

# Prize Indemnity Insurance



# Help Clients Promote and Protect their Business

For many businesses, coping with the challenges of the pandemic has been exceptionally trying. Yet there is finally room for optimism and companies are once again looking for innovative ways to attract customers and boost sales.

One of the great ways to attract new customers, create brand loyalty and generate positive media coverage can be a prize promotion. Yet as we know, such competitions can be won by the lucky customer, and hence they all introduce an element of financial risk.

Our Prize Indemnity insurance allows businesses to offer their clients high value prizes for a fraction of the retail cost. In the event of a winner, we provide companies with the peace of mind that the award will be honoured without impacting their balance sheet. Your brand will benefit from the associated publicity, with the knowledge that behind the scenes, we are carrying the financial risk.

## Unique perspective

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Our Prize Indemnity team has extensive market knowledge and offers products specifically designed to match your promotion. We understand that where Prize Indemnity is concerned, one size certainly does not fit all. Our comprehensive promotional insurance portfolio and decades of insuring thousands of promotions and games make Tokio Marine HCC the right choice for all types of clients and promotional events.

Tokio Marine HCC can help you with the design and implementation of the promotion to make it unique, within your budget, highly engaging with a proven success rate. Creativity in product types and flexibility in pricing helps to make sure the promotion is both appealing and affordable.

## What is covered?

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Our Prize Indemnity insurance offers protection against your contractual liability to award a prize to your customers – be that a statistical-based promotion such as a roulette spin, an envelope pick or a lottery, through to skill-based games such as hole-in-ones, basketball throws or even kick-based challenges.



# Our Promotional Products



## Weather-contingent promotions

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Considerable experience with many types of retail operations has shown that weather-related promotions successfully boost promotional efforts and sales.

Inspire your customers to buy now, by offering a refund on purchases made during a promotional sales period if a certain weather event occurs during a predetermined time period.

### Examples

- A jewellery store in Paris wanting to increase sales in the month leading up to Christmas agrees to pay customers a full refund on their purchases if it snows one inch on New Year's Day.
- A retailer offers a 50% refund on all refrigerators and freezers purchased in May if there are four consecutive days in July or August on which temperatures hit 40°C or more at Antwerp Airport Weather Station.
- A furniture store offers a special Christmas promotion. If it either snows OR the air temperature hits 12°C on Christmas Eve at an agreed location in Germany, then all customers who purchased furniture between 1st - 10th December receive a partial refund.
- To boost holiday bookings, a travel agent offers a lump sum refund if there is more than 50mm of rain or if temperatures hit 45°C on a set date in the summer holidays at various popular holiday destinations across Spain.



## Statistical / chance

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Cash prizes tied to the following concepts can attract consumers to a sponsor's website, sporting event, retail store or other sponsor location. It allows more companies to offer high value prizes and therefore punch above their weight in marketing spend terms.

- Number matches
- Envelope picks
- Scratch cards
- Lotteries
- Dice rolls
- Wheel spins
- Casino games
- Safe cracks

Probability games can be designed to fit nearly any budget and self-insured prizes can be seeded throughout the promotion to create more excitement.





## Skill and sport-based games

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Skill-based promotions, such as hole-in-one competitions, usually take place at sporting events or fundraisers to increase attendance and add a new dimension of engagement.

We have experience of insuring hundreds of promotional risks, which has given us the know-how to identify which promotions can fit within your premium budget.

Insurance can therefore be taken out for such games of skill or chance, making your event exciting for participants and spectators.

For example, a hole-in-one competition allows amateur golfers the chance to win big prizes, should they make a hole-in-one on one of the designated holes. Such cover can also cater for more than one winner and include bonus prizes. It is a great way to grab the headlines while letting go of the risk!

### Examples

- A hole-in-one contest at a golf tournament
- Half-court shots by a randomly selected contestant at halftime
- Ice-hockey puck shooting prizes

## Predictors and results-based games

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Offer customers prizes if they can guess the result or score of one or more sporting events.

### Examples

- Guessing a combination of scores or results at sports tournament
- Predicting the final rounds and results of major tournaments
- If x team wins a major tournament
- If x team scores x amount of goals



## Our claims service

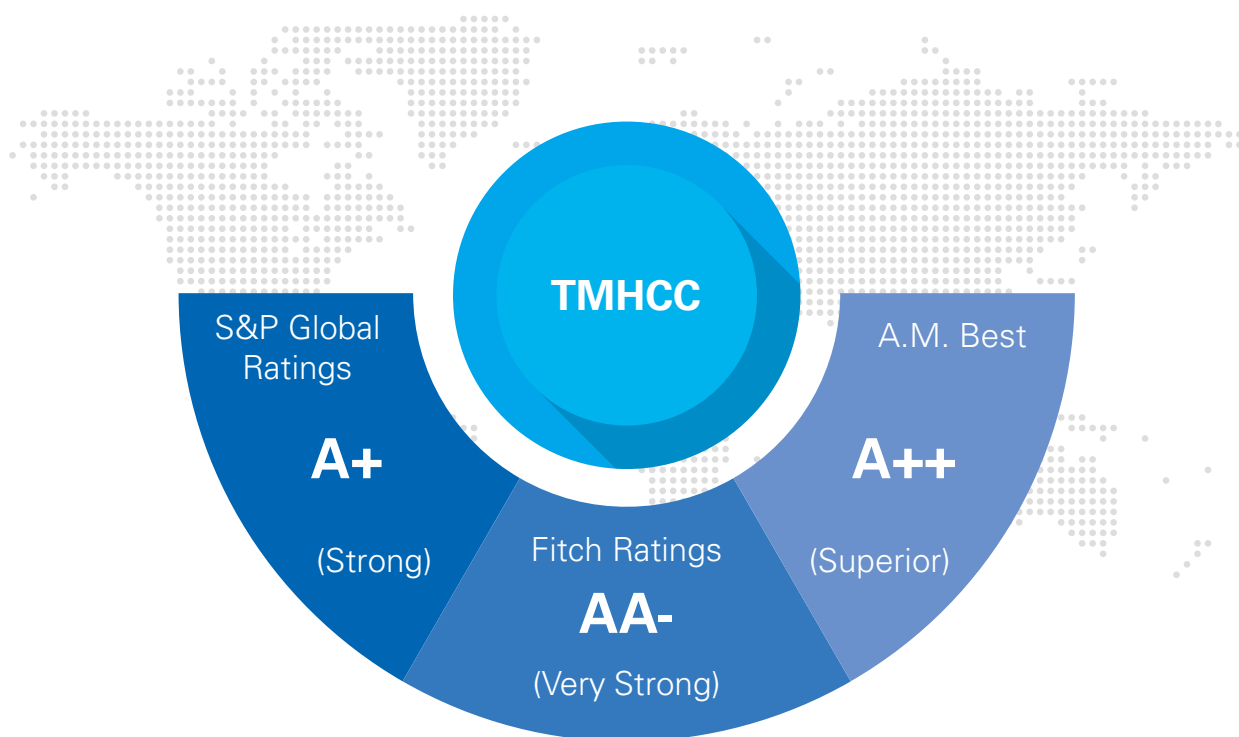
We have a dedicated and highly experienced claims team plus a global network of loss adjusters to help oversee a fair competition. We pride ourselves on being approachable, fair and efficient: we will assess your claim with competency, and urgency. We believe that our market-leading claims service sets us apart and makes a real and lasting difference to our policyholders and their client.

### Who buys?

- Secondary lottery games
- Brands or retailers offering sales incentives
- Private business
- MarCom agencies
- Online promotion companies
- Sports teams, associations, sponsors or agents

In summary, when you offer promotional insurance from Tokio Marine HCC, your clients benefit from:

- Products backed by **Insurance carriers** (not just a prize contract)
- **New customers**, increased brand loyalty and positive media coverage
- Highly experienced and creative **underwriting team** that understands integrated business marketing and the value of prize competitions and associated promotions
- Fast, efficient and approachable in-house **claims services**.



## About Tokio Marine HCC

Tokio Marine HCC is a leading specialty insurance group conducting business in approximately 180 countries and underwriting more than 100 classes of specialty insurance. Headquartered in Houston, Texas, the company comprises highly entrepreneurial teams equipped to underwrite special situations, companies and individuals, acting independently to deliver effective solutions. Our products and capabilities set the standard for the industry, as many of our employees are industry-leading experts.

More information about our financial strength here:



[tmhcc.com/en/about-us](https://tmhcc.com/en/about-us)



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 Tokio Marine HCC - International

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The policyholder will always be informed of which insurer in our group will underwrite the policy according to jurisdiction.

Not all coverages or products may be available in all jurisdictions. The description of coverage in these pages is for information purposes only. Actual coverages will vary based on local law requirements and the terms and conditions of the policy issued. The information described herein does not amend, or otherwise affect, the terms and conditions of any insurance policy issued by Tokio Marine HCC Group of Companies. In the event that a policy is inconsistent with the information described herein, the language of the policy will take precedence.