

**Scratch Ticket Game Closing Analysis
SUMMARY REPORT**

Scratch Ticket Information

Date Completed 2/25/2026

Game #	2663	Confirmed Packs	2,159
Game Name	Cowboys	Active Packs	1,444
Quantity Printed	9,910,275	Warehouse Packs	69,833
Price Point	\$5	Returned Packs	1,084
Start Date	8/18/2025	Printed Payout Percentage	67.99%
Top Prize	\$ 100,000	Percent Sold	41.99%
Number of Top Prizes Remaining	2	Number of Weeks Out	27

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 1,166,367	Actual Ticket Production Costs
Second-chance prizes	\$ 3,878,101	From EOPPS to include tax withholding
Licensing Fee	\$ 1,500,000	From Agreement Document
Program Fee	\$ 700,000	From Agreement Document
Prize payout expense	\$ 11,811,925	Data from Instant Ticket Tier Liability Screen in ES
Estimated Direct Costs	\$ 19,056,392	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 20,806,622	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 20,806,622	

Excess of Revenue over Expended \$ 1,750,230

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 Texas Lottery 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	\$	222,250
Next week	\$	302,815
Next week	\$	320,180
Avg Weekly Sales Current Game	\$	281,748
Avg Weekly Sales \$5; 5M - 9.99M Qty	\$	1,295,271
Percentage Of Variance In Sales		78%

**Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS**

Instant Ticket Information

Game #	2663	Printed Payout Percentage	67.99%
Game Name	Cowboys	Actual Payout Percentage	75.41%
Percent Sold	41.99%	Number of Weeks Out	27
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			25

Recommendation

Based on the findings in this Summary Report, I am recommending closing the above game.

Products recommends 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 2026, as well as to ensure the winners of season ticket prizes from the final drawing will receive tickets to the next season.

Walter Bowersock

2/25/2026

Scratch Ticket Strategy Coordinator

Date

Walter Bowersock For Will Russ

2/26/2026

Products Manager

Date

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

Kelly Stueckey

2/26/2026

Interim Lottery Operations Division Director

Date

Brandy M. Myer

2/27/2026

Chief Financial Officer

Date

Gregory

3/2/2026

Executive Director*

Date

*Executive Director Order No. 01-26 delegates authority to the Lottery & Charitable Bingo Deputy Executive Director.



Da Vinci Report
Week End Date: 2/21/26
2/23/26

Product Line	Game	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
													2/21/26	2/14/26	2/7/26	1/31/26
Mature	2430	\$5	20,201,100	BONUS BREAK THE BANK	7/7/25		33	40.23%	5,088	4,518	149,871	22	\$641,695.00	\$660,610.00	\$732,120.00	\$598,115.00
	2663	\$5	9,910,275	COWBOYS	8/18/25		27	41.99%	2,159	1,444	69,833	1,084	\$222,250.00	\$302,815.00	\$320,180.00	\$274,175.00
	2683	\$5	11,380,950	EMERALD 7S	9/2/25		25	59.98%	4,385	4,147	50,425	89	\$618,890.00	\$719,915.00	\$807,540.00	\$656,670.00
	2684	\$5	5,463,750	HOUSTON TEXANS	8/18/25		27	62.06%	1,389	1,072	23,129	587	\$155,685.00	\$173,815.00	\$213,130.00	\$196,710.00
	2690	\$5	7,217,700	JURASSIC PARK	10/6/25		20	65.29%	3,082	2,943	23,909	997	\$410,305.00	\$552,460.00	\$681,235.00	\$558,520.00
	2670	\$5	7,320,675	MONEY MONEY MONEY	9/15/25		23	62.20%	3,410	3,083	28,314	545	\$412,445.00	\$489,820.00	\$573,100.00	\$489,985.00
	2581	\$5	30,271,200	SUPER CROSSWORD	12/16/24		62	66.89%	13,992	7,965	108,283	33	\$1,700,550.00	\$1,759,795.00	\$1,803,410.00	\$1,576,145.00
	2648	\$5	59,199,675	SUPER LOTERIA	4/21/25		44	60.53%	33,553	14,315	256,050	46	\$4,805,085.00	\$4,844,015.00	\$5,139,160.00	\$4,547,505.00
	2693	\$5	4,995,975	WILD CASH	10/20/25		18	88.41%	2,868	2,778	422	178	\$470,405.00	\$628,010.00	\$811,640.00	\$682,460.00
	2668	\$10	22,393,250	\$250,000 50X CASHWORD	9/15/25		23	28.10%	25,004	9,567	282,406	51	\$3,215,280.00	\$3,167,750.00	\$3,294,910.00	\$2,971,550.00
	2637	\$10	10,070,300	\$50, \$100 OR \$500!	7/7/25		33	55.94%	8,370	3,154	74,710	196	\$1,043,290.00	\$1,073,720.00	\$1,151,040.00	\$1,004,990.00
	2691	\$10	8,071,350	100X SONIC BLAST	10/6/25		20	49.68%	14,706	6,957	55,841	17	\$1,216,190.00	\$1,268,770.00	\$1,358,210.00	\$1,248,400.00
	2600	\$10	7,994,750	CASINO NIGHT	8/18/25		27	58.44%	6,404	4,495	52,681	530	\$797,140.00	\$884,130.00	\$947,750.00	\$825,400.00
	2676	\$10	25,087,000	LIMITED EDITION MEGA LOTERIA	6/23/25		35	49.47%	29,139	8,599	210,159	81	\$3,598,860.00	\$3,522,370.00	\$3,672,350.00	\$3,257,480.00
	2689	\$10	34,459,550	MEGA LOTERIA	8/4/25		29	37.51%	37,192	10,824	376,151	42	\$4,958,290.00	\$4,888,980.00	\$5,107,010.00	\$4,571,160.00
	2699	\$10	6,039,950	REINDEER RICHES	11/3/25		16	67.17%	7,247	3,885	16,548	1,824	\$874,310.00	\$1,103,650.00	\$1,671,520.00	\$1,306,430.00
	2684	\$10	8,197,800	RUBY 7S	9/2/25		25	57.50%	7,898	5,420	53,879	54	\$968,290.00	\$1,062,260.00	\$1,176,600.00	\$1,020,060.00
	2609	\$20	8,139,175	\$100, \$200, \$500 OR \$1,000!	11/18/24		66	64.34%	5,932	2,349	105,822	51	\$739,980.00	\$754,940.00	\$767,400.00	\$699,660.00
	2658	\$20	15,267,250	\$1,000,000 CROSSWORD	6/16/25		36	55.44%	37,954	9,841	217,566	47	\$5,156,640.00	\$5,203,480.00	\$5,195,320.00	\$4,541,880.00
	2685	\$20	9,157,950	DIAMOND 7S	9/2/25		25	36.90%	12,876	6,314	208,379	63	\$1,604,720.00	\$1,775,960.00	\$1,857,080.00	\$1,612,680.00
	2655	\$20	8,197,525	EXTREME MULTIPLIER	8/4/25		29	53.02%	14,905	6,286	129,336	42	\$1,966,920.00	\$2,094,400.00	\$2,178,220.00	\$1,918,140.00
	2671	\$20	6,086,825	INSTANT MILLIONS	10/20/25		18	48.16%	19,742	8,136	94,148	39	\$2,168,560.00	\$2,389,720.00	\$2,489,380.00	\$2,190,300.00
	2653	\$20	24,210,225	MILLION DOLLAR LOTERIA	7/21/25		31	42.94%	52,536	12,089	477,338	77	\$8,282,040.00	\$8,395,080.00	\$8,221,520.00	\$7,026,900.00
	2633	\$30	7,210,250	\$3 MILLION CASH	4/7/25		46	50.51%	9,716	5,531	125,061	20	\$1,718,100.00	\$1,646,970.00	\$1,769,430.00	\$1,550,610.00
	2661	\$30	6,107,225	PREMIER PLAY	8/4/25		29	37.34%	11,657	6,517	132,026	42	\$1,844,190.00	\$1,858,800.00	\$1,894,290.00	\$1,776,420.00
	2624	\$50	6,039,620	\$5 MILLION ROYALE	4/21/25		44	50.71%	9,762	3,482	133,235	35	\$1,862,200.00	\$1,847,500.00	\$1,968,750.00	\$1,736,600.00
	2589	\$50	6,082,060	500X	9/16/24		75	80.08%	5,680	2,269	50,777	105	\$1,298,700.00	\$1,341,350.00	\$1,377,850.00	\$1,230,000.00
	2659	\$50	8,031,760	500X LOTERIA SPECTACULAR	9/15/25		23	29.04%	23,851	7,413	249,180	36	\$5,320,800.00	\$4,863,650.00	\$4,858,700.00	\$4,364,750.00
	2677	\$50	4,651,020	GOLDEN RICHES	11/17/25		14	27.70%	18,688	5,346	141,105	46	\$3,204,500.00	\$3,410,650.00	\$3,524,150.00	\$3,440,950.00
	2590	\$50	6,119,700	X	1/21/25		57	55.29%	6,557	2,438	125,726	24	\$1,257,750.00	\$1,259,000.00	\$1,317,250.00	\$1,295,850.00
	2400	\$100	10,379,010	\$20 MILLION SUPREME	5/16/22		197	82.08%	3,723	1,228	116,398	90	\$878,400.00	\$796,700.00	\$883,300.00	\$811,900.00
	2665	\$100	5,645,205	\$5,000,000 FORTUNE	2/3/25		55	40.01%	13,790	4,332	204,305	116	\$2,662,900.00	\$2,576,600.00	\$2,841,800.00	\$2,760,100.00
	2587	\$100	6,027,705	LOTERIA SUPREME	8/18/25		27	23.26%	23,958	6,912	272,202	101	\$5,027,600.00	\$5,006,900.00	\$5,129,400.00	\$4,990,100.00

Liability for 2663 / 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	760,815	\$3,804,075.00	472419	\$2,362,095.00	3,796,361.603	3.831%	02/22/2026
2	2	\$10.00	146,466	\$1,464,660.00	95650	\$956,500.00	3,915,139.04	3.951%	02/22/2026
3	3	\$10.00	161,153	\$1,611,530.00	103067	\$1,030,670.00	3,865,802.412	3.901%	02/22/2026
4	4	\$15.00	120,144	\$1,802,160.00	78071	\$1,171,065.00	3,903,362.912	3.939%	02/22/2026
5	5	\$15.00	118,931	\$1,783,965.00	79265	\$1,188,975.00	3,963,439.968	3.999%	02/22/2026
6	6	\$20.00	118,687	\$2,373,740.00	79557	\$1,591,140.00	3,977,077.481	4.013%	02/22/2026
7	7	\$20.00	119,719	\$2,394,380.00	78554	\$1,571,080.00	3,926,362.855	3.962%	02/22/2026
8	0	\$50.00	16,305	\$815,250.00	11205	\$560,250.00	4,036,518.77	4.073%	02/22/2026
9	0	\$50.00	13,078	\$653,900.00	8977	\$448,850.00	4,033,758.271	4.070%	02/22/2026
10	0	\$50.00	11,578	\$578,900.00	7690	\$384,500.00	3,955,263.377	3.991%	02/22/2026
11	0	\$100.00	3,367	\$336,700.00	2150	\$215,000.00	3,862,079.255	3.897%	02/22/2026
12	0	\$100.00	166	\$16,600.00	115	\$11,500.00	4,055,806.501	4.093%	02/09/2026
13	0	\$100.00	166	\$16,600.00	109	\$10,900.00	3,928,072.637	3.964%	02/11/2026
14	0	\$100.00	171	\$17,100.00	105	\$10,500.00	3,770,213.312	3.804%	02/11/2026
15	0	\$100.00	163	\$16,300.00	109	\$10,900.00	3,971,396.964	4.007%	02/20/2026
16	0	\$500.00	33	\$16,500.00	22	\$11,000.00	3,964,110.029	4.000%	01/23/2026
		Totals	1,591,081	\$17,997,860.00	1017167	\$11,811,925.00			

17	0	\$500.00	32	\$16,000.00	25	\$12,500.00	4,346,611.833	4,386%	02/17/2026
18	0	\$500.00	35	\$17,500.00	23	\$11,500.00	3,929,936.612	3,966%	02/17/2026
19	0	\$500.00	34	\$17,000.00	22	\$11,000.00	3,893,322.331	3,929%	02/14/2026
20	0	\$500.00	30	\$15,000.00	24	\$12,000.00	4,404,566.64	4,444%	02/15/2026
21	0	\$5,000.00	3	\$15,000.00	2	\$10,000.00	3,964,109.743	4,000%	09/08/2025
22	0	\$5,000.00	3	\$15,000.00	4	\$20,000.00	5,663,014.4	5,714%	12/23/2025
23	0	\$100,000.00	2	\$200,000.00	2	\$200,000.00	4,955,137.425	5,000%	02/03/2026
Totals			1,591,081	\$17,997,860.00	1017167	\$11,811,925.00			

NO. OF TICKETS: 9,910,275
 NO. POOLS: 27.53
 PACK SIZE: 75
 PACKS/POOL: 4,800
 PACKS/GAME: 132,137

Minimum: 9,525,600
 Maximum: 9,914,400

TEXAS LOTTERY COMMISSION
 "COWBOYS" - GAME NO. 2663.
 END OF PRODUCTION PRIZE STRUCTURE
 14-Jul-25

9,910,275 \$5 TICKETS \$49,551,375 REVENUE INSTANT FUND PRIZE FUND \$29,809,785 \$33,687,886 INSTANT PAYOUT % 60.16% TOTAL PAYOUT% 67.99%

PRIZE TIER	PRIZE CODE	TIER CODE	GET:	# OF WAYS		ODDS OF 1 IN:	WINNERS IN 27.53 POOLS	WINNERS IN 75 (PER PACK*)	WINNERS IN 360,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
				TO WIN:	WIN:							
1	1	L	\$5	1	\$5	8.04	1,233,234	9.33	44,800	\$6,166,170	18.30%	
2	2	L	\$5 x 2	2	\$10	40.93	242,116	1.83	8,800	\$2,421,160	7.19%	
3	3	L	\$10	1	\$10	37.51	264,220	2.00	9,600	\$2,642,200	7.84%	
4	4	L	\$15	1	\$15	50.00	198,215	1.50	7,200	\$2,973,225	8.83%	
5	5	L	\$5 x 3	3	\$15	50.00	198,196	1.50	7,200	\$2,972,940	8.82%	
6	6	L	\$10 x 2	2	\$20	49.99	198,244	1.50	7,200	\$3,964,880	11.77%	LOW-TIER
7	7	L	\$20	1	\$20	49.98	198,273	1.50	7,200	\$3,965,460	11.77%	74.53%
8	0	M	\$5 + \$10 + \$15 + \$20	4	\$50	360.24	27,510	0.21	1,000	\$1,375,500	4.08%	
9	0	M	\$10 x 3 + \$20	4	\$50	449.34	22,055	0.17	800	\$1,102,750	3.27%	
10	0	M	\$50	1	\$50	514.34	19,268	0.15	700	\$963,400	2.86%	
11	0	M	\$5 x 20 (TD)	1	\$100	1,796.32	5,517	0.04	200	\$551,700	1.64%	
12	0	M	\$5 + \$10 + \$15 + \$20 + \$50	5	\$100	35,267.88	281	0.00	10	\$28,100	0.08%	
13	0	M	\$10 x 8 + \$20	9	\$100	36,037.36	275	0.00	10	\$27,500	0.08%	
14	0	M	\$20 x 5	5	\$100	35,906.79	276	0.00	10	\$27,600	0.08%	
15	0	M	\$100	1	\$100	36,434.83	272	0.00	10	\$27,200	0.08%	
16	0	M	\$100 x 5	5	\$500	180,186.82	55	0.00	2	\$27,500	0.08%	
17	0	M	\$50 x 10	10	\$500	173,864.47	57	0.00	2	\$28,500	0.08%	
18	0	M	\$100 x 2 + \$50 x 3 + \$15 x 10	15	\$500	170,866.81	58	0.00	2	\$29,000	0.09%	
19	0	M	\$500	1	\$500	176,969.20	56	0.00	2	\$28,000	0.08%	MID-TIER
20	0	M	\$5 x 6 + \$10 x 4 + \$20 x 4 + \$50 x 5 + \$100	20	\$500	183,523.61	54	0.00	2	\$27,000	0.08%	12.60%
21	0	H	\$50 x 4 + \$100 x 8 + \$500 x 8	20	\$5,000	1,982,055.00	5	0.00	0.1816297	\$25,000	0.07%	
22	0	H	\$5,000	1	\$5,000	1,415,753.57	7	0.00	0.2542815	\$35,000	0.10%	HIGH-TIER
23	0	H	\$100,000	1	\$100,000	2,477,568.75	4 ***	0.00	0.1453037	\$400,000	1.19%	1.37%
				TOTAL		3.80	2,608,248	19.74	94,750.581	\$ 29,809,785	88.49%	88.49%
				Odds Variance		3.7996						
						0.0005		Odds Min				
						3.7991		Odds Max				
						3.8001						

DRAWINGS			
	\$500 PRO SHOP GIFT CARDS	\$500.00	2,000
	VIP TRAINING CAMP EXPERIENCES	\$7,500.00	5
	WILD WEEKEND PACKAGES	\$50,000.00	5
	EXCLUSIVE DRAFT DAY WAR ROOM EXPERIENCES	\$50,000.00	20
	SEASON TICKETS	\$10,000.00	90
	Wild Weekend Federal Withholdings	\$15,787.90	5
	Draft Day Federal Withholdings	\$15,787.90	20
	Training Camp Federal Withholdings	\$2,366.84	5
	Season Tickets Federal Withholdings	\$3,156.32	90
	Subtotal: Drawings		2,240

TD = Win all 20 prizes by revealing one (1) TOUCHDOWN "TD" (WINALL) Play Symbol. TOTAL 2,610,488 \$ 33,687,886 100.00%

Consolidated odds are 1 in:		
\$5	8.04	1,233,234
\$10	19.57	506,336
\$15	25.00	396,411
\$20	24.99	396,517
\$50	143.98	68,833
\$100	1,496.79	6,621
\$500	35,393.84	280
\$5,000	825,856.25	12
\$100,000	2,477,568.75	4
Total		2,608,248

* 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 to the Lottery.

CALLOUT: 2,100+ NON-CASH PRIZES!*

* Callout is not controlled by PBL.



INTEROFFICE MEMO

Sergio Rey, Acting Deputy Executive Director LaDonna Castañuela, Charitable Bingo Operations Director

Payment Approval

July 24, 2025

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

Vendor Name	Pollard Banknote Limited
P.O. Number (if applicable)	362-25-9010 RL017
Tx Game #/Name	Game #2663 Cowboys
Draw #	
Invoice Number	8547066
Invoice Amount	\$1,166,366.83

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

Dale Bowersock (Scratch Ticket Strategy Coordinator)

7/24/2025

Date

JB

7/24/2025

Will Russ (Products Manager)

7/29/2025

Date



Raymond C. Page for Kelly Stuckey

Kelly Stuckey (Acting Lottery Operations Division Director)

7/29/2025

Date

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

August 3, 2025



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

INVOICE NO.: 8547066

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: August 22, 2025

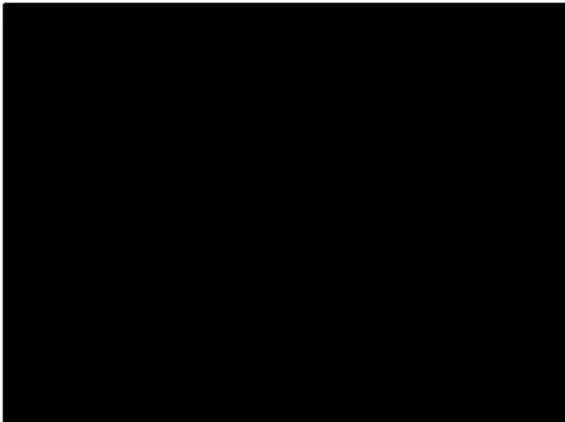
Invoice Date	Order No.	Your Order	Customer No.
July 23, 2025	1237190		5008

Order name: COWBOYS #2663
PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 4 x 8	9,910,275	48.89 /M	484,513.34
Spectrum process applied to Scratch FX®	9,910,275	56.00 /M	554,975.40
Four colour process / Spectrum base graphics	9,910,275	8.00 /M	79,282.20
Flood UV varnish on ticket front	9,910,275	1.92 /M	19,027.73
Spectrum process applied to Scratch FX®	1	5,940.00 Ea	5,940.00
Inserts	1	22,628.16 Ea	22,628.16

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

Before Taxes:	1,166,366.83 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	1,166,366.83 USD



Scratch Ticket Game Closing Analysis

02/26/23 Thru 02/22/25

Average Number of Weeks for 85% Average Sell Through (2 Years)

Print Quantities	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 19	Week 24	Week 13*	Week 25	Week 22	None	None	Week 58*	None
10M-14.99M	Week 24*	None	None	Week 48*	None	Week 37*	None	None	None
15M-19.99M	Week 42	None	None	Week 64*	None	None	None	None	None
20M-24.99M	None	Week 50*	None	None	Week 72*	None	None	None	None
25M-29.99M	None	None	None	None	None	Week 63*	None	None	None
30M-34.99M	None	None	None	Week 54	None	None	None	None	None
>=35M	None	None	None	None	None	None	None	None	None

Average Weekly Dollar Sales at 85% Average Sell Through (2 Years)

Print Quantities	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	\$434,607	\$484,912	\$1,163,923	\$1,295,271	\$2,729,088	None	None	\$3,038,356	None
10M-14.99M	\$465,971	None	None	\$1,077,365	None	\$4,652,039	None	None	None
15M-19.99M	\$357,603	None	None	\$1,120,927	None	None	None	None	None
20M-24.99M	None	\$831,376	None	None	\$2,865,487	None	None	None	None
25M-29.99M	None	None	None	None	None	\$6,794,150	None	None	None
30M-34.99M	None	None	None	\$3,182,680	None	None	None	None	None
>=35M	None	None	None	None	None	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

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.

From: [Gough, Riley](#)
To: [Bowersock, Dale](#)
Cc: [Russ, Will](#)
Subject: RE: March Pre-Call Recommendations
Date: Tuesday, February 24, 2026 11:16:27 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)
[image009.png](#)

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Hi Dale,

We'd like to hold on the \$20 game #2609. For the \$100 game 2400, pending further discussion.

Otherwise the list looks good

Thanks Riley

From: Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>
Sent: Monday, February 23, 2026 10:29 AM
To: Gough, Riley <Riley.Gough@brightstarlottery.com>
Cc: Russ, Will <Will.Russ@lottery.state.tx.us>
Subject: March Pre-Call Recommendations
Importance: High

CAUTION: This email originated outside of Brightstar. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Riley,

Below are the games I would recommend pre-calling in March.

Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales		
													2/21/26	2/14/26	2/7/26

Slow Moving – Under 85%

2663	\$5	9,910,275	COWBOYS	8/18/25			27	41.99%	2,159	1,444	69,833	1,084	\$222,250.00	\$302,815.00	\$320,180.00
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2664	\$5	5,463,750	HOUSTON TEXANS	8/18/25		27	62.06%	1,389	1,072	23,129	587	\$155,685.00	\$173,815.00	\$213,130.00
2609	\$20	8,139,175	\$100, \$200, \$500 OR \$1,000!	11/18/24		66	64.34%	5,932	2,349	105,822	51	\$739,980.00	\$754,940.00	\$767,400.00

2400	\$100	10,379,010	\$20 MILLION SUPREME	5/16/22		197	82.08%	3,723	1,228	116,398	90	\$878,400.00	\$796,700.00	\$883,300.00
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Mature – Over 85%

2693	\$5	4,995,975	WILD CASH	10/20/25		18	88.41%	2,868	2,778	422	178	\$470,405.00	\$628,010.00	\$811,640.00
2696	\$1	9,096,900	WHITE ELEPHANT	11/3/25		16	93.99%	909	478	39	720	\$50,632.00	\$116,269.00	\$872,917.00
2698	\$5	6,104,100	WINTER WINNINGS	11/3/25		16	91.11%	1,669	1,318	421	744	\$303,695.00	\$483,595.00	\$1,470,810.00

Close dates would be:

Pre-call: 3/6

Call: 4/5

CLOSE: 5/20

EOV: 11/16

Please let me know what you think.



Dale Bowersock

Scratch Ticket Strategy Coordinator / Lottery Operations Division

Texas Department of Licensing and Regulation

(512) 344-5166

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From: [Russ, Will](#)
To: [Bowersock, Dale](#)
Subject: Automatic reply: Fun Facts
Date: Thursday, February 26, 2026 7:55:08 AM

I am out of the office the morning of Thursday, 2/26. Dale Bowersock will have full Signature Authority for Products. Please email him if you have something that needs to be approved.