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Vortex Weather Insurance

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PGA Show helps financially protect its Demo & Fitting Day with a Vortex rain insurance policy

Orlando, Florida – The PGA Show Demo & Fitting Day is a highlight of, and the number one rated event of each year’s annual PGA Show. It is also the largest professional Demo Day in the world. During Demo Day, attendees can field test the latest products and technology from dozens of equipment and technology brands and in 2022, for the first time, get an immersive experience on how to improve their club fitting expertise.

To aid in protecting their substantial investment of time and resources, Rick Summers, CEO and Chairman of PGA Magazine Group, a co-owner of the PGA Show Demo & Fitting Day, worked with Vortex Weather Insurance to implement a rain insurance policy for the January 25th event. “We have looked into rain insurance before and never moved forward, but Vortex’s new product allows for the right coverage, customization and pricing to perfectly fit our needs,” said Summers.

If the rainfall amount hits a certain threshold, the policy will pay out, alleviating the impact to the event’s owners from lost revenue or higher costs.

“Events like the PGA Show Demo & Fitting Day are the perfect candidates for rain insurance,” says Eric Anderson, Vortex’s director of national sales – golf. “A rain insurance policy helps protect the monetary investment in the event, allowing organizers to plan an event without worrying about losses caused by rain.”

The PGA Show Demo & Fitting Day has kicked off the PGA Show week since 2003, providing show attendees with the opportunity to try new equipment, watch demonstrations from PGA Professionals, instructional workshops, and meet up with old friends and make new industry connections.

Vortex’s involvement with *PGA Magazine*-sponsored events doesn’t stop with Demo & Fitting Day.

“We’re happy to also announce a rain insurance deal with PGA Magazine Group Chairman and CEO Rick Summers for the star-studded NFL Alumni Pro-Am Los Angeles event in Coto De Caza, California, on Feb. 10, just days before the big game,” Anderson says.

The golf, celebrity chefs, and live music will all support the NFL Players Care Foundation. This will be the third event that Vortex has partnered with the NFL Alumni in the past twelve months.

For more information about weather insurance or Vortex's involvement with PGA Demo & Fitting Day, contact Eric Anderson at (203) 550-6150 or eanderson@vortexinsurance.com.

ABOUT VORTEX WEATHER INSURANCE:

Vortex Weather Insurance (dba Vortex Insurance Agency, LLC) is a data-driven weather risk insurance agency that offers businesses a variety of affordable parametric weather index insurance products. Since 2008, we've provided insurance for outdoor events ranging from motorsports, youth sports, parades, fairs and festivals, outdoor theaters, and professional golf to haunted houses and holiday light events. Insurance is underwritten by Mitsui Sumitomo Insurance USA, Inc. (MSU), admitted in all 50 states and has an AM Best rating of A+ (Superior). You can't predict the weather, but we can protect your business from it. Contact us at vortexinsurance.com