

# Contractual Bonus Insurance

Motivate & Inspire Performance From The People Who Represent Your Brand



## Financial Motivation Without The Financial Risk

Investing in an athlete or team is about more than short-term results – it's about setting the stage for continued collective success.

## The Keys to Your Success

Financial incentives are commonly used to motivate superior performance from athletes and teams, but the cost to do so can be vast. Insured Creativity's Contractual Bonus solution is the answer to achieving maximum output without the risk of breaking your budget.

### The benefits of an Insured Creativity Contractual Bonus policy:

- Corporate brands receive major-league brand exposure and sponsorship benefits by being associated with a winning celebrity athlete or team, or triggering consumer prize payout from their performance.
- A secure risk-transfer solution backed 100% by top-rated insurers.
- Teams, sponsors and brands can get more creative and develop higher-impact programs that help accomplish specific objectives, like signing negotiations and brand awareness.

## Most Common Client Categories:

Leverage sponsorship of athletes, teams, leagues or world sporting events, while knowing your bottom line is always protected:

- **Incite Improved Performance:**
  - Contractual Bonus Insurance offers a win-win scenario: athletes reap a substantial bonus; brands reap the benefits from improved performance and increased media exposure.
- **Heighten Brand Awareness:**
  - The terms 'athlete' and 'celebrity' are becoming one in the same. Marketers achieve significant exposure by aligning their brands with celebrity athletes and winning teams.
- **Marketing Flexibility:**
  - High-impact bonuses and performance-triggered consumer prize payouts enhance the investment value associated with winners.
- **Financial Risk Management:**
  - The balance sheet and bottom line are protected with a secure and reliable financial product.

### COMMON APPLICATIONS

- Corporate Sponsorship
- Sports Teams
- Consumer Promotion
- Athletes
- Leagues
- World Sporting Events

### MORE WAYS WE CAN HELP YOU SUCCEED

**Cancellation Insurance** to ensure that event disruptions don't result in a total financial loss.

**Liability Insurance** protecting against bodily injury and property damage claims within the sports, entertainment and event space.

**Prize Insurance** to offer high-value wins from games, contests, and sweepstakes.

**Over Redemption Insurance** for coupons, rebates or gift with purchase offers.