

Thomas Jefferson

once said,
“I’m a great
believer
in luck.”

CREATIVE INSURANCE IS NO OXYMORON



By Melissa Matheson

While many people consider themselves to be lucky, or unlucky, we know one thing for sure: any task or event where one can be considered lucky or unlucky definitely stirs up conversation. Everything from winning the lottery, to getting a hole-in-one, to winning a car for choosing the right key to unlock it is a sure fire way to get people talking. When you incorporate a large sum of money or a coveted trip, or a fancy car into the promotion, it stirs up the commotion even more and gives people hope that they could be the “lucky” winner.

And let’s be honest, who doesn’t like feeling like that?

Prize Indemnity insurance allows a sponsor, promoter, or event organizer to offer a large, risk-free prize for only a fraction of the cost. It can be used to create additional incentives for consumers to attend your event AND stay, and can help you collect valuable data about your consumers. In a study conducted by the University of Massachusetts Center for Spectator Sport Research about consumer response and interest to sweepstakes and promotions, 78% of the respondents believed that the value

of the prize makes a promotion stand out and makes them want to participate.

There are countless ways to make an insured promotion exciting while still being relevant and affordable. It can also be a great way to help accomplish marketing and advertising goals. Specific to the fair and festival industry, attracting sponsors, driving ticket sales, generating a database to be used for future marketing, and creating a buzz around an event seem to be the most poignant goals. Let’s explore some of the ways that insured promotions can help achieve them.

Goal #1: Attract Sponsors

Insured promotions offer a great way to entice sponsors by giving them name recognition and advertising their brand. They deliver those objectives by offering sponsors the opportunity to place their brand front and center on “The Million Dollar Challenge” or the “Unlock the Car To Win Contest,” etc. As the fair or festival organizer, you can offer your prospective sponsors the opportunity to place their name on a crowd-drawing contest that gives consumers the chance at winning a large prize. Obviously if someone wins that large prize, it could potentially put you out of business, but that is where prize indemnity insurance comes in. Prize Insurance protects the prize value if the prize were to be won, while you pay a premium for the insurance based upon the odds of winning the prize.

An example of this would be to offer a local car dealership (let’s just say Ford in this case) the opportunity to place their name and logo on the “Unlock Your Dream Car Promotion presented by XYZ Ford” if they will agree to be a platinum sponsor. You would have attendees enter their name into a drawing during the festival and then choose one lucky person to win a self-insured prize such as a gift-certificate or a “festival swag bag,” and then they also get to try their luck at picking 1 key out of 100 to see if it starts the car. If they choose the correct key that starts the car, they win it!

Goal #2: Drive Ticket Sales

Prior to your fair or festival you can attract more attendees by getting people excited about specific events that will be going on. There are a couple of ways to accomplish this by using prize indemnity insurance.

One way to add an extra element of excitement is to advertise beforehand that if you buy your fair or festival tickets online, you will also have a chance at playing a themed lottery game online where you could win \$100,000. The online game would be available to anyone to play after they purchase at least one ticket online. They would be brought to a webpage where there would be a grid of 48 pictures and they would have to choose 7 pictures. If their 7 selections matches the pre-selected 7 pictures, they win. In addition to driving ticket sales, this is also a great way to create a database of customer information to be used for future marketing purposes. You could also add another element of brand recognition for your exhibitors or sponsors by allowing them to provide you with a logo that you could use as one of the pictures in the grid.

Another way to drive ticket sales is to run a sales promotion period based on the weather. With some advertising prior to

your fair or festival, let consumers know that if they purchase their tickets during a specific sales period and it reaches X degrees on the first day of the fair (or some other date), they will get a full refund on their purchase. For example, you could run this promotion to drive ticket sales to a headlining concert or another big act that is going on. Let’s say your fair runs from August 1st to the 15th and your headlining act is on August 8th. If consumers purchase their tickets to the headlining act between June 1st and June 30th they will be entered into the promotion. Then on August 1st, the opening day of the fair, if it reaches 100 degrees at the fairgrounds, everyone who bought their tickets during that sales period will receive a full refund.

Likewise, we all know many people love to talk about sports and take great pride in their hometown teams. You could use this to your advantage by running a promotion based on a local sports team accomplishing a specific feat. The same premise would happen where everyone who made a purchase during a specified sales period would be entered into the promotion. Then, for example, if your hometown NFL team wins the Super Bowl, everyone gets a refund on their purchase. Depending on the timing of your festival, this could also work for your hometown MLB team winning the World Series or a local college team winning the Championship Game, etc. It could also just be based on a specific sports feat occurring, such as “If opening kickoff gets returned for a touchdown during the first game of the season,” or “the first pitch is hit for a homerun on opening day.” There are endless possibilities.

Goal #3: Generate a Database to use for Future Marketing

As technology advances on a daily basis, it allows us to market to consumers in an abundance of ways. Compiling a comprehensive database of attentive consumers is a valuable tool to have and there are some easy ways of doing this by using insured promotions.

One way is to run a “\$500,000 Mobile Phone Madness Promotion.” Drive consumers online to your website by offering them a chance at winning \$500,000 (or some other amount or large prize) if their mobile phone number matches the pre-selected 10 digit number. On the website where they enter their mobile number to see if they’ve won, you could also require them to enter their name and email address and check off a box that opts them into your database.

Another way is to have them enter an online promotion by registering with their Facebook or Twitter account. This is a great way to also drive traffic to your social media websites and get “friends” and “followers.” Other types of online promotions

that can help you compile a database, includes games of chance such as having the consumer enter their birth date to see if it matches the pre-selected birthdate.

Goal #4: Create a “buzz” and get people talking

What better way to create a buzz about your fair or festival than to offer the chance at winning a very large prize! You could advertise beforehand that everyone who comes through the gate will be given a raffle ticket for a chance to putt their way to \$1 million. They would be instructed to enter their information on the ticket and then drop it into a bucket at a specific location at the fair or festival. One winner would be randomly drawn to win a gift card or some other small self-insured prize and they would also receive a chance to win \$1 million by completing a putting contest. The bucket would be located in an area where a putting green is set up. During the fair or festival at a specified time, that lucky winner will be asked to go to the putting green area and have a chance at sinking a 10 ft. putt, then a 20 ft. putt, then a 30 ft. putt. If they make all three, they win \$1 million which would be covered by insurance. You could also give away smaller self-insured prizes for making 1 out of the 3 or 2 out the 3 putts.

Another idea is to give all of your attendees a chance at playing a game to win a large prize. An example of this would be to give everyone a ticket as they come through the gate which permits them to get one attempt at rolling 6 dice to spell out the word W-I-N-N-E-R to win \$100,000.

While people may find it fun to win a t-shirt or water bottle in a contest, they certainly won’t remember it as much as they would if they won \$1 million from a contest they participated in at your event. In summary, whatever your marketing goals and objectives are, prize indemnity insurance can help you reach them through various fun and exciting ways, while still keeping your promotion budget intact.

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