

Broker Email Templates

Email Tool 1 – Outdoor Event Intro Email

Purpose: Give you a plug-and-play email to send to outdoor event organizers (charity, festivals, community events) to introduce parametric weather coverage as a simple, event-specific financial backstop.

Subject: What happens to [Event Name] if it rains on [Date]?

Hi [First Name],

Quick question: what happens to your [Event Name] goals if it rains on [Date]?

You pour months of effort into lining up sponsors, selling tickets, and coordinating vendors. The one thing you can't control is the weather - and a rainy event day can mean lower attendance, tougher conversations with sponsors, and a harder path to funding next year's programs.

Traditional insurance is important, but it mostly focuses on physical damage (tents, equipment, property). It usually doesn't respond when the real pain is:

- Lower attendance and ticket sales
- Sponsors feeling shortchanged
- Sunk event costs and less money left for your mission

That's where a simple layer of parametric weather coverage can help protect your event.

I partner with Vortex Weather Insurance to offer weather coverage designed specifically for outdoor events. Together, we agree upfront on:

- The amount of rain that would be a problem for your event (for example, a defined amount of rain during your event hours)
- The exact location and time window for [Event Name]
- A defined payment amount if that weather happens

If the agreed weather trigger is met, the coverage responds with that payment, based on independent weather data - no claims adjusters, no paperwork. It acts as a financial backstop so you can tell your sponsors and board, "Yes, we even planned for the weather."

For many events, this can help protect:

- Fundraising targets and program budgets
- Sponsor and donor relationships
- Your ability to run the event again next year with confidence

If you'd like, we can take 5–10 minutes to walk through [Event Name] - your date, location, and goals - and sketch 1–2 simple options so you can see: "If it rains X during Y, we receive Z."

Would you be open to that quick review?

Best regards, [Your Name] [Your Title] [Your Brokerage] [Contact Info]

Email Tool 2 – Golf Case Story Email

Purpose: Give you a story-driven email you can send to golf and tournament organizers to show how laddered rain coverage works in the real world.

Subject: How one golf outing turned a rainy day into a \$20,000 backstop

Dear [First Name],

Running a golf tournament means juggling a hundred details - sponsors, players, volunteers, prizes, food, and logistics. The one thing you can't control is the weather, but a rainy day doesn't have to turn into a fundraising disaster.

Here's a recent example from a tournament that worked with my weather-coverage partner, Vortex Weather Insurance.

Bruce Santiago helped organize the Saint Mary's and Saint Andrew's Golf Outing with Perfect Golf Event. It was a key fundraiser for their school community, and they knew a rainy day could mean lower attendance, unhappy sponsors, and less money for their mission.

Working with their broker, they added a one-day parametric weather policy from Vortex, tailored to their tournament hours. They set up a simple "ladder" structure: the more it rained during the event window, the more thresholds were met, and the larger the payment.

On event day, the rain came.

During the tournament window:

- Rain crossed 0.20" → triggering the first threshold and a \$5,000 payment
- Rain then passed 0.33" → triggering a second threshold and another \$15,000

Total payout: \$20,000, paid in less than two weeks, based solely on independent weather data.

Those funds helped cover event costs and kept fundraising momentum with sponsors and the school community - even though the weather didn't cooperate.

When weather is handled this way, everyone wins:

- The charity doesn't see the day as a loss
- Sponsors feel the event team planned professionally, rain or shine
- Organizers can move forward with next year's event confidently

If [Event Name] were to get the same kind of rain on your date, how much pressure would that put on your goals?

If you'd like, we can look at your tournament date, location, and fundraising target and show you what a simple rain ladder could look like for [Event Name] - including the trigger levels, payment amounts, and estimated cost.

Best regards, [Your Name] [Your Title] [Your Brokerage] [Contact Info]

Email Tool 3 – Hurricane-Season Email

Purpose: Help you start a financial-planning conversation with hurricane-exposed owners (coastal properties, associations, hospitality, retail, etc.) about adding a parametric hurricane layer alongside existing insurance.

Subject: A simple way to help protect your numbers this hurricane season

Hi [First Name],

Your property insurance is essential when a hurricane hits - but even with solid coverage, deductibles and downtime can still leave a big part of the financial impact uncovered.

Your policy may help fix what's physically damaged. It usually doesn't cover the revenue that disappears when:

- Parking lots are empty for days or weeks
- Units sit vacant during or after a storm
- Operations slow down while staff and customers recover

In other words, the part that hurts your numbers the most is often the part traditional insurance doesn't fully address.

That's where a simple layer of parametric hurricane coverage can help.

I partner with Vortex Weather Insurance to offer parametric weather coverage designed to sit on top of your existing program. Together, we agree upfront on specific hurricane conditions near your location - things like:

- A Category 1 hurricane within a set distance of your physical address
- A stronger Category 3 storm within a closer radius

Each trigger level is tied to a defined payment amount. If the agreed weather trigger is met, the coverage responds with that payment, based on independent wind-speed data - no adjusters, no loss estimates, and funds typically available within days.

That payment can help you:

- Stabilize cash flow while traditional claims are being processed
- Keep payroll and critical expenses on track
- Support recovery marketing or goodwill efforts with customers and residents
- Avoid crisis decisions after a season you couldn't control

This is not a replacement for your property insurance; it's a supplemental, weather-triggered financial backstop that builds the weather into your financial plan.

If you'd like, we can look at one or two of your key locations and build a concrete example for this hurricane season - showing the trigger, payment amount, and cost in real numbers.

Would you find that helpful?

Best, [Your Name] [Your Title] [Your Brokerage] [Contact Info]

Email Tool 4 – Follow-Up / Nudge Email

Purpose: Give you an ultra-simple follow-up you can send (or say on the phone) after sharing any of the above emails or a first conversation. This reinforces the simplicity and offers a clear, low-friction next step.

You can use this as:

- A short follow-up email, or
 - A talk-track for a quick phone call/voicemail.
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Option A – Follow-Up Email

Subject: Quick follow-up on weather coverage for [Business/Event Name]

Hi [First Name],

I wanted to follow up briefly on weather coverage for [Business/Event Name] and give you the 30-second version in plain language:

- You pick the weather that would really hurt you (for example, a certain amount of rain during your event hours, or a Category hurricane within a set distance of your location).
- Together, we agree on a clear trigger, time window, and payment amount.
- If the agreed weather trigger is met, the coverage responds with that payment, based on independent weather data.
- There are no claims forms or adjusters - you don't have to prove loss. The payment decision is made in days, not months.

French Smith of Roadway Productions has used this for key outdoor events. It rained on two of them. The weather trigger was met twice, and he got paid twice. His comment was that it was "just that easy."

If you'd like, the simplest next step is to look at one event or one location that matters most to you and build a concrete example together. You'll be able to see:

- The trigger definition
- The payment amount
- The cost

Would you be open to a quick 5–10 minute review for [Business/Event Name]?

If yes, just reply "YES" and I'll send a couple of time options.

Best, [Your Name] [Your Title] [Your Brokerage] [Contact Info]

Option B – Call / Voicemail Script

"Hi [First Name], it's [Your Name] from [Brokerage]. I'm calling about weather coverage for [Business/Event Name]. The simple idea is: you pick the weather that would really hurt you - like a certain amount of rain during event hours, or a Category hurricane near your location. We agree on that trigger and a payment

amount. If that weather happens, the coverage responds with that payment based on independent weather data. There's no paperwork or loss adjustment - you don't have to prove damage. It's designed to help protect your revenue and cash flow so one bad weather day or season doesn't automatically break your numbers. The easiest next step would be to look at one event or one location and build an example so you can see the trigger, the payment, and the cost in real numbers. If that sounds helpful, you can call me back at [Number], or just reply to my email with a time that works. Looking forward to talking."