What Are the Rules for Promotional Advertising for a Sweepstakes or Contest?aa

Here is a list of our current affiliate partners and how we earn money

Promotional advertising laws apply to sweepstakes, contests, and other types of prizepromotions. It's essential for a legally-compliant giveaway to have a full review by anattorney who is familiar with all aspects of federal and state advertising laws. A sweepstakesadministrator from a sweepstakes company can guide you on the best practices forpromotional advertisingcompliance.



How Do Promotional Advertising Rules Apply to Contests and Giveaways?

To help you understand how advertising laws apply to your sweepstakes or contest, thisarticle explains the general requirements for contests, including a set of official rules. Thematerial terms and conditions that govern your promotion, including abbreviated rules,disclosures, and drafting items to review that apply to promotions managed by professionaladministrators at sweepstakes and contest companies.

Let's get started!

IN THIS ARTICLE: