

Independent Insurance Agents

West Bend is represented by only the finest independent insurance agents who can choose from a variety of coverages and services to find what's best for you. These agents aren't just voices on the phone, they're business people you can trust to do what's best for you. To find a West Bend agency near you, visit thesilverlining.com.

The Silver Lining

West Bend Mutual Insurance Company was founded in 1894 in West Bend, Wisconsin and has been providing comprehensive insurance coverages and The Silver Lining for more than 115 years.

At the core of everything we do lies a simple premise. A sincere desire to help our customers through problems and adversity. To make sure that positives come from negative situations. To step up when they need us. To do the right thing.

The worst brings out our best.®
That's The Silver Lining.

This brochure is intended to highlight the features of this policy. All coverages are subject to the exclusions and conditions in the policy. Please refer to your policy for detailed descriptions of coverages, limitations, and exclusions.



1900 South 18th Ave.
West Bend, WI 53095
(262) 334-5571
thesilverlining.com

NM-0108 (2-11)



CAMPGROUND *program*



An insurance program designed
especially for campground operations.



THE SILVER LINING®



It's important that your campers enjoy themselves and have a fun and safe stay. Unfortunately, accidents can happen. The insurance company you choose does make a difference.

West Bend's customized campground program is specialized for:

- Family-oriented campgrounds;
- Local or franchise operations;
- Religious campgrounds;
- RV campgrounds;
- Tourist or tent camping; and
- Long-term lot leases, seasonal or year-round operations.

Ineligible for this program are:

- Resorts, resort condos, or hotels/motels.

Coverages offered:

General Liability – Operating a business like yours isn't always easy. Sometimes situations occur that can result in a claim ... a customer slips on a wet dock and is injured, an ad placed in your local newspaper unintentionally offends someone, or an organized activity at your campground gets out of hand. You put every ounce of your experience into keeping things in good order, but sometimes things don't go as planned. Depend on General Liability coverage to provide coverage for the cost of claims and legal defense.

Property Coverage – Your business has grown and you've invested in property and facilities. People enjoy visiting time and again. Protect these valuable investments with the right coverage at the right price. In addition to a variety of property coverages, West Bend offers the Platinum Pak which provides additional protection, including coverage for computers, signs, spoilage, and employee theft.

Your independent insurance agent may recommend other valuable coverages including higher liability limits in an Umbrella policy, Inland Marine for boats, Auto Liability for your service vehicles, or other essential coverages based on your needs.

There are many reasons to choose West Bend for your campground insurance program:

- Coverages are designed specifically for campground-related business.
- Our claim representatives are highly experienced in handling campground-related losses. West Bend offers several options for reporting losses: phone, email, and fax. All are available 24 hours a day, 7 days a week.
- West Bend can offer your business all lines of property/casualty coverages including Auto, Property, General Liability, Crime, and Umbrella.
- West Bend has been providing superior insurance coverages and services throughout the Midwest since 1894.
- Rated A (Excellent) or better by A.M. Best since 1971.

Convenient payment options include:

- Annual;
- Semi-annual;
- Quarterly;
- Monthly;
- Down payment plus 5 payments;
- Down payment plus 9 payments;
- Electronic funds transfer;
- Online or by phone;
- Charge to a credit card; or
- Enroll in paymyinsurance.com.

