



Insurance & Liability Guide

Protect your business and understand venue insurance

Disclaimer

This guide is for educational purposes only and does not constitute legal or insurance advice. Always consult a licensed insurance broker and a local attorney before making decisions about coverage for your specific venue.

The Three Policies You Likely Need

1. Commercial General Liability (CGL): Covers third-party bodily injury and property damage that happens on your premises. Most venues carry \$1M-\$2M per occurrence.
2. Property Insurance: Covers damage to your building, equipment, and furnishings from fire, water, theft, and other named perils.
3. Liquor Liability: Required if alcohol is served, even if you're not the one serving it. Many landlords and lenders require this.

Optional but Smart Add-Ons

Workers' Comp: Required by law in most states if you have any employees, even part-time.

Business Interruption: Replaces lost income if you have to close due to a covered event (fire, flood, etc.).

Cyber Liability: Increasingly important if you store guest payment data or personal info.

Requiring Guest Insurance

Many hosts require guests to provide a Certificate of Insurance (COI) naming the venue as additional insured for the event date.

This is standard for weddings and corporate events. Guests can typically purchase event insurance for \$75-\$200 from companies like WedSafe, Eventsured, or The Event Helper.

Make this requirement clear in your listing and contract — never on the day of the event.

Common Coverage Mistakes

Underinsuring: A \$500K policy seems like a lot until a guest slips and the medical bills hit \$750K.

Letting policies lapse: Set calendar reminders 60 days before renewal to shop the market.

Not telling your broker about your event business: A standard restaurant policy may not cover event-specific risks. Be transparent about how your space is used.

Finding a Broker

Look for an independent broker who specializes in hospitality or events. They'll shop multiple carriers and find better pricing than going direct.

Get at least three quotes before binding a policy. Ask about deductibles, exclusions, and claims handling.