



The Social & Promotional Games Association

# Fact Sheet: Social Casino With Sweepstakes Prizes October 2024

ABOUT

Social casinos with sweepstakes prizes (also referred to as social sweeps or social sweepstakes casinos) adhere to the established model of social casinos while also offering promotional sweepstakes prizes for players.

WHAT YOU NEED TO KNOW

## ✓ The Majority Of Social Sweeps Customers Never Spend Money

Most of the millions of American adults who enjoy the games on social sweeps sites never make a purchase. Over two-thirds of customers at a typical SPGA member site are free-to-play only. The majority of consumers play to enjoy fun, engaging games with the added benefit of having the opportunity to win cash and prizes without ever needing to make a purchase.

## ✓ SPGA Members Are Committed To Operating Legally And Responsibly

SPGA operator members – along with most social sweeps operators – limit real-money play to players 18 and older, use regulation-grade technology to verify player identities, and work within qualified legal opinions regarding the state-by-state laws and regulations governing sweepstakes promotions.

## ✓ No Purchase Is Necessary To Play Or Win Prizes

Social sweeps sites employ multiple Alternative Means of Entry (AMOE) methods that allow all consumers to play the same games and win prizes without ever having to make a purchase. No purchase (no consideration) is necessary to play or to win cash or prizes at social casinos with sweepstakes promotions.

## ✓ Sweepstakes Promotions Are Well-Established In Most States

The practice of utilizing a prize-based sweepstakes as a promotional tool to incentivize consumers is a well-established one. Everyone from Fortune 500 companies like Wal-Mart and Starbucks to local small businesses utilize sweepstakes promotions to award cash and prizes on a regular basis.

## ✓ Social Casinos Are Established Businesses With Millions Of Users

U.S. consumers view social casinos as genuine entertainment products, spending over \$40 billion playing social casino games over the last decade. Rewarding those players and promoting play using the well-established sweepstakes model is no different than some of the world's biggest companies using sweepstakes to promote the sale of any other bona fide consumer good, such as coffee or hamburgers.

*About the SPGA: The Social and Promotional Games Association is a member-driven organization dedicated to supporting the social sweeps industry through outreach to and education of attorneys general, regulated gambling stakeholders, policymakers, the media, and regulators.*