

Canada

Signature Park Becomes Supplier Sponsor of Camping in Ontario



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Signature Park, a division of Signature Risk Partners, has become an official supplier sponsor of Camping in Ontario, expanding its presence within the Canadian outdoor hospitality industry.

The partnership connects **Signature Park** with one of Ontario's leading campground associations and supports the company's efforts to provide specialized insurance programs for campground resorts, RV parks, glamping resorts and lodges across Canada.

According to a press release, Peter Lovering of Signature Risk Partners Inc., said the relationship aligns with the company's commitment to supporting campground operators through industry associations.

"Partnering with an association such as Camping in Ontario makes a lot of sense," Lovering said. "The associations across the country do so much great work for their members when it comes to local, provincial, and national advocacy."

The sponsorship adds to **Signature Park's** existing involvement with industry organizations. The company is already a member of the Canadian Camping and RV Association and the BC Lodging and Campgrounds Association (BCLCA).

The company said its insurance programs are designed specifically for outdoor resort facilities and are based on its experience in the Canadian commercial insurance market.

In Quebec, **Signature Park** operates bilingual services that include French-language policy wordings and offices in Montreal serving campgrounds, RV parks, lodges and glamping resorts throughout the province.

Lovering said the company views its participation in campground associations as extending beyond insurance services.

“I see ourselves as an educator for the association,” Lovering added. “Through that education, we are able to help owners make informed decisions about protecting their businesses.”

According to the company, campground owners cannot obtain insurance quotes directly from Signature Park. Instead, the program is distributed through licensed insurance brokers.

The broker-based model is intended to connect campground operators with insurance professionals who can assess coverage options and risk management needs.

Lovering also noted that changing industry risks and evolving coverage options make it an appropriate time for campground owners and operators to review their insurance arrangements through their existing brokers.

Signature Park was launched in spring 2022 and has expanded over the past three and a half years. The program was developed by Signature Risk, which also

operates specialized commercial insurance programs for golf courses, wineries and craft breweries across Canada and Quebec.

The company said the **Signature Park** program was created to provide campground and park operators with coverage options, risk management resources and insurance solutions tailored to the outdoor hospitality sector.

For more information:

Peter Lovering

Business Development Specialist

Signature Risk Partners Inc.

plovering@signaturerisk.com

(800) 260-9921

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