



DISGRACE INSURANCE

Do you have clients that use a celebrity to endorse or advertise their products, services, or charitable foundation? Are your clients involved in productions for the television or film industry? If so, let us introduce you to reinvented disgrace insurance that's built for the 21st century.

In today's culture, the daily lives of public figures are more visible than ever. Blasted out in headlines around the world and amplified by social media, disgraceful behavior incidents by celebrities and entertainers are at an all-time high and can be costly, both financially and reputationally, to the consumer brands, sports teams or production studios that employ them.

Disgrace is an ugly and expensive problem for any business that works with entertainers—and now, you have the ability offer a unique coverage solution to your clients and prospects. Through AmWINS, the preferred wholesale distribution partner, you can access SpottedRisk's innovative Disgrace Insurance product.

TARGET CLIENTS

Any company that employs famous people, including:

Consumer Brands

- Brands that use celebrity endorsers
- Brands that are partially or wholly owned by entertainers
- Brands that sponsor professional athletes

Entertainment

- Film/TV production studios (major, mini-major, & independent)
- Film/TV financiers
- Streaming and online content producers
- Owners of sports teams

Examples of brands that typically utilize celebrities in advertising include:



Movie Studios



Sports Teams



Car Manufacturers



Banks and Credit Cards



Clothing and Apparel



Household Products



Restaurant franchises

WHO AND WHAT IS COVERED?

Types of hired talent that companies can obtain third-party protection against:

- Actors
- Producers
- TV hosts
- Musicians
- Comedians
- Writers
- Directors
- Athletes

Examples of disgraceful behavior that can trigger payout include:

- Sexual harassment
- Public intoxication/DUI
- Cultural insensitivity
- Fraud/tax evasion
- Racism/sexism/homophobia
- Bribery
- Domestic abuse
- Possession of weapon

Excluded Talent:

- Most reality TV projects and personalities
- First-party coverage for entertainers or their representation
- Executives (this coverage will likely be available in Q4 2019)

IMPROVED COVERAGE FROM LEGACY DISGRACE POLICIES

LEGACY DISGRACE COVERAGE	SPOTTEDRISK DISGRACE COVERAGE
Low limits	Limits up to \$10 million per project
Complicated claims process	Simple parametric trigger for payouts
Many exclusions based on prior behavior	NO behavioral exclusions
Tedious application and quoting	Simple application, data-driven quotes
High deductibles	NO deductibles

COVERAGE DETAILS

- Parametric product triggered by Public Outcry Score™
- Limits range from \$1M to \$10M per project
- Policies can be written for a single project, multiple named projects or blanket annual coverage
- Claims paid within 30 days
- Policies are confidential & not shared with the insured talent
- Typical policies are priced between 1.5%–2% of the limit and can vary depending on the talent and project insured

HOW IS THE PAYOUT AMOUNT DETERMINED?

Once insurers are notified of a potential Disgrace episode, a third-party partner conducts surveys of the public. The survey results are used to calculate the Public Outcry Score™ which is a number ranging from 0 to 100 that determines if there is a claim payment, and if so, how much based on the tier it falls under. The score is calculated based on the public’s 1) awareness and 2) perceived severity of the risk incident.

By using a third-party survey provider to obtain public perceptions, SpottedRisk has created a unique and independent parametric trigger that provides insureds with feedback on the severity and ability to recall the disgrace episode associated with the talent.

DISGRACE EVENT EXAMPLES

Below are examples of disgrace events that happened over the last 24 months which would have triggered a policy claim.

Max Landis Sexual Harassment	Felicity Huffman Bribery & Fraud	Lori Loughlin Bribery & Fraud	Roseanne Barr Racist Comments
Matt Lauer Sexual Harassment	Kevin Spacey Sexual Assault	R. Kelly Sexual Abuse	Harvey Weinstein Sexual Assault

For more information, please contact Sarah Ruble at sarah.ruble@amwins.com



ON YOUR TEAM.