

Ins and Outs of Sweepstakes Law

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The article provides an overview of the general laws that govern the structures of sweepstakes and contests, with special attention to the direct mailing promotions. Though most companies that run promotions are familiar with the basic legal requirements for sweepstakes, many are not aware that once they decide to advertise a sweepstakes through the mail, there are additional considerations that need to be taken into account. In addition to general laws that govern the structures of sweepstakes and contests, the federal government and many states have passed laws that specifically apply to direct mail promotions.