

# Sweepstakes Checklist

## RETAINING PROFESSIONALS

- Sweepstakes Organizer/Fulfiller \_\_\_\_\_
  - Contest Organizer/Fulfiller/Judge \_\_\_\_\_
  - Legal \_\_\_\_\_
  - Winner Clearance Investigations \_\_\_\_\_
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## ENTRY REQUIREMENTS

- No Purchase Necessary**
  - One Entry Per Person
  - One Entry Per Family/Household
  - Enter As Often As You Like
  - One Entry Per Envelope
  - Random Draw
  - Official Entry Form
  - Alternate Means of Entry
  - Entry Form Combined With:
    - Refund Certificate
    - Cents-off coupon
    - Premium offer
  - Winner notified by mail
  - Drawing date \_\_\_\_\_
  - Entries must be received by \_\_\_\_\_
- Instant Win**
  - Rub-off
  - Matching
  - Alternate means of obtaining game piece
  - Winning game piece must be sent by registered mail
  - Winning claims must be received by
  - Second chance drawing date \_\_\_\_\_
  - Second chance entries must be received by \_\_\_\_\_

## ELIGIBILITY REQUIREMENTS

### ○ Geography

- Residents of USA
- Residents of Continental USA
- Residents of State (s) of \_\_\_\_\_  
\_\_\_\_\_
- Military APO's/FPO's

*Note: Alcoholic Beverage and Motor Fuel Manufacturers/Distributors have additional legal restrictions to consider and may have to avoid certain states.*

### ○ Affiliation with Sponsor Prohibited

- Employees
- Affiliates
- Retailers
- Licensees
- Advertising Agencies
- Their Families
- Subsidiaries
- Wholesalers
- Printers
- Promotion Agencies

### ○ Age

- No restriction
- Under age, \_\_\_\_\_ prize must be claimed by parent or guardian
- Must have reached age \_\_\_\_\_ to enter
- Must have reached legal age to drink in entrant's state of residence (*Alcoholic Beverage Sponsored*)
- Must have reached legal age of \_\_\_\_\_ to win particular prize
- Guest accompanying winner of prize trip for two must have reached the age of \_\_\_\_\_

*Note: Is prize appropriate for minor? Is trip prize appropriate for winner to be accompanied by minor?*

## PRIZES

- Odds of Winning
- All Prizes Will Awarded
- All Prizes Will Not be Awarded
- Retail Value of Each Prize \$ \_\_\_\_\_, \$ \_\_\_\_\_, \$ \_\_\_\_\_, \$ \_\_\_\_\_, \$ \_\_\_\_\_, \$ \_\_\_\_\_
- Combined Retail Value of All Prizes \$ \_\_\_\_\_
- Artwork Accurately Depicts Real Prize.
- No      ○ Yes Substitutions
- No      ○ Yes Transferable or Transferable Prior To Awarding
- No      ○ Yes Cash Equivalents
- One Prize per
  - Person      ○ Family      ○ Household
- Trip Prizes
  - \_\_\_\_\_ Days and \_\_\_\_\_ Nights
  - Must be taken by \_\_\_\_\_
  - Dates subject to availability
  - Class of travel \_\_\_\_\_

- Includes meals \_\_\_\_ Yes \_\_\_\_ No
- Includes all expenses
- \$\_\_\_\_\_ towards expenses
- Does not include expenses
- Hotel Accommodations

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**Winner responsible for Passport, Visa, Entry/Exit Fees**

*Note: “All expense paid” is difficult to define and administer and can lead to misunderstandings. Use caution with descriptive words, i.e., “deluxe trip for two” should in face be deluxe as defined by travel industry standards.*

**MISCELLANEOUS PROVISIONS**

- Void where prohibited, taxed or restricted
- Not responsible for lost, late, misdirected, incomplete or illegible entries
- Void in State (s) of \_\_\_\_\_
- Taxes are responsibility of winner
- Official winners list available to requests received by \_\_\_\_\_
- Affidavit of eligibility
- Return Date \_\_\_\_\_
- Publicity Release
- Other Releases
- Mechanism to address seeding errors

**CONTESTS**

- Proof of Purchase Requirements \_\_\_\_\_
- Competitive Skill
  - Musical
  - Mathematics
  - Knowledge/Memory
  - Writing
  - Artistic
  - Baking
- Entries must be Original
- Entries become property of sponsor
- Mechanism for breaking ties

**Additional considerations such as bonding, registrations and other legal issues should be addressed in concert with your advisors.**