

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

4/26/2021

Game #	2225	Confirmed Packs	2,020
Game Name	Triple 333s	Active Packs	1,520
Quantity Printed	7,337,875	Warehouse Packs	315
Price Point	\$2	Returned Packs	248
Start Date	1/18/2021	Printed Payout Percentage	65.03%
Top Prize	\$ 30,000	Percent Sold	91.72%
Number of Top Prizes Remaining	3	Number of Weeks Out	14

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 118,796	Actual ticket production costs
Prize payout expense	\$ 8,252,278	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 8,371,074

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 13,460,598	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 13,460,598

Excess of Revenue over Expended \$ 5,089,524

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	\$	195,418
Next week	\$	284,642
Next week	\$	348,030
Avg Weekly Sales Current Game	\$	276,030
Avg Weekly Sales \$2; 5M - 9.99M Qty	\$	776,573
Percentage Of Variance In Sales		64%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2225	Printed Payout Percentage	65.03%
Game Name	Triple 333s	Actual Payout Percentage	61.31%
Percent Sold	91.72%	Number of Weeks Out	14
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):

Scratch Ticket Strategy Coordinator Date

Products Manager Date

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

Not Required - Over 85% Sold

Lottery Operations Division Director Date

Not Required - Over 85% Sold

Controller Date

Not Required - Over 85% Sold

Executive Director Date

Bowersock, Dale

From: Tirloni, Robert
Sent: Thursday, May 6, 2021 4:52 PM
To: Bowersock, Dale
Subject: FW: Game Close Analysis - Over 85% Sold
Attachments: 2225 Triple 333s.pdf; 2244 Mega Loteria.pdf; 2260 Lady Luck 7.pdf

Importance: High

The three Game Close Analysis documents that are attached for 2225, 2244 and 2260 are approved. –RT, 5/6/21

Robert Tirloni
Products Manager | Texas Lottery Commission
Office: 512-344-5406
robert.tirloni@lottery.state.tx.us

From: Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>
Sent: Tuesday, April 27, 2021 12:51 PM
To: Tirloni, Robert <Robert.Tirloni@lottery.state.tx.us>
Subject: Game Close Analysis - Over 85% Sold

Approved. DB 4/27/21

Attached are the May game close analysis documents for the game which are over 85% sold for your review/approval.



Dale Bowersock
Scratch Ticket Strategy Coordinator
Phone: 800-375-6886, 5166
Direct: 512-344-5166



Play the Games of Texas!

Da Vinci Report

4/26/21

Week End Date:4/24/21

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														4/24/21	4/17/21	4/10/21	4/3/21
Mature	2279	\$3	18,324,250	30X THE CASH CROSSWORD	1/4/21			16	59.24%	11,102	7,926	38,406	38	\$1,602,507.00	\$1,688,214.00	\$1,779,465.00	\$1,809,423.00
	2163	\$3	41,105,925	TEXAS LOTERIA	4/6/20			55	67.36%	16,857	11,191	146,930	74	\$1,472,838.00	\$1,542,027.00	\$1,525,188.00	\$1,552,677.00
	2147	\$5	7,260,150	\$100 GRAND	12/7/20			20	78.58%	6,102	3,812	9,163	184	\$477,640.00	\$556,440.00	\$601,025.00	\$664,120.00
	2280	\$5	22,744,950	50X THE CASH	1/4/21			16	51.35%	15,276	8,543	120,029	90	\$2,769,850.00	\$3,067,860.00	\$3,152,240.00	\$3,466,920.00
	2250	\$5	22,721,550	BINGO TIMES 20	11/23/20			22	28.63%	12,207	8,341	193,045	25	\$1,699,350.00	\$1,756,175.00	\$1,773,475.00	\$1,820,300.00
	2247	\$5	18,355,500	BONUS BREAK THE BANK	12/28/20			17	19.46%	13,007	8,596	173,145	16	\$1,592,035.00	\$1,646,845.00	\$1,725,505.00	\$1,625,735.00
	2276	\$5	9,101,400	CASH MONEY	12/21/20			18	74.35%	8,905	5,457	14,696	37	\$917,305.00	\$1,113,755.00	\$1,194,810.00	\$1,339,705.00
	2249	\$5	54,041,700	SUPER LOTERIA	11/2/20			25	43.68%	24,193	11,947	363,257	28	\$5,014,520.00	\$5,291,800.00	\$5,126,600.00	\$5,452,395.00
	2248	\$10	21,021,400	\$250,000 50X CASHWORD	1/18/21			14	34.15%	23,098	9,191	239,726	36	\$4,941,670.00	\$5,261,350.00	\$5,374,310.00	\$6,001,620.00
	2335	\$10	12,021,150	\$50 OR \$100!	12/7/20			20	56.02%	9,946	4,181	89,336	370	\$1,597,280.00	\$1,759,940.00	\$1,990,680.00	\$2,474,540.00
	2281	\$10	17,131,100	100X THE CASH	1/4/21			16	57.41%	24,237	9,384	107,571	23	\$4,788,810.00	\$5,286,450.00	\$5,847,020.00	\$6,779,330.00
	2271	\$10	8,192,300	COOL RICHES	9/21/20			31	72.53%	7,589	4,215	29,507	389	\$775,970.00	\$849,310.00	\$915,360.00	\$1,031,270.00
	2255	\$20	9,050,125	\$1,000,000 EXTREME CASH	9/8/20			33	63.38%	14,441	7,458	107,453	49	\$2,677,600.00	\$2,926,820.00	\$2,978,340.00	\$3,475,840.00
	2282	\$20	9,107,850	200X THE CASH	1/4/21			16	53.70%	23,995	9,557	131,024	52	\$5,080,000.00	\$5,616,300.00	\$5,830,200.00	\$6,784,520.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			206	72.06%	15,692	7,704	360,110	77	\$3,005,000.00	\$3,136,620.00	\$3,152,300.00	\$3,378,240.00
	2040	\$20	7,214,300	MAD MONEY MULTIPLIER	10/19/20			27	52.86%	9,706	5,109	119,204	48	\$1,520,400.00	\$1,709,160.00	\$1,750,440.00	\$2,113,800.00
	2298	\$20	11,819,775	MILLION DOLLAR LOTERIA	11/16/20			23	65.99%	30,784	9,869	112,864	49	\$7,590,500.00	\$8,091,760.00	\$8,173,380.00	\$9,093,600.00
	2209	\$30	12,028,825	\$250 MILLION CASH PARTY	3/16/20			58	57.55%	12,217	5,914	183,540	39	\$2,317,290.00	\$2,520,990.00	\$2,728,980.00	\$3,537,630.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			162	50.74%	13,418	5,719	649,006	36	\$2,881,920.00	\$3,106,650.00	\$3,458,880.00	\$4,426,470.00
	2337	\$50	6,074,900	\$5 MILLION FORTUNE	1/18/21			14	40.71%	21,748	6,836	148,345	23	\$6,469,700.00	\$8,119,400.00	\$8,403,000.00	#####
	2274	\$50	5,139,100	500X LOTERIA SPECTACULAR	10/5/20			29	80.65%	11,637	3,356	32,073	50	\$2,926,700.00	\$3,550,850.00	\$3,784,550.00	\$4,394,850.00
Sold/Closing	2252	\$1	12,231,900	\$5,000 EXTREME CASH	9/8/20	3/11/21	4/25/21	33	97.07%	0	0	259	844	-\$420.00	\$2,140.00	\$5,962.00	\$7,885.00
	2265	\$1	9,176,250	TIC TAC SNOW	11/2/20	4/4/21	5/19/21	25	94.69%	73	39	334	2,012	-\$3,681.00	\$4,996.00	\$5,183.00	\$8,430.00
	2275	\$2	7,218,375	777	12/21/20			18	91.35%	2,086	1,626	273	291	\$162,360.00	\$230,676.00	\$260,262.00	\$302,606.00
	2269	\$2	7,308,125	GIFTS GALORE	11/16/20	5/9/21	6/23/21	23	83.40%	836	455	3,875	3,207	\$28,714.00	\$39,126.00	\$43,408.00	\$45,826.00
	2225	\$2	7,337,875	TRIPLE 333S	1/18/21			14	91.72%	2,020	1,520	315	248	\$195,418.00	\$284,642.00	\$348,030.00	\$471,896.00
	2262	\$2	5,953,375	VETERANS CASH	10/19/20	5/9/21	6/23/21	27	74.41%	1,842	2,002	5,579	758	\$163,536.00	\$165,428.00	\$180,006.00	\$164,710.00
	2168	\$3	35,604,750	\$50,000 BONUS CASHWORD	2/17/20	5/9/21	6/23/21	62	97.99%	1,504	1,134	283	507	\$207,537.00	\$307,968.00	\$396,558.00	\$476,160.00
	2164	\$5	22,076,025	\$100,000 VIP CASHWORD	3/16/20	4/2/21	5/17/21	58	98.83%	341	162	188	524	\$36,210.00	\$118,530.00	\$188,695.00	\$307,425.00
	2253	\$5	13,996,275	\$200,000 EXTREME CASH	9/8/20	4/16/21	5/31/21	33	97.65%	770	857	233	414	\$302,255.00	\$535,050.00	\$769,900.00	\$1,122,115.00
	2270	\$5	7,327,125	CAESARS	11/16/20	5/9/21	6/23/21	23	92.71%	1,988	2,040	126	646	\$339,385.00	\$454,955.00	\$542,775.00	\$746,910.00
	2235	\$5	9,893,475	COWBOYS	8/17/20	4/4/21	5/19/21	36	57.13%	80	94	53,283	1,152	-\$3,240.00	\$28,320.00	\$67,830.00	\$107,185.00

Liability for 2225 / for Life to DateProduct Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 06/24/2020 - 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	\$2.00	116883	\$233,766.00	616960	\$1,233,920.00	84.07%	6169133
2	2	N/A	\$4.00	55727	\$222,908.00	335627	\$1,342,508.00	85.76%	6292995
3	3	N/A	\$5.00	45966	\$229,830.00	296464	\$1,482,320.00	86.58%	6352877
4	4	N/A	\$10.00	7150	\$71,500.00	51545	\$515,450.00	87.82%	6444003
5	5	N/A	\$10.00	7267	\$72,670.00	61224	\$612,240.00	89.39%	6559315
6	6	N/A	\$10.00	7466	\$74,660.00	61022	\$610,220.00	89.10%	6537960
7	7	N/A	\$15.00	2293	\$34,395.00	17279	\$259,185.00	88.28%	6478190
8	8	N/A	\$15.00	4041	\$60,615.00	25305	\$379,575.00	86.23%	6327435
9	9	N/A	\$20.00	2154	\$43,080.00	17408	\$348,160.00	88.99%	6529891
10	10	N/A	\$20.00	1025	\$20,500.00	8770	\$175,400.00	89.54%	6570001
11	11	N/A	\$20.00	1876	\$37,520.00	17684	\$353,680.00	90.41%	6634099
12	0	N/A	\$30.00	306	\$9,180.00	2930	\$87,900.00	90.54%	6643996
13	0	N/A	\$30.00	928	\$27,840.00	6286	\$188,580.00	87.14%	6393939
14	0	N/A	\$30.00	198	\$5,940.00	1643	\$49,290.00	89.24%	6548684
15	0	N/A	\$50.00	76	\$3,800.00	681	\$34,050.00	89.96%	6601179
16	0	N/A	\$50.00	349	\$17,450.00	3502	\$175,100.00	90.94%	6672874
17	0	N/A	\$100.00	33	\$3,300.00	274	\$27,400.00	89.25%	6549113
18	0	N/A	\$100.00	80	\$8,000.00	844	\$84,400.00	91.34%	6702561
19	0	N/A	\$100.00	43	\$4,300.00	573	\$57,300.00	93.02%	6825653
20	0	N/A	\$100.00	95	\$9,500.00	832	\$83,200.00	89.75%	6585881
21	0	N/A	\$100.00	57	\$5,700.00	554	\$55,400.00	90.67%	6653326
22	0	N/A	\$1,000.00	5	\$5,000.00	7	\$7,000.00	58.33%	4280427
23	0	N/A	\$30,000.00	3	\$90,000.00	3	\$90,000.00	50.00%	3668937
Totals:				254021	\$1,291,454.00	1,527,417	\$8,252,278.00		

NO. OF TICKETS: 7,337,875
NO. POOLS: 31
PACK SIZE: 125
PACKS/POOL: 1,920
PACKS/GAME: 58,703

Minimum: 7,191,118
Maximum: 7,484,633

TEXAS LOTTERY COMMISSION
"TRIPLE 333s" - GAME NO. 2225
PRIZE STRUCTURE
18-Dec-19

VERSION A

7,337,875

\$2 TICKETS

\$14,675,750

REVENUE

PRIZE FUND

\$9,543,732

PAYOUT %

65.03%

PRIZE TIER	PRIZE LEVEL REFERENCE NUMBER	TIER CODE	GET:	# OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN 30.57 POOLS	WINNERS IN 125 (PER PACK*)	WINNERS IN 240,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
1	1	L	\$2	1	\$2	10.00	733,843	12.50	24,001.815	\$1,467,686	15.38%	
2	2	L	\$4	1	\$4	18.75	391,354	6.67	12,800.022	\$1,565,416	16.40%	
3	3	L	\$5	1	\$5	21.43	342,430	5.83	11,199.864	\$1,712,150	17.94%	
4	4	L	\$10	1	\$10	125.02	58,695	1.00	1,919.738	\$586,950	6.15%	
5	5	L	\$2 x 5	5	\$10	107.14	68,491	1.17	2,240.136	\$684,910	7.18%	
6	6	L	\$2 x 2 + \$2"3X"	3	\$10	107.14	68,488	1.17	2,240.038	\$684,880	7.18%	
7	7	L	\$15	1	\$15	374.92	19,572	0.33	640.142	\$293,580	3.08%	
8	8	L	\$5"3X"	1	\$15	250.05	29,346	0.50	959.820	\$440,190	4.61%	
9	9	L	\$20	1	\$20	375.11	19,562	0.33	639.815	\$391,240	4.10%	
10	10	L	\$5 + \$5"3X"	2	\$20	749.14	9,795	0.17	320.365	\$195,900	2.05%	
11	11	L	\$2"3X" + \$2 x 2 + \$5 x 2	5	\$20	375.15	19,560	0.33	639.749	\$391,200	4.10%	88.16% LOW TIER
12	0	M	\$2 x 5 + \$5 x 2 + \$10	8	\$30	2,267.58	3,236	0.05	105.000	\$97,080	1.02%	
13	0	M	\$10"3X"	1	\$30	1,017.17	7,214	0.12	235.000	\$216,420	2.27%	
14	0	M	\$30	1	\$30	3,985.81	1,841	0.03	60.000	\$55,230	0.58%	
15	0	M	\$50	1	\$50	9,693.36	757	0.01	25.000	\$37,850	0.40%	
16	0	M	\$2 x 5 + \$5 x 2 + \$10"3X"	8	\$50	1,905.45	3,851	0.07	125.000	\$192,550	2.02%	
17	0	M	\$100	1	\$100	23,901.87	307	0.01	10.000	\$30,700	0.32%	
18	0	M	\$10 x 4 + \$20"3X"	5	\$100	7,941.42	924	0.02	30.000	\$92,400	0.97%	
19	0	M	\$5 x 8 + \$30 x 2	10	\$100	11,912.13	616	0.01	20.000	\$61,600	0.65%	
20	0	M	\$5 x 8 + \$20"3X"	9	\$100	7,915.72	927	0.02	30.000	\$92,700	0.97%	
21	0	M	\$10 x 10	10	\$100	12,009.62	611	0.01	20.000	\$61,100	0.64%	9.82% MID TIER
22	0	H	\$1,000	1	\$1,000	611,489.58	12	0.00	0.392	\$12,000	0.13%	
23	0	H	\$30,000	1	\$30,000	1,222,979.17	6 ***	0.00	0.196	\$180,000	1.89%	2.01% HIGH TIER
						4.12	1,781,438	30.34	58,262	\$9,543,732	100.00%	100.00%
						4.1191						

NOTE: "3X" = Win TRIPLE the prize by revealing a "333" Play Symbol.

Consolidated odds are 1 in:	\$2	10.00	733,843	* Each of the following GLEPS will be used in approximately 16.67% of each pack of 125 tickets.
	\$4	18.75	391,354	** Number are rounded.
	\$5	21.43	342,430	*** This number of prizes is guaranteed delivery to the Lottery.
	\$10	37.50	195,674	
	\$15	150.00	48,918	
	\$20	150.01	48,917	
	\$30	597.01	12,291	
	\$50	1,592.42	4,608	
	\$100	2,167.76	3,385	
	\$1,000	611,489.58	12	
	\$30,000	1,222,979.17	6	
			1,781,438	

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

Gary Grief, Executive Director Tom Hanson, Charitable Bingo Operations Director

Payment Approval (VIA EMAIL)

June 29, 2020

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

Vendor Name	Pollard Banknote Limited
Invoice Number	8516076
Invoice Amount:	\$118,795.85
Tx Game Name:	Game #2225 Triple 333s
P.O. Number (if applicable)	362-20-9010RL009

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

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

Dale Bowersock (Scratch Ticket Strategy Coordinator)
Please forward to the next person for approval

Date

Robert Tirloni (Products Manager)
Please forward to the next person for approval

Date

Ryan Mindell (Lottery Operations Division Director)

Date

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

July 9, 2020

INVOICE NO.: 8516076

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: July 26, 2020

Invoice Date	Order No.	Your Order	Customer No.
June 26, 2020	1063966		5008

Order name: TRIPLE 333s #2225
PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 4 x 4	7,337,875	14.54 /M	106,692.70
Fluorescent / Neon ink	7,337,875	1.06 /M	7,778.15
Point of Sale Promotional Item	1	4,325.00 Ea	4,325.00

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

Before Taxes:	118,795.85 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	118,795.85 USD

Banking Instructions:

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

Delivery: Prepaid
Tax ID/Contract Number: NA
GST Registration Number: 819251463

Closing Scratch Ticket Game Analysis
2/24/19-2/27/21

Average Number of Weeks for 85% Average Sell Through

	A	B	C	D		E	F	G	H
	Price Point					Price Point			
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$30	\$50
< 5M	None	None	None	None	2M	None	None	None	None
5M-9.99M	Week 14	Week 16	Week 17	Week 17	3M	None	None	None	None
10M-14.99M	Week 16	None	None	Week 25	4M	Week 16*	None	None	Week 51*
15M-19.99M	Week 23	None	Week 31	Week 48	5M	Week 13*	None	Week 38*	Week 35*
20M-24.99M	None	None	None	Week 38	6M	Week 14	Week 24	None	None
25M-29.99M	Week 32*	None	None	None	7M	Week 16	Week 34	None	None
30M-34.99M	None	Week 46*	None	None	8M	Week 21	Week 40	None	None
>35M	None	Week 63	None	Week 42*	>9M	Week 30	Week 36*	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

	A	B	C	D		E	F	G	H
	Price Point					Price Point			
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$30	\$50
< 5M	None	None	None	None	2M	None	None	None	None
5M-9.99M	\$560,738	\$776,573	\$927,958	\$1,946,842	3M	None	None	None	None
10M-14.99M	\$607,596	None	None	\$2,218,148	4M	\$2,364,236	None	None	\$3,873,162
15M-19.99M	\$633,975	None	\$1,585,325	\$1,515,020	5M	\$3,760,439	None	\$3,506,730	\$6,271,944
20M-24.99M	None	None	None	\$2,468,328	6M	\$4,039,631	\$4,400,564	None	None
25M-29.99M	\$776,998	None	None	None	7M	\$3,884,366	\$3,675,833	None	None
30M-34.99M	None	\$1,280,700	None	None	8M	\$3,381,845	\$3,828,587	None	None
>35M	None	\$1,061,088	None	\$4,122,095	>9M	\$4,682,820	\$5,671,831	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

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