

Legal Documents You Need To Run A Sweepstakes

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Sweepstakes and contests require certain legal documents for compliance.

Unfortunately, some marketers who run sweepstakes for the first time don't realize that unless a sweepstakes or contest is properly structured, they may face legal problems.

The [official rules](#) must comply with all jurisdictions in which the sweepstakes or contest is open to residents.

Don't wait to find out that your sweepstakes or contest is not in compliance after receiving a notice from a regulator. Otherwise your promotion could be opening the company up to serious liability.

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Keep this checklist handy as you create your sweepstakes. Tap the button below to download this article as a PDF. Please allow some time for the file to generate.

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