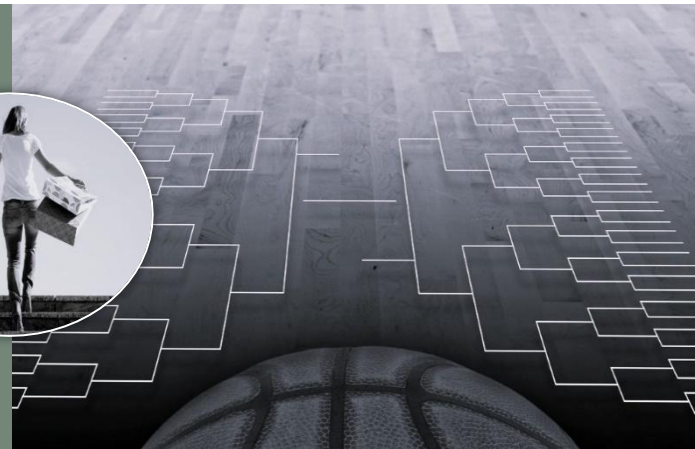




CONDITIONAL REBATE

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



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