

FTC Compliance Checklist

Use this checklist to make sure promotion disclosures are complete, visible, and internally consistent.

Disclosure checklist

- Prize description and ARV are stated clearly.
- Odds language is visible and matches the mechanic.
- No purchase necessary language appears anywhere a purchase-linked entry is mentioned.
- Material terms are not hidden behind vague calls to action.
- Influencer or partner posts use clear sponsorship disclosures.

Operational checklist

- Landing page copy matches official rules.
- Winner selection method is documented and auditable.
- Customer support has the final rule link and campaign summary.
- Claims about timing, availability, or odds are not overstated in social or ad creative.

FTC focus area: The agency does not only review the rules page. It also looks at ad creative, creator/influencer posts, landing pages, and any copy that could mislead entrants about what they are getting or how winners are selected.

Final approval questions

1. Would a reasonable consumer understand the core terms after seeing the ad or landing page once?
2. Are all material conditions disclosed before entry, not after?
3. Does every traffic source point to the same current rules URL?