

7 Ways Sweepstakes Administration Reduces the Legal Risks of Sweepstakes Promotions

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[Sweepstakes administration](#) helps brands stay on the right side of the law, which is critical to the success of your sweepstakes. While corporate legal teams are capable of handling risk management, when it comes to sweepstakes, the increasingly regulatory environment means that a single sweepstakes can open your company up to a myriad of [legal compliance](#) concerns and the potential for [legal liability](#).

To reduce the [legal risks](#) of running a sweepstakes, we recommend that you work with a sweepstakes company. A professional sweepstakes administrator can help you to identify, prevent, and mitigate the risks that come along with running sweepstakes and contests.

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