



Sponsorship

2021 Prospectus

Corporate Exposure

Contact:
sponsorship@nic.org

Revised as of:
March 30, 2021

About NIC

The NIC Mission

The National Investment Center for Seniors Housing & Care (NIC) is a nonprofit 501(c)(3) organization whose mission is to support access and choice for America's seniors by providing data, analytics, and connections that bring together investors and providers.

Data:

[The NIC MAP® Data](#) powered by NIC MAP Vision provides the reliable and objective time-series data that investors, operators, and analysts depend on to make informed investment decisions.

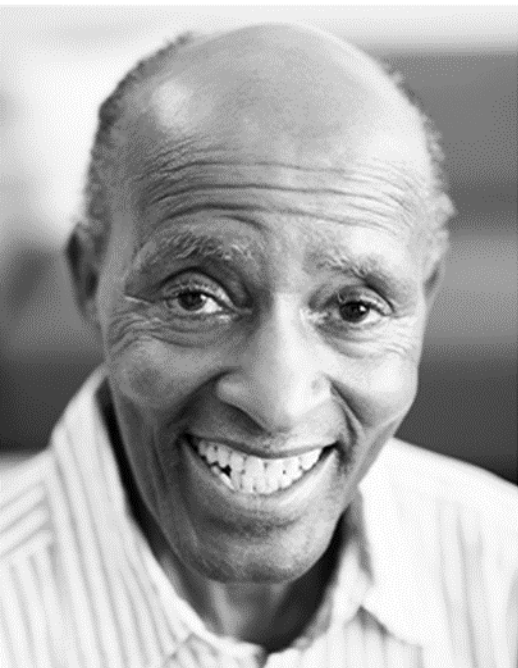
Analytics:

The NIC [Research & Analytics](#) team provides unique analysis and insights on trends in seniors housing and skilled nursing.

Connections:

NIC hosts two of the senior housing sector's [premier events](#) each Fall and Spring. The conference brings together investors, operators, owners, developers and service providers to build relationships, partnerships, and industry knowledge.

A Sense of Mission - Together



**Your Partnership
Matters.**

You help provide
access and choice
for America's elders



Opportunities

In addition to convening the C-suite at “the NIC” conferences, NIC produces and publishes impartial and in-depth content on relevant topics that impact the seniors housing and care industry. NIC is recognized for its thought leadership and authoritative information in an unbiased broad view of the industry.

Delivering Value to Seniors Housing & Care Through

Thought Leadership | Brand Awareness | Content Distribution | Lead Generation

Opportunities available in a variety of NIC programs including:



Events & Meetings

In-person
Virtual



Digital Marketing

NIC Website
Emails
Webinars



Podcast

Launches in
April

Audience Profiles & Reach



Events & Meetings

In-person
Virtual



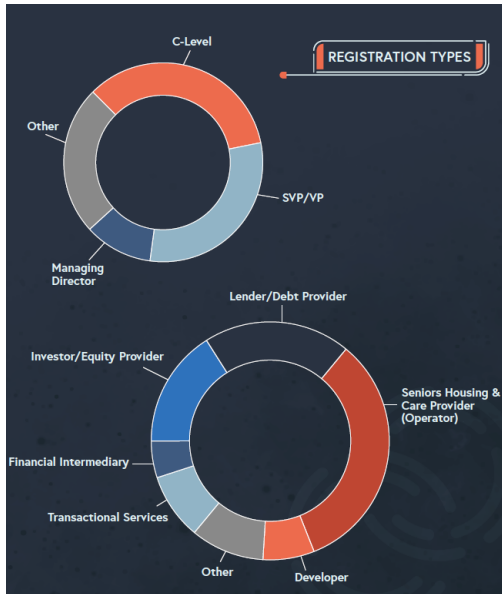
Digital Marketing

NIC Website
Emails
Webinars



Podcast

Launches in April



- Forty-six percent of operator contacts in the NIC Community Connector are actively seeking capital.
- Percentage of operator subscribers in the NIC Community Connector who are open to being contacted by a:
 - capital provider – 56%
 - real estate broker – 41%
 - debt and equity broker – 38%
 - M&A consultant – 26%

- Reach senior leadership in the seniors housing and care industry
- NIC Website
 - Unique Annual Visitors – 160,000
- Emails
 - Contact List – 33,000
 - Typical Open Rate - 38%
- Leadership Huddle Webinars
 - Typical Registrations – 600
- Social Media
 - Followers – 14,200



Prospectus Opportunities

- Events

- A variety of events throughout the year will provide sponsorship opportunities and will be offered periodically.
- Fall Conference prospectus will be available in late May



- Corporate Exposure

- Provides a new selection of exclusive sponsorship possibilities across a variety of outlets – year-round.

Event Prospectus: Small Meetings

Program	Description	Primary Impact	Q1	Q2	Q3	Q4	Number per Year	Sponsorship Cost	Flexible Benefits Points
Updated! Small Gathering Sponsorship - Boot Camp	Sole sponsorship of highly-targeted, virtual 3-week educational events, includes recognition in emails and on e-learning platform, can supply a 30-second video and one-page company overview (Seniors Housing in April, June; Skilled Nursing in September)	Brand Awareness Lead Generation		2	1		3	\$ 18,000	180

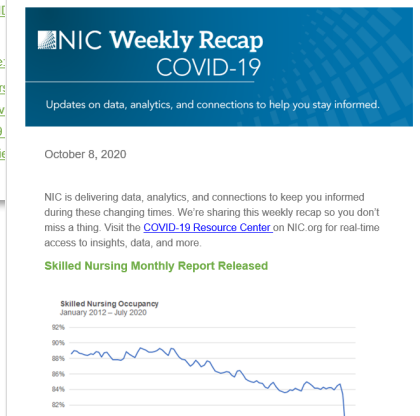
2021 Corporate Exposure Opportunities



The October edition of [NIC's Insider Newsletter](#) is now published and available for you to access online, featuring the following:

- [Lessons Learned on the COVID-19](#)
- [Slavitt](#)
- [The 2020 NIC Fall Conference](#)
- [NIC Announces Future Leadership](#)
- [Executive Survey Insights Wave 2](#)
- [NIC Skilled Nursing COVID-19](#)
- [Labor and Operating Efficiency](#)

NIC Insider
eNewsletter



NIC Recap eNewsletter



NIC COVID-19 Resource Center Webpage



NIC Leadership Huddle Webinar



NIC Chats Podcast



Program	Description	Primary Impact	Q1	Q2	Q3	Q4	Number per Year	Sponsorship Cost
NIC Recap eNewsletter	Exclusive sponsorship of NIC Recap eNewsletter, bi-monthly	Brand Awareness	1	1	1	1	4	\$ 12,000
Insider Sponsorship	Exclusive sponsorship of the NIC Insider eNewsletter, monthly	Thought Leadership Brand Awareness	3	3	3	3	12	\$ 2,500
Insider Spotlight Article	Sponsored interview article in NIC Insider eNewsletter, monthly	Thought Leadership Brand Awareness	3	3	3	3	12	\$ 2,500
Insider Acknowledgement	Supplied general acknowledgement in the NIC Insider eNewsletter, up to three companies/month	Brand Awareness Lead Generation	9	9	9	9	36	\$ 5,000
NIC Podcast Series	Exclusive sponsorship NIC Podcast, three months per quarter	Thought Leadership Brand Awareness		1	1	1	3	\$ 19,500
Interview Content on NIC Podcast	One podcast interview with transcription featured on NIC.org, NIC social media, email blast	Brand Awareness Website Traffic		3	3	3	9	\$ 13,000
Interview Article on NIC Notes	Sponsored interview content on promoted on NIC Notes blog	Content Distribution Thought Leadership	3	3	3	3	12	\$ 2,500
Leadership Huddle Webinar	Exclusive sponsorship of editorially controlled webinar with Zoom discussion	Thought Leadership Brand Awareness	5	6	1		12	\$ 7,500
Sponsored Interview Content via Webinar	Exclusive webinar content, interview style, plus access to registration list and questions asked	Thought Leadership Lead Generation	1	1	1	1	4	\$ 10,000
COVID-19 Resource Center on NIC.org	Sole sponsorship of COVID-19 Resource Center webpage	Thought Leadership Brand Awareness	1	1	1	1	4	\$ 25,000
NIC Notes Blog on NIC.org	Sole sponsorship of NIC Notes blog webpage	Thought Leadership Brand Awareness	1	1	1	1	4	\$ 25,000
White Paper Landing Page	Promote supplied white paper on NIC custom landing page, promotion & leads list	Content Distribution Thought Leadership	3	3	3	3	12	\$ 5,000

NIC reserves the right, in NIC's sole discretion, to determine the opportunities contained within and all aspects thereof.