

Why your summer festival needs special event insurance – and how to find affordable coverage with Shephard Ashmore

Vancouver, Canada – July 20, 2023 – With the cost of event insurance in Canada reaching unprecedented heights, especially for festivals, community events and parades, Shephard Ashmore – Canada’s premier event insurance provider – is excited to offer a convenient, low-cost solution for large and small events across Canada.

Summer and early fall are a busy time for special events across the country. And with the skyrocketing costs of event insurance, it can leave planners and organizations unsure of how the show will go on. But skipping out on insurance isn’t the answer — especially when it can mean serious liability if something goes wrong.

Shephard Ashmore’s event coverage ranges from basic liability to a comprehensive package, which can include Cancellation, Owned and Rented Equipment, Weather Insurance, Directors and Officers Liability, Crime and Full Host Liquor Liability.

“We already insure over 150 music festivals across Canada, as well as thousands of smaller events through our www.eventpolicy.ca portal. Festival organizers have been very pleased with the pricing that we’ve been able to provide them, especially compared to other options they have received in the market,” states Peter Parkin, president of Shephard Ashmore. “We have over 40 years of experience in placing comprehensive and affordable event coverage across the country and truly believe we offer the best products, price and service available for this class of business.”

Shephard Ashmore was recently acquired by Front Row Insurance, bringing their team up to 65 specialized insurance experts. To receive a quote for music festival and parade insurance, please contact Front Row: <https://www.frontrowinsurance.com/contact-us>

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About: Front Row Insurance Brokers Inc. is an independent insurance broker that works on behalf of the Canadian arts, entertainment, and music communities to provide insurance for the lowest cost. Should a claim occur, Front Row ensures that clients receive the money they’re owed per the insurance policy, as quickly as possible. Front Row has offices in Vancouver, Toronto, Montreal, and Los Angeles. Visit their website at <https://www.frontrowinsurance.com>.

About: Shephard Ashmore has been Canada’s leading music insurance brokerage for over 40 years. They pioneered music insurance programs for independent artists in the late 1970s, and today they count some of the biggest names in show business as clients. Shephard Ashmore



Press Release

provides insurance and risk management solutions for major tours, festivals, and events, and provides custom policies for the assets of artists and entertainers.

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