
Management Approach for Lucky Draws Identified in Third-Party Events

第三方活動發現抽獎活動之處理原則

This document provides a suggested management approach based on the IRPMA Code of Practice Q&A 25, serving as a reference for member companies when lucky draw elements are identified in third-party events. It aims to promote consistent understanding across companies. Member companies should exercise their own discretion in accordance with internal policies and specific circumstances.

本文件係依據 IRPMA 市場行銷規範 Q&A 25 擬定之建議性處理方式，供會員公司於贊助第三方活動時發現機會中獎性質的抽獎活動時參考，期能促進規範解釋一致性。實務操作仍須由各會員公司依據其內部政策與實際情況審慎判斷。

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In case of any discrepancy between the Chinese and English versions, the English version shall prevail.

若中英文內容有所出入，以英文內容為主。

IRPMA 市場行銷規範 Q & A 25

English	中文
<p>Q25: Are lucky draws allowed?</p> <p>A25: No. Member companies are not allowed to organize or sponsor events that include any draws that are luck based. *This Q & A revised in Nov, 2025; It becomes effective from Jan 01, 2026.</p>	<p>Q25: 是否允許抽獎活動？</p> <p>A25: 否，廠商舉辦或贊助的活動不得包含任何機會中獎性質的抽獎活動。 *此規範於 2025 年 11 月修編；自 2026 年 01 月 01 日生效</p>

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➤ **Management Approach for Lucky Draws Identified During Member Company Internal Review**

會員公司於內部審查階段發現抽獎活動之處理原則

- Member companies should notify IRPMA upon identifying a lucky draw element in a proposed event.
會員公司若於內部審查過程中發現預計第三方活動含有抽獎項目，應通知 IRPMA 進行後續處理。
- IRPMA will engage with the medical society to explain CoP Q&A 25 and formally request the removal of the lucky draw.
IRPMA 將與該醫學會聯繫，說明 IRPMA 市場行銷規範 Q&A 25，並正式請求取消抽獎活動。
 - If the medical society agrees to remove the lucky draw, member companies may proceed with the sponsorship process as planned.
若醫學會同意取消抽獎內容，會員公司可依原程序繼續進行贊助申請。
 - Should the medical society decide to retain the lucky draw, IRPMA will remind member companies to carefully consider whether to proceed with the sponsorship.
若醫學會決定保留抽獎活動，IRPMA 將提醒會員公司審慎評估是否繼續贊助。
- It is advisable for member companies to consider including a termination provisions in sponsorship agreements to allow for greater flexibility in such situations.
建議會員公司於贊助契約中預先納入終止條款，以利處理類似情形。

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➤ **Management Approach for Handling Lucky Draws Identified by Member Companies (1) After Internal Review Approval and Prior to or (2) During the Event**

會員公司於(1)活動審查通過後活動舉辦前或(2)活動發生當下發現抽獎活動之處理原則

- A lucky draw is not identified during the member company's internal review and the sponsorship has been approved.
在內部審查程序中未發現活動包含抽獎，且贊助已核准的情況下，建議啟動後續因應機制。
- Member companies are encouraged to assess whether to continue with the sponsorship under certain conditions and provide appropriate proof of action.

建議會員公司在符合相關條件下，自行評估是否續行贊助，並提供相應的處置證明。

- If a lucky draw is identified in the event after the sponsorship request is approved, the member company should still notify IRPMA. IRPMA will engage with the event organizer on behalf of the member companies to reiterate the principles outlined in CoP Q&A 25.
當發現醫學會所辦活動包含抽獎項目時（即便已通過內部審查），會員公司應通知 IRPMA。IRPMA 將代表會員公司，與活動主辦方溝通，重申 IRPMA 市場行銷規範 Q&A 25 的原則。
- If the medical society insists on retaining the lucky draw, the following approaches may be considered:
若醫學會決定保留抽獎活動，可考慮以下處置方式：
 - If withdrawal is feasible, it is suggested that the member company informs the organizer of its decision and maintains relevant documentation.
如會員公司可撤回贊助，建議通知主辦方取消贊助，並保留紀錄。
 - If withdrawal is not practically feasible, member companies shall clearly inform the organizer in writing that the sponsorship funds must not be used for any lucky draw activities. It is recommended that member companies obtain written confirmation from the organizer. In addition, member companies must not participate in or assist with any lucky draw-related activities.
如實務上無法取消贊助，會員公司應以書面向主辦單位明確說明贊助款項不得用於抽獎活動，並建議會員公司取得主辦單位之書面確認。同時，會員公司不得參與或協助任何抽獎相關活動。
 - Member companies shall follow the above procedures and retain corresponding written records as evidence of compliance. These records may also serve as reference materials during IRPMA's review of any related complaint cases.
會員公司須依循上述建議程序執行並保留對應書面紀錄，以茲證明善盡遵循義務，並作為 IRPMA 申訴案件審議時之參考資訊。

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- A related database will be established and continuously updated by IRPMA on the members-only section of its internal website. It will serve as a reference for member companies when reviewing future sponsorship applications, helping to prevent potential compliance risks and enhance the overall rigor of the review process.

相關資料庫將由 IRPMA 建立並持續更新於 IRPMA 內部網站會員專區，作為會員公司審查未來贊助申請時的參考依據，有助於預防潛在的合規風險，並提升整體審查流程的審慎性。

Field Name / 欄位名稱	Description / 說明
Society Name / 學會名稱	Name of the organizing society / 主辦學會名稱
Event Name / 活動名稱	Specific name of the event / 活動的具體名稱
Event Date / 活動日期	Date of the event / 活動舉辦的日期
Location / 地點	Venue of the event / 活動舉辦地點
Remarks / 備註	Additional notes or comments / 其他補充說明
Attachment / 附件	Upload relevant evidence or documents (e.g., photos, files, etc.) / 上傳相關證據或文件

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➤ Document Record:

- July 2025 – Taskforce Discussion
- July 2025 – Committee Preliminary Review and Direction

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