

# Email Templates Collection

Pre-written templates for customer outreach

## Welcome Email Template

Subject: Welcome to [Your Business] - Your Event Insurance is Ready!

Dear [Customer Name],

Thank you for choosing [Your Business]! We're excited to have you join us for [event/activity]. Your booking is confirmed for [date/time].

Great news - your event comes with optional daily event insurance coverage for just \$40. This covers:

- Up to \$1,000,000 in liability protection
- Equipment damage coverage up to \$10,000
- Event cancellation protection

Click here to add coverage to your booking: [Insurance Link]

## Coverage Reminder Email

Subject: Don't Forget Your Event Protection - Just \$40!

Hi [Customer Name],

Your [event type] at [venue] is coming up on [date]! We noticed you haven't added event insurance yet.

For just \$40, you get peace of mind knowing you're covered for:

- Accidents and injuries during your event
- Damage to rented equipment
- Unexpected cancellations

65% of our customers choose to add this protection. Add coverage now: [Link]

## Post-Event Follow-Up

Subject: Thanks for Choosing Protection - Here's What You're Covered For

Hi [Customer Name],

We hope your [event] went perfectly! As a reminder, your Daily Event Insurance coverage is active for 30 days from your event date.

If you need to file a claim, visit: [claims.dailyeventinsurance.com](https://claims.dailyeventinsurance.com)

Keep your confirmation number handy: [Policy Number]

## Renewal/Repeat Customer Email

Subject: Your Preferred Customer Discount Awaits!

Hi [Customer Name],

Welcome back! Since you've protected your events with us before, you qualify for our preferred customer benefits.

Book your next event with insurance and enjoy:

- Priority claims processing
- Dedicated support line
- Extended coverage options

Personalize these templates with your business name and specific event details for best results.