



Insights: Perspectives

Advertising Law Guides | Sweepstakes and Skill Contests: The Legal Basics

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While companies may run promotional giveaways all the time, the legal issues involved can trip up even the most careful legal practitioner. When handled properly, promotions can generate tremendous consumer interest, traffic, revenue, data, and brand awareness. When disaster strikes, however, expensive and embarrassing consequences can follow. It is crucial, therefore, to understand the legal issues involved and ensure compliance with all legal requirements to avoid those terrible consequences.