



Protecting Peak Performance: Life Insurance for Professional Athletes

Professional athletes face unique financial challenges in their careers. Unlike most professions, athletes often experience a unique financial life cycle, a shorter career span due to the physically demanding nature of their sport, and an unpredictable future. Athletes are often looking for ways to protect their wealth, manage their legacy goals, and plan for their futures. Life insurance can play a vital role in meeting each of those goals.

Common Needs

Professional athletes share many common challenges and needs that life insurance can help address:

- **Career volatility:** Life insurance protects against the unpredictable nature of an athlete's career by providing income replacement and liquidity for future planning.
- **High tax exposure:** Life insurance may help lessen large tax burdens on heirs as they are generally tax-free, which can be valuable for preserving wealth in high-tax jurisdictions or for estates that exceed exemption limits.
- **Family protection:** Term and permanent life insurance policies provide a guaranteed death benefit that can replace income in the event of an athlete's death.
- **Wealth preservation:** Permanent life insurance allows for the preservation and growth of wealth, enabling athletes to pass on substantial financial legacies. Creditor protection may be crucial for those facing lawsuits or business risk.
- **Protection for business and partnerships:** Many athletes invest in businesses or have endorsements tied to partnerships. Life insurance can ensure the continuity of these ventures, protecting their co-investors and business interests.



An Underserved Niche

Specializing in professional athletes provides financial professionals (FPs) access to a high-earning, underserved market that requires guidance in areas like tax, estate, and risk management.

FPs who can build relationships in this niche not only help athletes protect their wealth but also position themselves as trusted professionals in an influential market.

Carrier Considerations and Guidelines*

This chart provides a detailed comparison of life insurance carriers, highlighting coverage amounts, policy types, team limits, and key considerations specific to professional athletes.

Carrier	Amount	Type	Team Limits	Considerations
Equitable	Up to \$20 million	Term and permanent	None	New labs required
John Hancock	Up to \$10 million	Permanent	\$55 million	No term
Lincoln	Up to \$80 million**	Term and permanent	Case by case	Facultative reinsurance
Mass Mutual	Up to \$5 million	Term and permanent	Case by case	Almost all sports
Nationwide	Up to \$3 million	Term and permanent	\$25 million	Grouping of players allowed
Pacific Life	Up to \$10 million**	Term and permanent	\$55 million	Facultative reinsurance
Principal	Up to \$10 million	Term and permanent	\$15 million	All products available
Protective	Up to \$5 million	Term and permanent	\$20 million	Facultative reinsurance
Prudential	Up to \$5 million	Term and permanent	\$50 million	Auto-retention
Symetra	Up to \$5 million	Permanent	Case by case	Facultative reinsurance

Case Study

DeShawn, age 29, married with three children, rookie NFL running back

- Has two children with his ex-spouse and one child with his current wife
- Signs a free agent contract with a new NFL team: \$60 million over four years with a guarantee of \$30 million
- Needs low cost high face amount coverage to protect income for young growing family and forthcoming obligations



Solution

- DeShawn purchases \$85 million of 10-year term
 - » Split over four carriers to achieve limit
 - » The low cost solution allows flexibility for future conversion options
 - » There's an option to adjust the plan for future needs
 - » Achieves current and long term goals helping to provide DeShawn and his family financial stability
- Contracts issued within 30 days from start (application) to finish (issue)

Contact your Crump representative to learn more about how life insurance can help achieve goals for your professional athlete clients and their families.



**Carrier guidelines are subject to change at any time. Please check with your underwriter to confirm these guidelines.*

***Requires reinsurance*

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