

# Sweepstakes Official Rules Template

Use this template as a starting point for counsel-reviewed promotion rules. Replace bracketed text with campaign-specific details before launch.

**Important:** This is an operational template, not legal advice. Promotions with unusual prize structures, international eligibility, alcohol, regulated products, or hybrid contest/sweepstakes mechanics should be reviewed by counsel.

## Core template structure

1. **Sponsor:** [Legal company name], [address], [contact email].
2. **Promotion name:** [Campaign title].
3. **Eligibility:** [Age], [geography], and employee/family exclusions.
4. **Promotion period:** Start/end dates, times, and time zone.
5. **How to enter:** Primary entry path plus free AMOE.
6. **Entry limits:** Per person, per day, per receipt, or per email.
7. **Prize details:** Prize description, quantity, and ARV.
8. **Winner selection:** Random drawing method and date.
9. **Winner notification:** Contact method, response window, alternate winner process.
10. **Taxes and conditions:** Winner tax responsibility, release language, publicity rights where lawful.
11. **General legal terms:** Void where prohibited, governing law, privacy notice, and dispute language.

## Sample clause language

### No purchase necessary

No purchase or payment of any kind is necessary to enter or win. A purchase will not improve your chances of winning.

### Odds disclosure

Odds of winning depend on the number of eligible entries received during the Promotion Period.

### Alternative method of entry

### Winner verification

To enter without purchase, visit [URL] and complete the free entry form, or use the mail-in entry method described below.

Potential winners may be required to execute an affidavit of eligibility, liability release, and publicity release where lawful.

## **Pre-launch review checklist**

- Confirm prize ARV and tax treatment.
- Check NY/FL/RI registration thresholds and filing timing.
- Verify AMOE gives equal odds per entry.
- Make platform-specific disclosure language visible on promo posts and landing pages.
- Ensure privacy policy and consent language match actual data use.