



## EXCEPTIONAL RISK ADVISORS

### HIGH LIMIT CONTINGENCY COVERAGE ANNUAL HOLIDAY PARADE & CONCERT

#### **Client**

Organizer of a major holiday parade and outdoor concert on the west coast.

#### **Situation**

The client was concerned with the loss of capital if the annual holiday parade could not take place.

#### **Assessment**

The costs expenses generated from the holiday parade and concert were in excess of \$3.4 million. If the event was canceled due to weather, a state of emergency or an act of terror, the client would lose the capital input used to plan and schedule the parade and concert.

#### **Solution**

Exceptional Risk Advisors worked with the advisor to alleviate the clients concerns by designing and underwriting an event cancellation policy that would protect the client from incurring the cost of the parade and concert if it were canceled - all \$3.4 million.

#### **Result**

With the expenses for the holiday parade and concert covered, the client could concentrate on promoting the event and generating revenue.

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