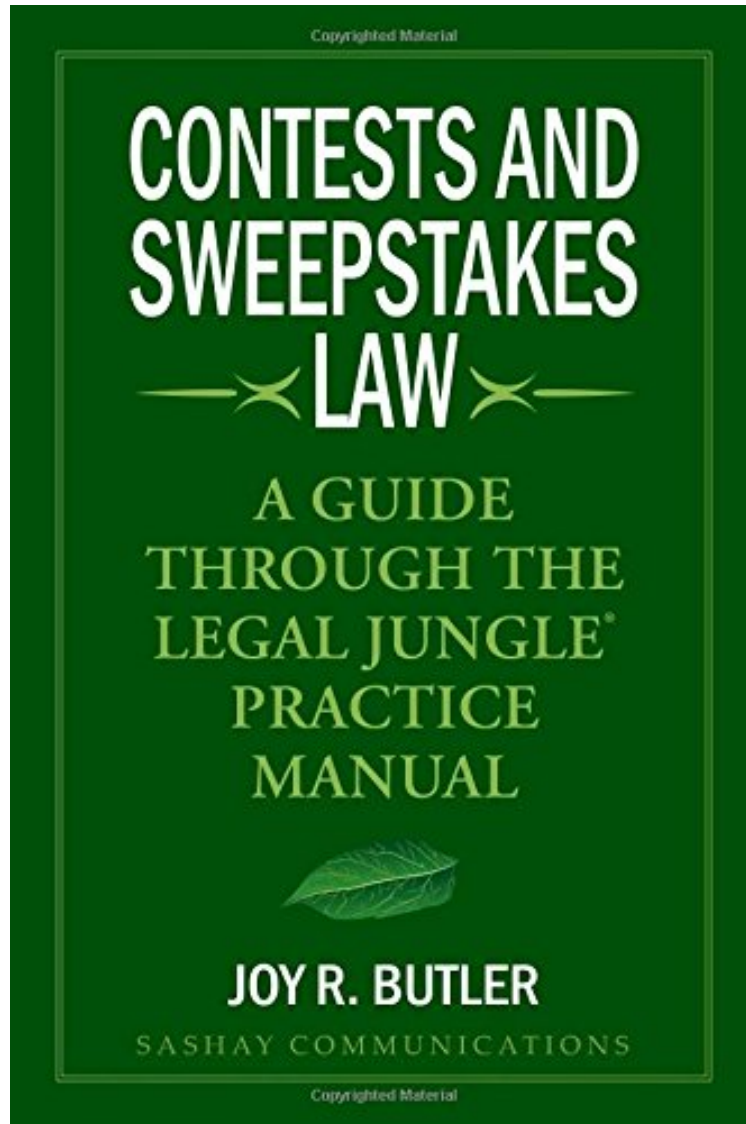


Contests and Sweepstakes Law: A Guide Through the Legal Jungle Practice Manual

Joy R Butler

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Whether you need in-depth information about the laws governing promotions or you seek quick, practical answers to your immediate questions about contests and sweepstakes law, this book is a valuable starting point. *Contests and Sweepstakes Law: A Guide Through the Legal Jungle Practice Manual* features the following resources: A detailed checklist that helps readers spot legal issues and then refers them to subsequent portions of this book for greater explanation An overview of the United States federal and state laws that govern contests, sweepstakes, and other prize promotions A separate summary for each state outlining the specific laws most relevant to promotions in that state including registration, bonding and disclosure requirements Best practice suggestions for promotions that incorporate social media, user generated content, public voting, children as participants, direct mail, prize awards of real estate and travel, charitable causes, and entry fees Methods for structuring and administering promotions in a manner that minimizes the risks of problems from inadvertent mistakes, winner disputes, ties, copyright issues, public relations mishaps, fraud, and other legal issues Guidance for multiple types of promotions including skill-based contests, in-package sweepstakes, fantasy sports competitions, raffles, bingo, cause marketing, and broadcast station-sponsored promotions