

US Sweepstakes & Fulfillment Company

CONTESTS



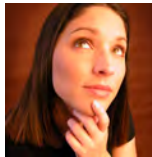
Contests are a different “animal” from sweepstakes in several ways.

In most instances, you can require a purchase as part of the contest entry process.

Unlike a sweepstakes promotion in which “No Purchase Necessary” is a standard mandate. Some caveats and restrictions apply, but for the most part, it’s legal pretty much everywhere.

Also, it’s not just dumb luck.

The winner of a sweepstakes is simply lucky... they beat the odds. The winner of a contest, however, must provide a degree of individual *skill* or uniqueness in one of the following ways:



Intellectual.

Composing a song or jingle, completing a crossword puzzle, taking a photograph, writing an essay, whipping up a delicious new recipe, etc., all require a degree of talent and/or skill.



Personal attribute.

This may include having “the most beautiful legs,” the “prettiest red hair,” even something like “best biker tattoo” all require a unique physical/personal attribute.



Sports Ability.

This could include kicking a 50 yard field goal, tossing bean bags into the open window of a moving automobile, making a half-court basketball shot, hitting the longest drive, making a hole-in-one, etc.

All contest entrant’s efforts must be judged and/or evaluated, unlike a sweepstakes, in which case winners are randomly selected from among all entries received (and the remaining entries never even opened).

All contest entries must be individually evaluated and ranked, using pre-established criteria.

Contests are often used to help reinforce a product or brand’s strengths and/or it’s positioning in the marketplace. (A perfect example is a whitening toothpaste sponsoring a “Most Beautiful Smile” Contest).

The ratio of the number of sweepstakes vs. contests implemented in the marketplace is somewhere in the neighborhood of 20 to 1.

Contests generally don’t receive as many total entries, but many sponsors prefer them because they can require a purchase, and a database of bona fide users of their products can be harvested from the entry forms.



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