



HOCKEY SCORO

Get The Most Out of Your Sponsorship Dollars



The Keys to Your Success



Magnify your promotional budget while exciting crowds, increasing sales and creating effective sponsorship value. Plus, Insured Creativity covers the risk, so your budget stays protected.

- ▶ Enables you to go to market with a high-impact promotional offer that your consumers will love and your competitors will envy.
- ▶ Scalable packages with coverage available for single games or a whole season.
- ▶ A Hockey Scoro policy can include a large prize for the participant and smaller prizes, such as branded gear or game tickets, for engaged fans.
- ▶ A secure risk-transfer solution backed 100% by top-rated insurers.

How This Impacts Your Business:



Hockey Scoro promotions drive marketing, sales and business objectives:

- ▶ **Drive Sponsorship Revenue:** By leveraging your sponsorship dollars, Hockey Scoro promotions can help you achieve your marketing goals, increasing brand awareness inside and out of the rink and creating competitor differentiation.
- ▶ **Increase Ticket Sales:** An intermission sponsored Hockey Scoro creates buzz with game attendees. Offer a single large prize or multiple payout options depending on number of attempts and distance from the net.
- ▶ **Bottom Line Protection:** With a Hockey Scoro insurance in place, you'll sleep easy knowing the financial risk has been eliminated and your budgets and balance sheets are protected.

Common Applications



Minor, Junior, and Professional Hockey games

Great for local business looking to increase brand exposure

Give back by doubling up and insuring prizes for both a local charity and your successful participants

More ways we can help you succeed



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

Contractual Bonus Insurance for corporate or team sponsorship programs.

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

Prize Insurance for skill-based competitions such as hole-in-ones, basketball shoots or football kicks.

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

For more information please visit insuredcreativity.com

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