



 Insurance



# Sport Protect

Crisis response package for  
sports participation safety  
and welfare.



# Pre and post-event protection

Sport Protect has been designed by our experienced and dedicated Sport & Leisure Underwriting team to offer governing bodies, associations, federations, event organisers, venue operators and other sporting entities full control and visibility of their risks.

With the sport sector constantly evolving, risks vary hugely from one project to the next. The sports industry faces an array of potential challenges ranging from individual welfare through to allegations of misconduct and negligence. AXA XL has a unique proposition being the only insurer offering a dedicated, specialist sport underwriting team with vast experience in the sector. This means we are uniquely placed to understand the wide variety of risks and potential losses of the sporting world to tailor cover to fit your needs.

Alongside the usual insurance protection, Sport Protect offers clients exclusive access to market-leading response consultants who will be there to protect you should a serious incident occur, tailored health and safety advice from our specialist sports law partner, as well as a bespoke incident recording dashboard.



# Coverage and emerging risk solutions

Our Sport Protect package has been developed to enhance the cross-class offering we have provided since 2014 and includes:

- Employers' Liability
- Public and Products Liability
- Professional Liability
- Directors' and Officers' Liability
- Personal Accident
- Material Damage and Portable Equipment

We also provide emerging risk solutions for:

- Abuse
- Concussion



Our policies can be extended to cover not just the sporting body but also:

- Individuals
- Coaches and instructors
- Clubs
- Referees and umpires



# Terrorism & Active Assailant insurance

With our optional Terrorism Insurance, governing bodies and event organisers can benefit from extra protection against the growing threat from terrorism, whether individuals or groups, intent on causing threat to people and maximum disruption. We cover a wide range of losses and terrorism-related scenarios including:

## Active Assailant

Cover for bodily injury, damage to property and business interruption if your venue is physically attacked by a lone assailant or group.

## Loss of Attraction

We'll pay business interruption costs if your operation must close because of an incident or threat within 1km of your location – even if there is no damage to your premises.

## Threat

Cover for business interruption if your premises are evacuated or locked down by the authorities because of a threat to cause malicious damage or injury to your employees.



# Response AXA XL First 48 hours

How you manage the first hours and days of a live incident or security threat is critical – not only for protecting your customers and employees, but also for safeguarding your business and reputation. AXA XL has partnered with crisis response experts, Instinctif Partners, who are ready 24/7 to guide and support you the moment an incident takes place.

Within 15 minutes of your call, a crisis consultant will get to work. They'll establish your response strategy and begin providing expert communications and press office support. Services include spokesperson coaching, live incident reviews, and media and social media monitoring.

If you need more support, through Instinctif Partners' network of specialists, we can arrange emergency call centre capacity; value-added technical services; trauma and stress counselling as well as providing expert security and cyber security advice. Everything you need to protect your people, boost your resilience and get back to business quickly.

Response AXA XL will also provide a free review of your crisis plan helping you to become more resilient. Summary of support available:

## Communications expertise

Assistance on interpretation of media issues and advice on how to address these issues. Help with the development of key messages, holding statements, press releases, Q&As and employee announcements.

## Media management

Press office support to field calls, manage deadlines, oversee interviews and placement of advertisements to help counter any adverse reputation.

## Social media

Expert advice on social media response strategy.

## Expert sounding board

Our crisis team will be on hand 24/7 to provide an objective experienced third party with whom to discuss any incident or crisis you may be experiencing.

## Facilitate decision-making

Our consultants can become a 'virtual member' of your team to help facilitate discussions and enable a course of action to be set.





## Risk mitigation services

Horwich Farrelly are our specialist sport law partners who offer our Sport Protect clients both pre and post-incident health and safety reviews, including:

- Review of event risk assessments, policies and procedures, e.g. safeguarding
- Assistance with any specific procedures for your sport, e.g. concussion
- Review of participant waivers
- Bespoke training specific to particular sports or event management
- Duty of care

## Additional tailored cover options

We offer a wide range of additional cover options, including:

- Travel
- Life
- Event cancellation
- Cyber
- Kidnap & Ransom



# Our claims promise

When you buy an insurance policy, you're buying a promise. Our promise is to deliver an exceptional claims experience. With AXA XL's global footprint, culture of service and unparalleled expertise, we'll be there for you – wherever and whenever you need us.

- We understand your business and the importance of responding to a crisis quickly and appropriately
- We've handled numerous major losses in complex crisis situations, across multiple jurisdictions
- Our claims specialists are multi-skilled and have extensive experience in Lloyd's and company markets
- Based in London, they sit alongside our sport and leisure underwriters, for a fully joined-up service and rapid response
- Specialist claims analysis for multi-site risks carried out by Horwich Farrelly, our expert legal partners with a track record of working with clients in the sport sector.

## Why choose AXA XL?

- We are the No. 1 P&C commercial lines platform worldwide<sup>1</sup>
- We have a dedicated sport and leisure underwriting team with vast experience in the sector
- Our strength and capacity allows us to be flexible, tailoring cover to fit client needs
- We offer a leading claims service.



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