

Promotion Activators

5550 Touhy Ave
Skokie, IL 60077
P: 847-724-6700



Company
Name
Address

Estimate # 2406
Terms: Net 30

PROJECT: 2406 Promotion

	Amount
OFFICIAL RULES - TERMS & CONDITIONS DEVELOPMENT	\$TBD

- Drafting official rules (long-form)
- Drafting abbreviated rules (short-form)

Developing promotion Official Rules and Abbreviated Rules based on industry best practices, our working knowledge of U.S. and state statutes, and incorporating changes or additional language as directed by Sponsor/Client. Final Official Rules development costs may be subject to change in the event that substantive changes are made to the structure of the promotion after rules have been drafted.

PROMOTION ADMINISTRATION	\$TBD
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- Provide promotion best practice guidance on the mechanics of the promotion
- Promotion on-boarding Q&A & set-up
- Entry Administration: Managing and processing entries in accordance with promotion guidelines/schedule
- Mail-in Entry Management: USPS PO Box set-up, collecting and processing mail-in entries in accordance with promotion guidelines/schedule
- Winner Drawing(s): Random selection of winners in accordance with promotion guidelines/schedule
- Winner notification/verification(s): Prepare letter and/or documents
- Affidavits of eligibility and liability/publicity release(s): Prepare documents
- Submitting official winner lists to state governing offices when applicable
- Administering winner list; USPS PO Box, receiving requests and fulfilling responses 60 days from EOP
- Surety Bond(s) Procurement (bond cost estimated separately)
- State(s) Registrations Procurement (state registration costs estimated separately)
- Administer Year End IRS Form(s) 1099 - includes 1 year archive
- Administer IRS W9 Form(s)

Final review may result in modified estimate.