



CONTRACTUAL BONUS

Motivate And Inspire Performance From The People Who Represent Your Brand



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.

How This Impacts Your Business:



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



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

Over Redemption Insurance for coupons, rebates 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