

BRAND PROTECTION INSURANCE

*To Protect a Company in the Event of
the Death, Disablement, or Disgrace of
a Celebrity Sponsorship or Endorsement*

Provided by:

Tom Poblano

Independent Agent

1-800-530-9134

tom@highincomeprotection.com

For:

- Sponsorships
- Spokespersons
- Celebrity Endorsements
- And More



International Underwriters
Lloyd's Coverholder



Death, Disablement, and Disgrace



It doesn't matter whether it's an athlete, an entertainer or someone just famous for being famous - if you want to raise a brand's profile quickly, hiring a celebrity is a proven way to do so. However, fame can sometimes turn into notoriety. The media always seeks to uncover celebrity details, and what is exposed is not always flattering. Death, Disablement, and Disgrace coverage provides support for brands that use celebrities or spokespeople to endorse and publicize their products or services. In the event of the brand being brought into disrepute, the policy provides up to an agreed sum, enabling the brand managers to recover costs and expenses of the insured campaign.

Covered Perils

- **Death** - in case the insured person passes away during the campaign
- **Disablement** - in case an accident or illness befalls the insured person during the campaign which causes a necessary cancellation or withdrawal
- **Disgrace** - in case the insured person commits any criminal act, or any offense against public taste or decency, or if any situation or occurrence directly involving the insured person degrades or brings that person into disrepute or provokes insult or shock to the community and reflects unfavorably upon the campaign or product

Take the Case of...

A young performer, who just signed a tour contract and a promotion contract for a beverage company. Both the promoter and the beverage company purchased a Death, Disablement, and Disgrace policy to protect their investments and company images. Halfway through the tour, the young performer had a nervous break down and committed numerous acts that were viewed negatively by the community. The tour had to be cancelled and the drink company's advertising had to be pulled. With the Death, Disablement, and Disgrace policies, the promoter was able to recoup the cost of the cancelled shows and the drink company was able to recover costs and expenses of the insured campaign.