

Drafting Sweepstakes Official Rules? 4 Points to Consider Ahead of Time

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[Sweepstakes official rules](#) are the most important legal consideration in running a sweepstakes. While sweepstakes are a great way to engage your potential and existing customers and build loyalty and trust in your brand, there are still [legal risks](#).

Ensuring that your brand is properly protected while also making sure that your promotion runs smoothly has the added benefit of building trust with your sweepstakes participants.

People are more likely to want to enter and share your brand and sweepstakes with their friends if:

- (1) You make your sweepstakes easily accessible and valuable to them;
- (2) They can trust that your sweepstakes will deliver the prizes as promised.

With the opportunity to win a prize, a sweepstakes promotion here are some important considerations for your sweepstakes official rules that you should think of ahead of time.

IN THIS ARTICLE:

- What to include in sweepstakes official rules?
- What are the [legal risks](#) of sweepstakes?
- Why hire a sweepstakes attorney?

Can You Require a Purchase to Enter a Sweepstakes?

Before you get started, you need to write the official rules for your sweepstakes. Sweepstakes rules require that you not only offer a free, alternative means of entry ("AMOE"), you must also ensure that your AMOE entries offer the same chance of winning as customers who made a purchase from your brand.

This is commonly referred to as the No Purchase Necessary Law, or Lottery Law, and it applies to all legal sweepstakes promotions in the United States.

Can you require a purchase to enter a sweepstakes? The short answer is no. All sweepstakes must offer a free AMOE.



