

US Sweepstakes & Fulfillment Company

GAMES OF CHANCE



Games are really sweepstakes that employ some type of tangible "gimmick," or device.

The primary point of difference between a random-draw sweepstakes and a game is that it is impossible, at the beginning of a sweepstakes, to determine how many entries will be received.

In a game, however, the sponsor knows-up-front the "universe" of the game pieces being produced, how many prizes are being offered, and, therefore, exactly what the odds are...at every level of prize being offered.

It is mandatory, therefore, to state the odds of winning in conjunction with games of chance offered to the public.

The primary benefit of games is that they're:

- Relatively inexpensive
- Easy to distribute
- Engaging to the participant
- Fun!

The following is a list of standard game tactics in the promotional industry that can be used to achieve a variety of objectives:

- Scratch-off
- Peel & Win
- Match 'n Win
- Pull-Tabs
- Collect & Win
- Break-aparts
- Watch to Win
- Online
- Scrambler Devices/Decoders



625 Panorama Trail
Bldg. 2, Suite 100
Rochester, NY 14625

P.O. Box 25497
Rochester, NY 14625

585.248.1575
info@USSweeps.com



www.USSweeps.com