

Pull out your current policy and check the box next to any coverage you can confirm is already in place — anything unchecked is worth a quick conversation with your advisor. Coverage checklist for sweepstakes and contest administrators and promotion agencies. Priorities reflect typical exposure for this class; confirm against your actual services, contracts, and clients.

CORE

PREVALENT

SITUATIONAL

— Core: almost always needed · Prevalent: commonly carried by businesses in this class · Situational: depends on specific exposure

COVERAGE	WHY THIS BUSINESS NEEDS IT	PRIORITY
☐ Media / Professional E&O	Covers rules drafting, registration, and drawing errors.	CORE
☐ Prize Indemnity / Contingency	Covers prize funding and instant-win misprints.	CORE
☐ Cyber / Privacy Liability	Covers large entrant databases.	CORE
☐ Surety Bonds	Required for New York and Florida registrations.	CORE
☐ TCPA Defense Sublimit	Covers texting claims most GL and cyber forms exclude.	PREVALENT
☐ General Liability	Covers live events and prize experiences.	PREVALENT
☐ Crime / Social Engineering	Covers diverted prize funds.	PREVALENT
☐ Regulatory Defense	Covers attorney general inquiries.	PREVALENT
☐ Travel Accident / Event Liability	Covers trip prizes.	SITUATIONAL
☐ Umbrella	Adds limits for national campaigns.	SITUATIONAL

COMMON COVERAGE GAP FOR THIS CLASS

The gap most often missed by promotion administrators is TCPA coverage. Most GL and many cyber policies exclude unsolicited communications, leaving texts to entrants — the source of a \$2.25M class settlement — uninsured unless a TCPA defense sublimit is negotiated. Also remember a registration bond protects winners, not you.

IMPORTANT — PLEASE READ

This checklist is a free educational tool from Cory Washington & Co. to help you review your own coverage and have a more informed conversation with a licensed insurance professional. It is general information only — not insurance, legal, or financial advice, and not a recommendation to buy, change, or cancel any policy. The Core / Prevalent / Situational labels describe general patterns observed for this class of business — what is commonly carried, not a personalized recommendation or needs analysis for your specific operations. Coverage terms, availability, limits, and requirements vary by policy, carrier, and state, and only the language in your actual policy governs what is and isn't covered. Checking or leaving blank any item above does not indicate that you are adequately insured or under-insured. Using this checklist does not create a client, agency, or fiduciary relationship. Always consult a licensed professional about your specific situation.