

CONDITIONAL REBATE

Unleash Your Marketing Creativity With A Promotional Offer Tied Directly To A Sporting Result Or Weather Trigger



Offer Money Back Incentives Linked to Pre-Specified Triggers

Conditional Rebate policies allow businesses to advertise attractive rebate offers without the fear of a potentially large negative impact on the bottom line.

The Keys to Your Success



Conditional Rebate promotions are a great way to drive business and create brand awareness. Insured Creativity experts work with you to create unique, custom promotions with coverage backed 100% by top-rated insurers:

- ▶ Guaranteed to protect your budgets and balance sheets.
- ▶ Eliminates the need to set aside budget reserves for unexpected rebate payouts.
- ▶ Enables you to go to market with high-impact custom promotional offers that your consumers will love and your competitors will envy.
- ▶ Allows you to launch large-scale brand offers – across multiple product lines – with peace-of-mind.

How This Impacts Your Business:



Conditional Rebate promotions strengthen brand awareness, sales goals and customer loyalty:

- ▶ **Increase Sales, Buzz and Brand Loyalty:** Boost your brands media coverage and lift sales activity as snowfall amounts, temperatures or athlete goals approach your payout trigger.
- ▶ **Aligned Rebates:** Select a rebate offer that resonates with your business and customers.
- ▶ **Bottom Line Protection:** With Conditional Rebate Insurance in place, you'll sleep easy knowing the financial risk has been eliminated, and your budgets and balance sheets are protected.

Common Applications



Free winter tires to the first 1000 customers who correctly guess the snowfall for the year

Prize rewards to registered purchasers when an athlete achieves a performance trigger

Hot tub rebates if a specific temperature is reached on the first day of winter

Free team gear to consumers who successfully selected the Sweet 16 of an NCAA tournament

More ways we can help you succeed



Prize Insurance for online/offline games, contests and sweepstakes promotions.

Over Redemption Insurance for coupons or gift with purchase offers.

Insured skill-based competitions such as hole-in-ones, hockey scoros, basketball shoots or football kicks.

Contractual Bonus Insurance for corporate or team sponsorship programs.

Event Cancellation insurance to protect costs and expenses or revenues associated with an event.

For more information please visit insuredcreativity.com