

US Sweepstakes & Fulfillment Company

# SWEEPSTAKES



*Administering sweepstakes is our "Core Competency."  
It requires a lot of attention to myriad details,  
and we take attention to detail seriously.*

The industry is full of "horror stories"... about all kinds of things that have gone wrong with sweepstakes-related promotions, including class action lawsuits, huge fines, security issues, over-redemption of prizes, etc.

We have over **25-YEARS** of hard-learned industry experience, and this is one business in which *experience counts!*

And, because of this broad base of experience, we can prevent problems from happening *before* they happen. We know where the "land mines" lie.

It's also part of our job, and responsibility to our clients, to stay abreast of changes in the area of promotion law and sweepstakes legislation...on both a national and state-by-state basis.

That's why we work with the best promotion law attorneys in the business, attend industry-sponsored promotion law conferences, and are actively involved in trade organizations such as the PMA (Promotion Marketing Association), and are panel members on their Promotion Law, and Sweepstakes Planning Committees.

## Okay, but why run a sweepstakes at all?

There are 5 good, primary reasons:

1. A sweepstakes can help create awareness and build excitement, and can do this front-to-back...beginning with the sponsor's sales force, through the entire trade & distribution pipeline (including getting display activity), right on through to influencing the ultimate consumer or end-user.
2. Sweepstakes can be used to build traffic to a physical retail location and/or a sponsor's website.

3. Sweepstakes are one of the most effective means of gathering consumer/user database information, which can, in turn, be used for subsequent one-on-one follow-up marketing efforts.

4. Sweepstakes have the benefit of being "fixed budget". Prizes are determined up front, and sponsors don't have to worry about going over budget...as may be the case with more open-ended-liability promotional tactics such as premiums or cash rebate offers.

5. Often sweepstakes themes and prizes are selected to help reinforce a sponsor's image and/or brand positioning.

## What can we do for you?

The following are some of the specific services we offer as part of our basic, turnkey sweepstakes administration package:

- Promotional/logistical/tactical ideas and suggestions
- Legal advice and counsel
- Writing of Official Rules
- Procuring surety bonds\*
- State registrations/filings\*
- Providing PO boxes/"mail-to" addresses
- Online hosting/Interactive services
- Contingency Insurance
- Winner selection/confirmation
- Procuring Affidavits of Eligibility & Publicity/Liability Release
- Procuring/Warehousing/Drop-shipping of prizes
- Creating/Fulfilling Winner's List requests
- Issuance of IRS 1099 forms
- Data entry, if desired



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