



Specialty Underwriting LIVE Event Service Providers Program Event Promoters

Features

- Take1 is the largest General Agent with stated carrier Underwriting Authority focused on all aspects of the LIVE event service provider community.
- We understand the unique needs of event promoters who market and promote concerts, fairs, festivals, sports and other live events. Promoters can be hired on contract by entertainment venues to increase attendance or operate independently, taking control by renting a venue. A promoter typically has responsibility for all that goes on within the real or figurative four walls of the venue, including spectator liability.
- We underwrite on behalf of one of the largest entertainment specialty insurance carriers in the world.

Benefits and Coverages

- Our event service providers program for event promoters offers the most commonly required commercial insurance coverages: **General Liability; Property** (Real and/or Business Personal Property and/or Business Income/Interruption); **Personal Articles Floater; Auto** (Commercial auto and/or Hired and Non-Owned Auto liability and physical damage; **Worker's Compensation; Excess and Umbrella.**
- Our excess and umbrella in-house authority is \$5 million, but this limit is used sparingly for promoters.
- Our Inland Marine Floater contemplates equipment rented from others; equipment in our insured's care, custody and control; and equipment in transit.
- This program offers an enhanced general liability endorsement that provides blanket additional insured; Waiver of Subrogation and Per-location aggregate.

Details

- Coverage available in all 50 states.
- Direct Bill and Agency Bill options.
- Typically rated on admissions.
- Camping available but requires about 30 days of underwriting time to coordinate loss control.
- Buy-backs available for items such as Pyro techniques; Field of Entertainment; and Throwing Objects.
- Minimum of five recent years of insurance experience required.
- Program is written with an entertainment specialty insurance carrier
- Insurance carrier handles all claims directly (no TPA) through dedicated entertainment-only claims specialists.
- Take1's unrivaled relationship with the [Event Safety Alliance](#) guarantees a safety-first approach to our underwriting of all LIVE event service providers.



Take1 understands the unique needs of event promoters, making us a valuable source of coverage for this difficult category.

Take1 or take your chances.

Contact us to find out more.

Cheryl Wladyka

New Business Specialist and Senior Underwriter
cheryl.wladyka@take1insurance.com
(714) 356-7869

Ariana (Ari) Miller

New Business Specialist and Underwriter
ariana.miller@take1insurance.com
(610) 619-5821

Caleb Heckley

Entertainment Program Producer
caleb.heckley@take1insurance.com
(469) 983-7122



Take1 is a proud sponsor of the Event Safety Alliance.
Presenting Sponsor of ESA's Event Safety Summit since 2017.

Take1 is a division of Innovation Growth Partners Specialty, LLC. Take1 and the Take1 logo are registered trademarks of Innovation Growth Partners Specialty, LLC. Copyright ©2025 Innovation Growth Partners Specialty, LLC. All rights reserved. | igpspecialty.com REV 06.27.25

