

# Running A Sweepstakes or Contest in the US

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Partner [Gonzalo Mon](#) authored the *Practical Law Company Commercial* article, "Running A Sweepstakes or Contest in the US." The article discusses issues to take into account when conducting sweepstakes and contests in the United States. Gonzalo covers topics including the laws and requirements governing promotions; considerations for structuring a sweepstakes or contest; advertising sweepstakes and contests; and contracts with third parties.