

# State Law Summary Guide

Use this summary to spot the state-level issues that most often change campaign structure.

## Registration states

NY and FL generally require filing above \$5,000 total ARV. RI applies only to qualifying retail / in-store campaigns above \$500 total ARV.

## Age rules

Use the age of majority in the participant's state, and raise the threshold for alcohol or category-specific prize restrictions.

## Prize restrictions

Alcohol, firearms, cannabis, and highly regulated prize categories can trigger additional state-specific limits or outright exclusions.

## Winner publicity

Review publicity-release requirements and local right-of-publicity considerations before publishing winner names or likenesses.

## 50-state screening questions

- Does the prize category create state-specific exclusions?
- Will any entry path look like consideration without a matching AMOE?
- Do winner-notification and affidavit steps work across all eligible states?
- Are tax disclosures accurate for higher-value prizes?

## Best use of this summary

Treat this PDF as a planning aid. When the campaign involves unusual prize categories, multiple jurisdictions, or borderline registration exposure, escalate to the full guide and counsel review before launch.