

**Bland, Angie**

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**From:** Stuckey, Kelly  
**Sent:** Friday, September 13, 2013 8:33 AM  
**To:** Bowersock, Dale  
**Cc:** Tirloni, Robert; Bland, Angie; Guarnero-Williams, Annika  
**Subject:** RE: NRA language

Amounts are updated below (P.S. the % did not change from 2012)

Instant tickets accounted for 73.6% or \$3.22 billion of the \$4.38 billion in total lottery sales for fiscal year 2013.

**From:** Bowersock, Dale  
**Sent:** Friday, September 13, 2013 8:08 AM  
**To:** Stuckey, Kelly  
**Cc:** Tirloni, Robert; Bland, Angie  
**Subject:** NRA language

Kelly,  
I need to do a rush NRA for the Scoop the Cash game we are producing from NASPL. This is a priority initiative from Gary. We are hoping to be the first in market with this game.

Can you provide me the updated numbers for this statement?:

**Describe the Business Need**

Instant tickets accounted for 73.6% or \$3.09 billion of the \$4.19 billion in total lottery sales for fiscal year 2012.

Thanks,

Dale Bowersock  
Instant Product Coordinator  
Texas Lottery Commission  
(512) 344-5165

003 Exhibit A – Needs and Risk Assessment Template



**Needs and Risk Assessment**

Goods/Service to be Purchased	Estimated Cost	Estimated Contract Period (mm-dd-yyyy)			
		Start	From Game Start	End	End of Game
Instant Ticket Licensed Game License Fees	\$102,816.00 (paid from instant ticket print budget)				
Administering Division	Contact	Phone #			
Operations Division	Angie Bland	344-5167			

**Type of Contract Work (check all that apply)**

- Professional Service greater than \$14,000
- Consulting Services greater than \$14,000
- Construction Services greater than \$14,000
- Major Information Systems greater than \$100,000
- Promotional Items
- Contract Resulting from RFP Procurement Process
- Contract or Agreement signed by two or more parties, regardless of dollar amount
- Contracts for \$50,000 or more for Goods or Services not listed above.
- Major Vendor Contract (specify)

**Describe the Business Need**

Instant tickets accounted for 73.6% or \$3.22 billion of the \$4.38 billion in total lottery sales for fiscal year 2013.

Licensed property scratch-off games help serve a niche by capitalizing on well known, branded concepts. In the past the agency has launched games such as Dallas Cowboys, World Series of Poker, Monopoly, Price Is Right, World Poker Tour, Deal or No Deal, etc.

These games provide an opportunity for members of the public who might not typically purchase a lottery ticket to do so, because of their familiarity with the branded property.

The Texas Lottery has evaluated the potential for a licensed property scratch-off game featuring the Scoop the Cash brand. The agency believes that the strength of the Scoop the Cash brand will create a successful game that will contribute positively to lottery sales and revenue generation for the Foundation School Fund.

**Identify Possible Risks**

The agency risks failing the Mission of the Lottery which is generating revenue for the State of Texas through the responsible management and sale of entertaining lottery products (instant tickets). Decreased sales would result in decreased contributions to the Foundation School Fund. These issues could also negatively affect the public's perception of the Lottery.

**Existing Contract Information (if applicable)**

*Needs and Risk Assessment Review must be on file with Office of the Controller prior to this request.*

Contract or PO#	Contract Amt:	Existing Contract Period (mm-dd-yyyy)			
Vendor Name	Start	End			
Requesting	Extension <input type="checkbox"/>	Renewal <input type="checkbox"/>	Amendment <input type="checkbox"/>		

Contract with the North American Association of State and Provincial Lotteries (NASPL) to produce a Scoop the Cash scratch-off game. The agency would pay a maximum license fee in the amount of \$102,816.00 (\$1 game x 10,080,000 million print qty. x 2% print quantity overage allowance x 1% licensing fee). The fee is paid based upon actual sales from the Instant Ticket print budget.

**003 Exhibit A – Needs and Risk Assessment Template**

<b>Exemptions from requirement to perform a cost-benefit analysis:</b>	
Does the existing CBA cover the same time period and have no material changes? .....	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Are the cumulative payments for the contract expected to be less than \$14,000? .....	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the contract an interagency contract? .....	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the contract a sole source? .....	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Justification identifying contract as sole source	NASPL, is the only entity that can provide a trademark license agreement between the Scoop the Cash band and the Texas Lottery Commission.
Is the contract mandated by statute? .....	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Cite applicable statute	
If "Yes" is answered to one or more of the cost-benefit analysis exemptions, no cost-benefit analysis is required. Otherwise, the cost-benefit analysis is to be completed.	

Texas Lottery Commission  
 NRA for Instant Ticket Licensing Fees  
 Review Sheet

	Name	Date
<b>Prepared by:</b>	Dale Bowersock <i>Dale Bowersock</i>	<i>9/13/13</i>
<b>Reviewed by:</b>	Robert Tironi <i>[Signature]</i>	<i>9/13/13</i>
<b>Reviewed by:</b>	Angie Bland <i>Angie S Bland</i>	<i>9-17-13</i>
<b>Approved by:</b>	<i>[Signature]</i>	<i>9/17/13</i>

**Comments**

New Trademark License Agreements with the North American Association of State and Provincial Lotteries (NASPL) for the Scoop the Cash brand.

**Review Notes**

	Please have an Ereq created for \$102,816 and include a copy of it with these documents. asb

**TEXAS LOTTERY COMMISSION**

**ELECTRONIC REQUISITION**

**Requisition No.: RQ14-0066**

**Date submitted: 9/13/2013**

<b>Title:</b>	NRA to produce a Scoop the Cash scratch-off game	<b>Status:</b>	Submitted Request
<b>Vendor ID Number:</b>	15818465807000	<b>Requested by:</b>	scal455
<b>Vendor Name:</b>	NORTH AMERICAN ASSOCIATION OF STATE & PROVINCIAL	<b>Date required by:</b>	
<b>Billing Address:</b>	P.O. Box 16630 Austin, TX 78761-6630	<b>Requested for:</b>	Lottery Operations - Lottery Products
		<b>Shipping Address:</b>	P.O. Box 16630 Austin, TX 78761-6630 USA

ITEM CODE	DESCRIPTION	UNIT	QTY	UNIT PRICE	EXTENSION
	NRA to produce a Scoop the Cash scratch-off game. The agency would ...	ea	1.000000	\$102,816.00	\$102,816.00

**Requisition Total: \$102,816.00**

09/13/13 9:41 AM