



Promotions

Product brochure

United States



Overview

Promotions and service offerings can be a valuable way to attract customers to your business, and our contingency products are designed to help you run these activities without the fear of a huge financial loss.

About CFC

CFC is a specialist insurance provider and a pioneer in emerging risk. With a track record of disrupting inefficient insurance markets, CFC uses proprietary technology to deliver high-quality products to market faster than the competition while making it easier for brokers to do business. Our broad range of commercial insurance products are purpose-built for today's risks, and we aim to give our customers everything they need in one, easy-to-understand policy.

Headquartered in London and backed by Lloyd's, CFC serves more than 60,000 businesses in over 75 countries. Learn more at cfcunderwriting.com and [LinkedIn](https://www.linkedin.com/company/cfc).

Contact



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Coverage highlights

Over-redemption cover

Our promotion insurance policy comes into play when special promotions and service offerings achieve a greater response than you had anticipated. This cover applies to on-pack and in-store promotions, response-based direct mail, loyalty programs, gift card programs, pre-paid credit cards, paper and electronic coupons, and other activities that have a quantifiable cost associated with each response.

Meaningful limits

Although you might find other providers of contingency cover, few are able to offer a sufficiently high limit if you are running a large promotion. At CFC, we can offer some of the highest limits available. Our meaningful limits mean you don't have to shop around for several providers to find cover, saving you time and money.

Bespoke underwriting

We understand that all promotions and prize competitions are different, so rather than giving you a generic, one-size-fits-all product that might not be relevant to you, we are flexible and offer policies with coverage tailored to your specific needs.

Exceptional service levels

Obtaining contingency cover has traditionally been a lengthy and time-consuming process. Our experienced team, however, are able to quote most policies within 24 hours as long as we have all the information we need, and can bind policies instantaneously.



Who's it for?

- Agencies
- Brands
- Media owners
- Retailers



What does it cover?

The unforeseen financial cost of promotions that produce a higher than expected response rate from consumers, including:

- The cost of the consumer offer
- The fulfilment of the consumer offer

Kinds of promotions covered include, but are not limited to: cashback offers, collector promotions, conditional rebates, coupons (paper and electronic), direct mail promotions, gift and store card programs, in-store promotions, instant win games, loyalty programs, money-back guarantees, and pre-paid credit cards.



Optional extras

Our policy can be tailored to offer either a traditional deductible or a one-off fixed fee.

Limits, deductibles and premiums

Maximum limit (non-subscription risks)	\$30,000,000
Maximum limit (subscription risks)	\$15,000,000
Minimum deductible	Nil
Minimum premium	\$1,000

Coverage is subject to underwriting and the terms, conditions, and limits of the issued policy.