



# JACOBSON

## INSURANCE KICKS OFF THE BIG GAME

The Big Game is on everyone's radar this week. No matter which team you're rooting for, you can thank insurance for being a major player. From media liability concerns to personal injury coverage, insurance is an MVP in making the Big Game happen. Here are a few of the most interesting insurance facts for the biggest football event of the year.

Most host cities begin planning insurance logistics for the Big Game **more than a year** in advance.

Source: Insurance Journal



The Big Game is only allowed to be covered by A.M. Best A-VII or better insurers.



Since a massive amount of insurance is required, event coverage is typically divided into a primary layer with excess layers in smaller (\$10-\$50 million) amounts.



The top insurance risks for the event include cancellation, corporate liability and prize indemnity insurance.

Sources: Insurance Journal, StarTribune



Big Game commercials cost an average of **\$3.5 million** to place, but broadcasters and sponsors are now purchasing **media liability coverage** to protect themselves in case one of their spokespeople acts in an inappropriate way.

Source: Insurance Journal

The game's general liability coverage alone can run upward of **\$100 million** and extends to bodily injury, property damage, product liability, contractual liability, advertising injury and more.

Sources: Insurance Journal, StarTribune



The event's insurance requirements add up to a minimum of **\$350 million** in coverage.

Source: InsuranceQuotes

### ABOUT US

The Jacobson Group is the leading provider of talent to the insurance industry. For nearly 50 years, Jacobson has been connecting organizations with insurance professionals at all levels across all industry verticals. We provide an array of services including executive search, professional recruiting, temporary staffing and subject matter experts. Regardless of the need or situation, Jacobson is the insurance talent solution.

Share this infographic:



Insurance Talent

# JACOBSON

+1 (800) 466-1578 | jacobsononline.com