

America Outdoors Endorses the CBIZ Adventure Sports Program

America Outdoors, the national trade association for outfitters and guides, has endorsed the CBIZ Adventure Sports Program as a members-only benefit designed specifically for outfitting and adventure businesses. CBIZ has served the outdoor industry since 1979 and has long been a trusted partner within the AO community. This endorsement formalizes that relationship and delivers a resource purpose-built for the industry's actual risk profile: premium discounts on core coverage lines, specialized underwriting, and legal defense from attorneys who understand how outfitting businesses operate.

Exclusive Insurance Benefits for AO Members

More than 90% of outfitters saw flat or rising insurance premiums last year. The CBIZ AVS Program was designed to help address that challenge, and for many AO members, the premium discount alone can cover the full cost of annual membership.

- Up to 10% premium savings on General Liability, Commercial Property, and Inland Marine.
- Adventure Recreation Defense Panel. Legal representation from attorneys who specialize in outdoor guide and outfitter liability, not boilerplate commercial defense.
- Dedicated Program Manager. A 30+ year member of the outfitter community, not a general call center.
- Keep your current broker. Access AO member pricing with no disruption to your existing relationship.
- Risk management resources and support designed for the outdoor recreation industry.
- Specialized outdoor recreation underwriting.

"If America Outdoors costs you \$1,000 a year, I guarantee you're getting \$10,000 worth of benefits."

Jason Taylor, Moab Adventure Center



Additional Benefits for AO Members

Beyond insurance, AO membership provides access to valuable business resources, cost-saving programs, and industry connections designed specifically for outfitters and guides.

- **Annual Conference & Outfitter Expo:** 25+ educational sessions, 70+ exhibitors, 400+ outfitters
- **PATH fee savings:** 150+ members have saved over \$7.5 million in processing fees
- **ADP payroll & HR partnership:** Customized solutions with exclusive pricing for outfitters
- **Exclusive pro deals:** Top gear brands at industry-only pricing
- **AO Healthcare Program:** Flexible, cost-effective coverage options for your team

Get Started Today With CBIZ

[Contact a CBIZ advisor](#) to learn how your business can take advantage of the exclusive benefits available to AO members.