

SPG acquires the operator of AxeThrowingInsurance.com

It notes the acquisition will strengthen expertise in sports and recreation



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Nov 13, 2023Share

Specialty Program Group LLC (SPG) has announced its acquisition of the assets of Insurance Allies LLC (Insurance Allies), the operator of the website

AxeThrowingInsurance.com, which features axe throwing as well as other sports and entertainment.

Insurance Allies services about 700 entertainment venues, including mobile-only venues across the US. It has expanded coverages and services to other sports and recreational industries, including pickleball, haunted houses, smash rooms, go-kart venues, escape rooms, and laser tag, among others. In a news release, SPG said the new venture with Insurance Allies will help them fortify their expertise in the fields of sports and entertainment.

“At SPG, we are continually seeking opportunities to innovate and broaden our offerings. Insurance Allies and AxeThrowingInsurance.com perfectly align with our vision to provide specialized insurance solutions in the sports and entertainment sectors,” said Christopher Treanor, president and CEO of SPG.

Brett Pollak, president of Insurance Allies, has been credited for the prominence of Insurance Allies in the industry, according to the news release. He is known for his hands-on approach to meeting clients’ needs.

“Joining forces with Specialty Program Group is a significant milestone for Insurance Allies and AxeThrowingInsurance.com. It allows us to tap into greater

resources, expand our reach, and continue delivering top-tier insurance solutions to our clients. We are excited about the opportunities that lie ahead and look forward to being an integral part of SPG's growth in the sports and entertainment sector," said Pollak.