

# Magnify Your Marketing Budget with Promotional Risk Coverage

Imagine a \$5,000 marketing budget that allows you to offer your customers a chance to win a \$100,000 prize AND have money left over to award guaranteed prizes. Or launching a coupon program good for a million dollars worth of cereal but paying only \$25,000, regardless of the redemption.

At SCA, helping businesses supersize the impact of their promotional budgets is what we do best. As the world's leading provider of promotional risk coverage for contests, games and events, SCA has helped thousands of companies, brands and agencies around the globe excite and engage customers with high-impact promotions that cut through the clutter – all for a fraction of the prize or promotional value being offered.



*Below the surface of every promotion is the work behind the scenes. Your promotion can either sink you with unknowns or provide a strong base that strengthens your company.*

## Promotional Risk Coverage: How It Works

Promotional Risk Coverage enables businesses to stretch their promotional dollars by offering a chance-to-win prize vs. a guaranteed prize. Promotional Risk Coverage can also be used to protect businesses from going over budget should a promotion exceed redemption expectations.

It's done by calculating the odds of a contingency prize being awarded or predicting the rate of redemption on a given promotion and then placing the risk with an A+ insurance company.

By incorporating promotional risk coverage, businesses pay a fixed cost for their promotion that often amounts to a fraction of the actual prize

value being offered. And should the prize be won or over-redemption occur, the promotional risk coverage kicks in to cover the cost – whatever the value of the prize, rebate, coupon or premium.

With promotional risk coverage, your business can plan promotional expenses to the penny, eliminate budget overruns for higher than expected responses, and stretch promotional dollars for the maximum market impact.

Regardless of the size of your budget, Promotional Risk Coverage will make your impact BIGGER.

## Benefits

- Offer High-Impact Prizes for a Fraction of Prize Value
- Protect Your Company from Over-Redemption Expense
- Receive a Fixed-Cost Solution that Ensures Budget Certainty

## What Others Are Saying:

“The chance to win is the number one most effective tool to motivate consumers to participate in permission-based marketing efforts.” – *eMarketer*

“82% of consumers will provide private information in exchange for the chance to win.” – *Jupiter Research*

“Promotional Risk Coverage gave us million dollar exposure without our having to pay a million dollars.”  
– *Rick Kerkman, Stahla Homes*

“We were looking for an exciting way to not only increase our sales and awareness during a slow economy but to give our customers something to get excited about, and this promotion did the job. Our sales increased by 21 percent over the same time last year.” – *Dale Emmert, President, Simpson Furniture*

“You’ve got to put a prize out there better than the next guy. Small prizes won’t generate any excitement – it has to be \$50,000, \$100,000 or \$1 million. Promotional Risk Coverage helped us do that.”  
– *Shari Del Mazo, Al Lamb’s Dallas Honda Superstore*

“The award’s size and relevance encourages consumer participation. If you’re looking to create a high rate of return, go for the big prize.” – *Laura Marriott, executive director of the Mobile Marketing Association (MMA)*

“The chance to win played a central role in bringing in the volume and quality of show traffic.”  
– *Cardtronics*

Early Times generated 4 million media impressions, received 7,500 promotion entries, and increased their new customer database by 30% with no paid media and a promotional budget of less than \$100,000, thanks to the \$1 million tagged fish promotion, Reel in a Million.

## A Bigger and More Compelling Offer for the Same Budget

