

# 50-State Compliance Guide

A launch-focused framework for national promotions that need one repeatable compliance pass before go-live.

## Pre-launch compliance sequence

1. **Classify the mechanic:** Sweepstake, contest, instant win, quiz incentive, or purchase-linked offer.
2. **Check consideration risk:** Confirm that any purchase-linked or effort-heavy entry path has a compliant free alternative where required.
3. **Screen state eligibility:** Review registration states, prize-restricted states, and any category-specific exclusions.
4. **Finalize disclosures:** Rules link, sponsor identity, odds language, prize ARV, platform disclosures, and privacy consent.
5. **Document operations:** Draw method, fraud controls, winner notification, affidavit workflow, and record retention.

**What this guide is for:** Aligning marketing, legal, and ops on the same checklist before launch. It is most useful when campaigns move quickly and multiple teams touch the promotion.

## Cross-functional owners

Area	Owner	Primary responsibility
Campaign structure	Marketing	Prize, timeline, entry mechanics, messaging
Rules and filings	Legal / compliance	Rules review, registration, eligibility decisions
Platform execution	Ops / growth	Landing pages, integrations, QA, fraud controls
Winner handling	Ops / fulfillment	Notification, affidavits, tax collection, prize delivery