

**Our promotional risk coverage service safeguards your company from over-redemption, enabling you to run the most innovative program imaginable at a low fixed-cost that ensures you never exceed your budget.**

## Promotional Risk Coverage

Stretch your promotional budget while protecting your company from over-redemption liability with our proprietary promotional risk coverage service – a powerful tool that enables you to super-size your promotional program.

With our promotional risk coverage service, we calculate the odds of redemption for a given promotion and then place the coverage with A+ insurance companies. This enables you or your clients to run the most innovative and creative programs imaginable without the worry of unexpected and excessive costs should response exceed your expectations.

## How It Works

Trying to predict response to your promotion is risky business. That's where Promotional Currency's **Fixed-Cost Guarantee** comes into play. Simply bring us your concept and your budget, and we will work with you to develop a fixed-cost solution that meets your needs.

Promotional Currency will take on your promotional risk. And should over-redemption occur, we will cover the cost – whatever the value of the prize, rebate, coupon or premium. This enables you to plan promotional expenses to the penny, eliminate budget overruns for higher than expected response, and stretch promotional dollars for the maximum market impact. It also allows your company to eliminate promotional liability from your books.

## The Benefits

- Offer High-Value Incentive for Fraction of Retail Cost
- Receive Fixed-Cost Solution that Ensures Budget Certainty
- Protect Your Company from Over-Redemption Expenses
- Eliminate Promotional Liability from Your Books

## Performing For Your Brand

**put our promotional risk coverage to work for your next promotion**

Text-to-Win

Toll-Free Telephone Promotions

In-Pack/On-Pack

Collect-and-Win Games

Instant Win Games

Coupons

Rebates

Gift with Purchase

Scratch-and-Win Games

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