/2/24			16	66.73%	7,477	5,195	15,939	736	\$686,245.00	\$753,335.00	\$891,815.00	\$984,990.00
	2602	\$5	7,342,350	WILD SIDE	10/21/24			22	61.20%	4,809	3,098	26,831	1,040	\$373,720.00	\$411,220.00	\$486,600.00	\$503,850.00
	2582	\$10	22,209,750	\$250,000 50X CASHWORD	7/1/24			38	49.28%	23,330	8,047	189,656	87	\$2,903,800.00	\$2,945,840.00	\$2,970,700.00	\$2,957,200.00
	2598	\$10	10,877,800	\$50 \$100 OR \$500	7/15/24			36	63.09%	11,686	4,100	61,419	201	\$1,101,620.00	\$1,111,420.00	\$1,191,950.00	\$1,277,000.00
	2544	\$10	20,116,650	100X POWER BLITZ	1/2/24			64	57.06%	7,257	2,975	160,582	152	\$643,880.00	\$690,340.00	\$735,450.00	\$920,400.00
	2626	\$10	8,003,750	7	12/2/24			16	62.50%	17,368	7,694	31,242	119	\$2,309,310.00	\$2,349,060.00	\$2,590,870.00	\$2,743,500.00
	2413	\$10	28,619,300	CASH BLOWOUT	3/6/23			107	53.85%	4,481	2,063	256,136	47	\$550,970.00	\$596,500.00	\$542,860.00	\$528,500.00
	2612	\$10	8,199,300	CASH PAYOUT	10/7/24			24	61.44%	11,941	5,889	42,695	88	\$1,287,560.00	\$1,316,360.00	\$1,456,810.00	\$1,531,470.00
	2607	\$10	6,012,600	HOLIDAY GOLD	11/4/24			20	73.01%	5,246	2,235	12,421	6,224	\$423,730.00	\$516,280.00	\$635,070.00	\$742,370.00
	2623	\$10	25,555,150	LIMITED EDITION MEGA LOTERIA	8/5/24			33	66.04%	39,244	10,250	116,978	119	\$5,017,760.00	\$5,062,800.00	\$5,105,370.00	\$5,070,900.00
	2563	\$10	49,168,200	MEGA LOTERIA	2/19/24			57	67.88%	34,853	8,499	265,533	178	\$4,495,380.00	\$4,573,290.00	\$4,587,370.00	\$4,576,720.00
	2609	\$20	8,139,175	\$100, \$200, \$500 OR \$1,000!	11/18/24			18	32.06%	22,521	6,229	188,490	252	\$1,813,660.00	\$1,834,840.00	\$2,032,920.00	\$2,234,140.00
	2583	\$20	15,298,725	\$1,000,000 CROSSWORD	5/20/24			44	65.77%	36,127	7,983	158,969	114	\$4,471,180.00	\$4,405,480.00	\$4,602,360.00	\$4,663,760.00
	2596	\$20	5,105,225	\$1,000,000 LUCKY 7S	9/3/24			29	76.57%	14,037	4,310	26,675	137	\$1,256,960.00	\$1,306,960.00	\$1,445,000.00	\$1,676,740.00
	2545	\$20	10,249,975	200X POWER BLITZ	1/2/24			64	62.62%	8,887	2,641	139,596	255	\$643,440.00	\$665,700.00	\$725,300.00	\$882,920.00
	2556	\$20	8,179,550	BIG MONEY	12/2/24			16	27.64%	19,289	6,023	208,269	155	\$1,795,420.00	\$1,813,360.00	\$2,014,480.00	\$2,261,980.00
	2570	\$20	6,117,700	JACKPOT MILLIONS	6/3/24			42	64.36%	12,664	4,807	67,189	78	\$1,165,180.00	\$1,112,280.00	\$1,131,840.00	\$1,208,420.00
	2603	\$20	6,609,600	LUCKY MILLIONS	10/21/24			22	44.81%	15,701	5,249	122,115	95	\$1,479,960.00	\$1,461,560.00	\$1,627,960.00	\$1,795,320.00
	2586	\$20	25,615,950	MILLION DOLLAR LOTERIA	4/15/24			49	60.31%	49,235	10,581	337,588	126	\$6,569,500.00	\$6,413,040.00	\$6,618,880.00	\$6,716,080.00
	2575	\$20	7,982,300	VIP MILLIONS	7/1/24			38	66.52%	11,418	3,736	89,210	132	\$1,068,480.00	\$1,128,980.00	\$1,222,340.00	\$1,437,000.00
	2616	\$30	7,216,125	30X SUPREME	12/16/24			14	23.67%	20,500	7,269	189,358	139	\$2,819,640.00	\$2,830,680.00	\$2,972,760.00	\$3,297,540.00
	2561	\$30	7,080,625	MAXIMUM MILLIONS	4/1/24			51	53.25%	8,580	3,248	118,657	144	\$837,660.00	\$869,430.00	\$908,400.00	\$908,700.00
	2517	\$30	9,225,150	MILLIONAIRE MAKER	8/14/23			84	57.36%	9,787	3,250	142,113	258	\$839,670.00	\$825,780.00	\$797,310.00	\$808,170.00
	2591	\$30	6,047,525	ULTIMATE RICHES	8/19/24			31	44.01%	13,260	5,146	114,620	106	\$1,575,210.00	\$1,524,120.00	\$1,632,390.00	\$1,757,250.00

Liability for 2605 / WINTER WORDS

Tier 	Reference 	Tier Value 	Outstanding Tier Count 	Outstanding Tier Amount 	Tickets Paid 	Amount Paid 	Estimated Tickets Sold 	Percent Paid 	Last Date Cashed 
1	1	\$3.00	163,770	\$491,310.00	420810	\$1,262,430.00	4,383,437.5	7,199%	03/23/2025
2	2	\$5.00	146,200	\$731,000.00	399170	\$1,995,850.00	4,456,966.498	7,319%	03/23/2025
3	3	\$10.00	62,764	\$627,640.00	180870	\$1,808,700.00	4,520,654.983	7,424%	03/23/2025
4	4	\$20.00	14,663	\$293,260.00	43825	\$876,500.00	4,562,762.607	7,493%	03/23/2025
5	0	\$50.00	2,286	\$114,300.00	8148	\$407,400.00	4,755,245.112	7,809%	03/23/2025
6	0	\$50.00	2,566	\$128,300.00	7886	\$394,300.00	4,594,413.629	7,545%	03/23/2025
7	0	\$100.00	1,421	\$142,100.00	4983	\$498,300.00	4,738,187.949	7,781%	03/23/2025
8	0	\$100.00	1,157	\$115,700.00	3455	\$345,500.00	4,561,749.919	7,491%	03/23/2025
9	0	\$500.00	588	\$294,000.00	1978	\$989,000.00	4,693,992.108	7,708%	03/23/2025
10	0	\$5,000.00	14	\$70,000.00	53	\$265,000.00	4,816,968.292	7,910%	03/05/2025
11	0	\$50,000.00	1	\$50,000.00	4	\$200,000.00	4,871,500.177	8,000%	01/30/2025
		Totals	395,430	\$3,057,610.00	1071182	\$9,042,980.00			

NO. OF TICKETS:

6,089,375

Minimum:

5,880,000

NO. POOLS:

50.74

Maximum:

6,120,000

PACK SIZE:

125

PACKS/POOL:

960

PACKS/GAME:

48,715

TEXAS LOTTERY COMMISSION

"WINTER WORDS" - GAME NO. 2605

END OF PRODUCTION PRIZE STRUCTURE

18-Aug-24

6,089,375

\$3 TICKETS

\$18,268,125

REVENUE

PRIZE FUND

\$12,100,590

PAYOUT %

66.24%

PRIZE LEVEL	PRIZE CODE	TIER CODE	GET:	# OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN 50.74 POOLS	WINNERS IN 125 (PER PACK*)	WINNERS IN 120,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
1	1	L	\$3	1	\$3	10.42	584,580	12.00	11,520.000	\$1,753,740	14.49%	
2	2	L	\$5	1	\$5	11.17	545,370	11.20	10,747.310	\$2,726,850	22.53%	
3	3	L	\$10	1	\$10	24.99	243,634	5.00	4,801.163	\$2,436,340	20.13%	LOW-TIER
4	4	L	\$20	1	\$20	104.11	58,488	1.20	1,152.591	\$1,169,760	9.67%	66.83%
5	0	M	\$20 x 2 + \$10	3	\$50	583.61	10,434	0.21	204.000	\$521,700	4.31%	
6	0	M	\$50	1	\$50	582.60	10,452	0.21	204.000	\$522,600	4.32%	
7	0	M	\$50 x 2	2	\$100	950.87	6,404	0.13	125.000	\$640,400	5.29%	
8	0	M	\$100	1	\$100	1,320.33	4,612	0.09	90.000	\$461,200	3.81%	MID-TIER
9	0	M	\$500	1	\$500	2,373.10	2,566	0.05	50.000	\$1,283,000	10.60%	28.34%
10	0	H	\$5,000	1	\$5,000	90,886.19	67	-	1.320	\$335,000	2.77%	HIGH-TIER
11	0	H	\$50,000	1	\$50,000	1,217,875.00	5 ***	-	0.099	\$250,000	2.07%	4.83%
						4.15	1,466,612	30.10	28,895	\$ 12,100,590	100.00%	100.00%
						4.1520						

Consolidated odds are 1 in:	\$3	10.42	584,580
	\$5	11.17	545,370
	\$10	24.99	243,634
	\$20	104.11	58,488
	\$50	291.55	20,886
	\$100	552.78	11,016
	\$500	2,373.10	2,566
	\$5,000	90,886.19	67
	\$50,000	1,217,875.00	5
			1,466,612

* Each of the following GLEPS will be used in approximately 20% of each pack of 125 tickets.

** Numbers are rounded.

*** This number of prizes is guaranteed delivery to the Lottery.

CALLOUT:

Not Applicable
for this game.



INTEROFFICE MEMO

Ryan Mindell, Executive Director LaDonna Castañuela, Charitable Bingo Operations Director

Payment Approval

September 18, 2024




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

Vendor Name	Pollard Banknote Limited
P.O. Number (if applicable)	362-24-9010RL025
Tx Game #/ Name	Game #2605 Winter Words
Draw	

Invoice Number:	Invoice Amount:
8541857	\$443,605.46
sanction letter dated 9/10/24	-\$700.00

Total Amount **\$442,905.46**

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

	9/18/2024	JB
Dale Bowersock (Scratch Ticket Strategy Coordinator)	Date	
	9/22/2024	
Will Russ (Products Manager)	Date	
	9/23/2024	
Robert Tirloni (Lottery Operations Division Director)	Date	





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

INVOICE NO.: 8541857

Sold To: Texas Lottery Commission P.O. Box 16630 Austin, TX 78761-6630 United States	Ship To: Texas Lottery Commission P.O. Box 16630 Austin, TX 78761-6630 United States
Terms: Net 30 days after date of invoice	Due Date: October 17, 2024

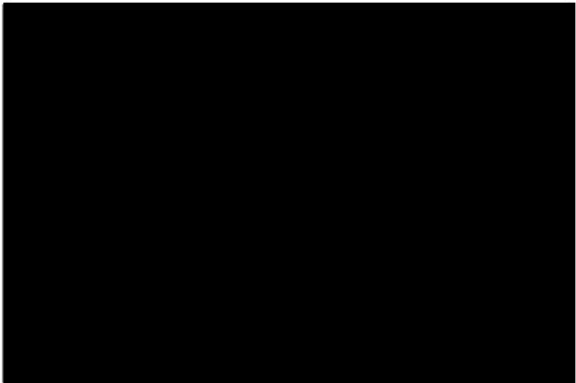
Invoice Date	Order No.	Your Order	Customer No.
September 17, 2024	1236827		5008

Order name: WINTER WORDS #2605
PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 6 x 4	6,089,375	19.88 /M	121,056.77
Spectrum process applied to Scratch FX®	6,089,375	42.00 /M	255,753.75
Spectrum translucent	6,089,375	5.52 /M	33,613.35
Flood UV varnish on ticket front	6,089,375	1.82 /M	11,082.66
Multiple Play Area	6,089,375	1.20 /M	7,307.25
Spectrum process applied to Scratch FX®	1	5,000.00 Ea	5,000.00
Inserts	1	9,791.67 Ea	9,791.67

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

Before Taxes:	443,605.46 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	443,605.46 USD



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: April Pre-call Recommendations
Date: Monday, March 24, 2025 4:00:45 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)

CAUTION: This email originated outside the Texas Lottery's email system.
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Hi Dale,

No issues with the games listed.

Thanks,
Riley

From: Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>
Sent: Monday, March 24, 2025 2:54 PM
To: Gough, Riley <Riley.Gough@IGT.com>
Cc: ProductsScratchTeam <ProductsScratchTeam@lottery.state.tx.us>
Subject: April Pre-call Recommendations

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Riley,
Below are the games I would recommend for pre-call in April.

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														3/22/25	3/15/25	3/8/25	3/1/25
	2604	\$1	10,223,550	OH, SNAP!	11/4/24			20	85.00%	1,114	597	4,898	2,252	\$32,400.00	\$40,819.00	\$48,100.00	\$58,427.00
	2597	\$2	9,299,750	SPICY 9S	9/16/24			27	77.08%	3,635	2,752	8,830	511	\$185,322.00	\$213,062.00	\$245,300.00	\$257,666.00
	2601	\$2	5,962,125	VETERANS CASH	10/21/24			22	68.29%	4,969	2,689	5,643	405	\$163,096.00	\$163,170.00	\$203,976.00	\$222,262.00
Mature	2605	\$3	6,089,375	WINTER WORDS	11/4/24			20	84.03%	1,475	598	1,144	2,878	\$78,645.00	\$98,172.00	\$121,161.00	\$139,263.00
	2602	\$5	7,342,350	WILD SIDE	10/21/24			22	61.20%	4,809	3,098	26,831	1,040	\$373,720.00	\$411,220.00	\$486,600.00	\$503,850.00
	2536	\$50	4,135,520	MILLIONS CLUB	11/15/23			70	93.14%	8,501	2,627	682	455	\$1,094,750.00	\$1,062,900.00	\$1,189,700.00	\$1,173,450.00

Tentative close dates would be:

Pre-call = 4/4/25
Call = 5/4/25
EOG = 6/18/25
EOV = 12/15/25

Please let me know if you have any concerns with pre-calling these games.

Thanks,

Dale Bowersock
Scratch Ticket Strategy Coordinator
Texas Lottery Commission

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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](#); [McFarland, Elaisa](#); [ManagersLO](#); [Products](#); [Medina, Iris](#); [Human Resources](#); [Advertising Promotions](#); [ExecutiveAssistant](#); [Travel Coordinator](#)
Subject: Others in charge for Robert Tirloni, March 17-20 and March 24-28
Date: Monday, March 17, 2025 9:03:50 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.

March 17-20 – Ray Page

March 24-28 – Kelly Stuckey

From: [Russ, Will](#)
To: [ManagersLO](#); [Products](#); [Leeper, Andrew](#); [Garcia, Gabriela](#); [Rey, Sergio](#)
Subject: Will Russ - Signature Authority to Dale Bowersock 3/28 - 4/1
Date: Thursday, March 27, 2025 10:37:10 PM

I am out of the office until Wednesday, 4/2.

Dale Bowersock will have Signature Authority for Products on Friday, 3/28; Monday, 3/31 and Tuesday, 4/1. 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