

True or False: Sweepstakes Winner MUST Be Present to Win

 sweeppeasweeps.com/official-rules-center/true-or-false-sweepstakes-winner-must-be-present-to-win/

December 12, 2022

Can you require sweepstakes winners to be present during the sweepstakes draw? Let's dive into it.

So, can you require the winner to be present when you draw the winners on your sweepstakes?

The answer is NO.

The winner nor the participants cannot spend time or money (consideration) to participate in the sweepstakes. Asking participants to be present may be construed by state authorities as having to “spend” time (be at the venue) or money (gas) to participate. We recommend offering your sweepstakes promotion and then shipping the prize to the winner.

But first, what are sweepstakes?

A sweepstakes is a promotion where participants enter to win a prize by completing a task, like filling out a form or purchasing a product. Businesses and organizations usually run these promotions as a marketing tactic to boost awareness and sales.

Winners are chosen at random from all eligible entries. Some sweepstakes have specific eligibility requirements, such as being a certain age or residing in a particular geographic area. In the US, some states require you to bond and register in order to run the sweepstakes.

Why You Shouldn't Require Your Sweepstakes Winners to Be Present

Requiring your winners to be present can be interpreted by state authorities as having to “spend” time (be at the venue) or money (gas) to participate.

Avoids Bias

Drawing a winner should be fair and random. Requiring participants to be present during the draw can leave room for bias. It ensures that all participants have an equal chance at winning and eliminates any perceptions of unfairness.

Do Not Limit Your Pool of Eligible Entries

It may limit your pool of eligible entries if the winner is unable or unwilling to attend the drawing. Requiring attendance may also limit the number of potential entrants since every location has a physical capacity.

Instead, we recommend you utilize a random selection method, such as using a computer generator or numbered tickets in a container.

Ensure that Your Sweepstakes is Legal

State authorities may view the requirement for the winner to be present for the drawing as a way of “spending” time (being at the venue) or money (on gas) to participate. Make sure that your official rules comply with the [sweepstakes laws](#). We recommend offering your sweepstakes promotion and then shipping the prize to the winner.

Participating & Winning Without Being Present is Possible

Participating in sweepstakes without being physically present can be as easy as entering online or through social media.

By visiting the website or the sponsor’s social media page, individuals can fill out an entry form with their personal information and submit it for a chance to win. They can also enter by [mailing a handwritten entry form](#) or texting a unique code to a designated number as in [text-to-win](#) style of sweepstakes.

How to Notify Sweepstakes Winners

After the winners are chosen at random, then the winners are contacted through the details they provided in their entry form. The sweepstakes official rules should mention when the winners need to respond to get the prizes. It’s best to give them 5-7 days. If there is no response, a new person will be chosen as the winner.

Here are the best methods for notifying sweepstakes winners:

Text for Text-to-Win Promotions

A text message to the winning number with a follow-up call.

Email

Congratulate the winner, remind them of the promotion, and lay out the next steps to claim the prize.

You can read more in our article: [How to Notify Your Sweepstakes Winners](#)

How to Award the Sweepstakes Prize?

Here are several ways for awarding your promotion's prizes:

Ship the Prizes

Send the prize directly to the winner's mailing address. Request a signed release form for privacy and legal protection.

Pick Up

Another option is to arrange for the winner to pick up the prize at a designated location, such as the sponsoring company's office or an established retail store as long as the winner does not have to spend money to pick up the prize

Online Redemption

You can offer an online redemption code or virtual gift card instead of a physical prize. Make sure you provide clear instructions for the redemption of the digital gift.

Conclusion

The winner nor the participants cannot spend time or money (consideration) to participate in the sweepstakes. Asking participants to be present may be construed by state authorities as having to "spend" time (be at the venue) or money (gas) to participate. We recommend offering your sweepstakes promotion and then shipping the prize to the winner.

Backed with over 10 years of experience, Sweeppea has helped many businesses turn their participants into customers. For more information on how Sweeppea can help you with your next sweepstakes, contact us at support@sweeppea.com or call us at 305-505-5393.