

Saver's Sweepstakes® Compliance Bites: Marketing Rules



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Credit unions market own program

- ▶ League provides marketing resources.
 - See Saver's Sweepstakes Resource Center on League website: www.theleague.coop.
- ▶ Each participating credit union markets its own Saver's Sweepstakes program as it sees fit – but subject to certain requirements and restrictions.
 - The program's identity and branding must be consistent statewide, which benefits all credit unions.

“Saver’s Sweepstakes” name & logo

- ▶ Credit unions must use The League Saver’s Sweepstakes program name, brand & design standards
- ▶ Name or logo must be prominent in all marketing materials:
 - For statewide drawings,
 - For any “enhanced” prizes, and
 - For any members-only drawings.



3

Style Guide specifications

- ▶ Style Guide has do’s and don’ts, such as:
 - Credit unions cannot rename the program, but “Saver’s Sweepstakes, presented by ABC Credit Union” is OK.
 - If logo is used, it must be the Saver’s Sweepstakes official logo.
 - Do not alter the official logo color:
- Smaller credit union logo may appear below it:



presented by **ABC**
Credit Union

4

Use the® symbol

- ▶ The ® symbol means that The League has successfully registered Saver's Sweepstakes as a federal trademark.
 - We no longer use the ™ symbol, which meant we'd applied for registration.
- ▶ Be sure to follow Saver's Sweepstakes with the ® symbol at least the first time it appears in a document or marketing piece.
 - Does not have to be used every time the name appears.
- ▶ Symbol is built into the official logo & graphics.

5

Publicizing winner's name, photo

- ▶ Saver's Sweepstakes Account Agreement includes a "publicity" clause.
 - Account holders authorize credit unions to use their first names, last initials (not full last names), photos, videos, prize amounts, and any testimonials a winner gives.
- ▶ If winner is a minor, a parent or guardian must have given signed consent to minor's participation.
 - That consent includes publicity on minor's behalf.

6

Enhanced & members-only prizes

- ▶ Credit unions can opt to enhance prizes their members win in Saver's Sweepstakes statewide drawings.
- ▶ Credit unions can opt to have drawings just for their members – in addition to statewide prizes.
- ▶ Special rule if your credit union does either of these:
 - All of your credit union's marketing and promotional materials and announcements must distinguish statewide Saver's Sweepstakes prizes from any credit union enhancements and from any credit union members-only prize winnings.

7

State & federal ad rules

- ▶ No special advertising statutes just for Saver's Sweepstakes.
 - The credit union's contract with The League does have certain requirements, though, as we've discussed.
- ▶ All the usual state & federal advertising rules still apply, too.
 - E.g., ad for any account (including Saver's Sweepstakes) must have one of the NCUA's advertising statements.
 - See The League's *ii Release No. 0124*, our advertising compliance checklist.

8

Need compliance information?

For any compliance or legal information,
call our compliance hotline
800-242-0833 (option 1)

-or-

Email our compliance mailbox
compliance@theleague.coop

- and -

Check out The League's *ii Release No. 0184* for more
than 100 compliance FAQs on Saver's Sweepstakes