

## Advanced Media and Technology Law

ALERT MAY 2013

Advertising and Promotions Law

## **Vermont Now Allows Entry Fees for Skill-Based Contests**

As of April 26, 2013, sponsors of skill-based contests in Vermont can require an entry fee or other consideration for entry.

Senate Bill 3 amended Vermont's consumer protection statute by adding a new section (2481x) that provides: "Nothing in this chapter shall be construed to prohibit a person from requiring or paying any kind of entry fee, service charge, purchase, or similar consideration in order to enter, or continue to remain eligible for, a game of skill or other promotion that is not based on chance."

The bill also amended Vermont's <u>contests and</u> <u>sweepstakes statute</u> by adding the underlined sentence:

"13 V.S.A. § 2143b. CONTESTS AND SWEEPSTAKES

Notwithstanding the provisions of this chapter, a person may organize, execute, or participate in a contest or game of chance, including a sweepstakes, provided that persons who enter the contest or game of chance are not required to venture money or other valuable things. The cost of mailing an entry shall not be considered a venture of money or other valuable things. This section shall not be construed to prohibit a person from organizing, executing, or participating in a contest that is not a contest of chance."

The law took effect when the governor signed it on April 26, 2013.

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