

Change in Florida Game Promotion Law

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PRACTICE AREAS

Advertising, Marketing &
Promotions

Effective July 1, 2005, the requirement that the operator of a game promotion publish all rules of a game of chance in advertising copy in Florida has been modified. The change requires publication of only the "material" rules, if the advertising copy includes a website address, toll free phone number, or mailing address where the full rules may be viewed for the whole duration of the promotion. The Florida Department of Agriculture and Consumer Services will have an administrative determination to deciding what is or is not "material." The requirement applies only when the value of the prizes offered is greater than \$5,000. Until now, Florida had been the only state to require full rules in any advertising.