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INSURED PRIZES

Would you like to feature an insured “big-purse” cash prize... maybe \$25,000, \$100,000, or even \$1,000,000 in your next promotion?

These are the kinds of promotions that get both consumer and trade attention, help “break through the clutter”, and can set your promotion apart from the many marketing messages that the average person interacts with on a daily basis.

Cash is the #1 Prize that people seek, so imagine if you could offer one of these big cash prizes at only a fraction of the cost?

Let the experts at the American Sweepstakes and Promotions Company show you how to use insured prizes. We have the creative/promotional planning expertise and the best professional financial underwriting contacts in the industry which offer what is known as “contingency insurance”. Our underwriters work with us to create a program that has a degree of “insurable risk”, and depending on how the program is structured, will absorb the risk at a flat rate to the sponsor ...generally at a maximum of 20% of the cash prize being offered. They take the risk, insure the sweepstakes, and you get the benefit of a big prize offering, and peace of mind with no risk of over-extending your budget. You also have the assurance that this “powerhouse promotion” is going to “move the needle” for you.

