Changing the playbook: Climate risk in the global sports industry | Marsh

Extreme heat, severe storms, and other climate hazards are no longer future concerns for the sports industry — they are active risks reshaping how business activities and events are planned, insured, delivered, and experienced.

For businesses with exposure to the sports economy, the implications extend well beyond the field of play. For example, a single event disruption can trigger losses across venues, broadcasting contracts, hospitality, travel, and brand commitments, turning one climate shock into a broader commercial risk.

Our report helps you think about how to:

- **Identify your business's exposures** to physical climate risk across your assets and broader value chain.
- **Assess the financial impacts** of these exposures to drive operational and investment decisions.
- **Manage the risks** through resilience measures to reduce frequency and severity damage and disruptions.
- **Transfer the remaining risk** to protect your balance sheet from the extremes.