



# **Sponsorship**

# **2021 Prospectus**

## **Corporate Exposure**

**Contact:**  
[sponsorship@nic.org](mailto:sponsorship@nic.org)

**As of:**  
December 2, 2020

# 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 Service](#) provides the reliable and objective time-series data that investors, operators, and analysts depend on to make informed investment decisions.

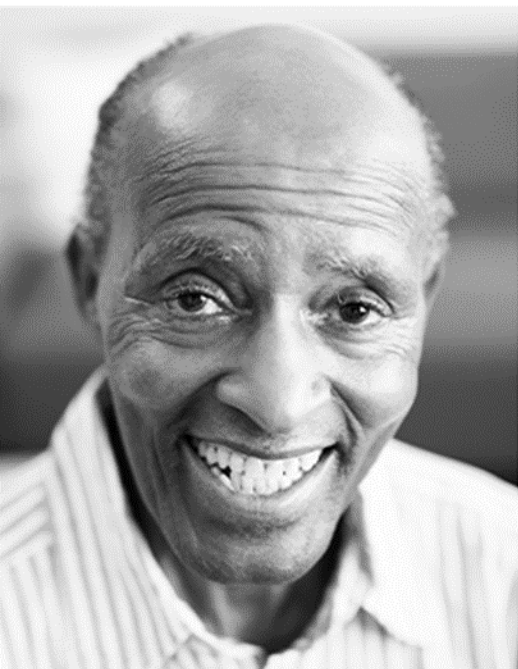
### Analytics:

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



### Networking Platform

NIC Community  
Connector



### Digital Marketing

NIC Website  
Emails  
Webinars  
Social Media



### Podcast

Coming Soon



# Audience Profiles & Reach



## Events & Meetings

In-person  
Virtual



## Networking Platform

NIC Community  
Connector



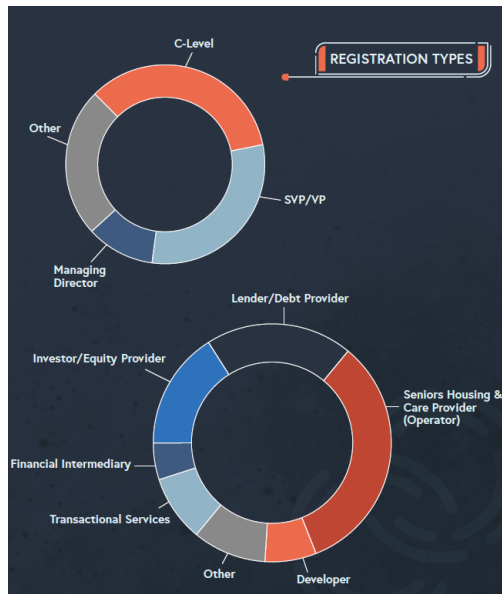
## Digital Marketing

NIC Website  
Emails  
Webinars  
Social Media



## Podcast

Coming Soon



- 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 – 750
- Social Media
  - Followers – 14,200



# Prospectus Opportunities

- Events
  - A variety of events throughout the year will provide sponsorship opportunities and will be offered periodically.
- Corporate Exposure
  - Provides a new selection of exclusive sponsorship possibilities across a variety of outlets.

## Potential 2021 Events

- Small In-person
- Large In-person
- Virtual
- Executive Forum
- Small Meetings



# 2021 Corporate Exposure Examples



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 Slavic](#)
- [The 2020 NIC Fall Conference](#)
- [NIC Announces Future Leaders](#)
- [Executive Survey Insights Wav](#)
- [NIC Skilled Nursing COVID-19](#)
- [Labor and Operating Efficiency](#)

NIC Insider eNewsletter



October 8, 2020

NIC is delivering data, analytics, and connections to keep you informed during these changing times. We're sharing this weekly recap so you don't miss a thing. Visit the [COVID-19 Resource Center](#) on NIC.org for real-time access to insights, data, and more.

#### Skilled Nursing Monthly Report Released

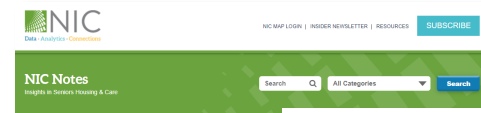
Skilled Nursing Occupancy  
January 2012 - July 2020



NIC Recap eNewsletter



NIC Leadership Huddle Webinar



NIC Notes Blog



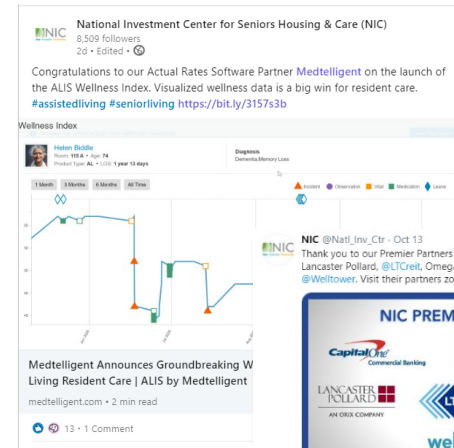
NIC COVID-19 Resource Center Webpage



NIC Podcast



NIC Community Connector and Swipe mobile app



NIC Social Media



Program	Description	Primary Impact	Q1	Q2	Q3	Q4	Number per Year	Sponsorship Cost
<b>NIC Recap eNewsletter</b>	Exclusive sponsorship of NIC Recap eNewsletter, bi-monthly	Brand Awareness	1	1	1	1	4	\$ 12,000
<b>Insider Sponsorship</b>	Exclusive sponsorship of the NIC Insider eNewsletter, monthly	Thought Leadership Brand Awareness	3	3	3	3	12	\$ 2,500
<b>Insider Spotlight Article</b>	Sponsored interview article in NIC Insider eNewsletter, monthly	Thought Leadership Brand Awareness	3	3	3	3	12	\$ 2,500
<b>Insider Acknowledgement</b>	Supplied general acknowledgement in the NIC Insider eNewsletter, up to three companies/month	Brand Awareness Lead Generation	9	9	9	9	36	\$ 5,000
<b>NIC Community Connector Swipe</b>	Exclusive sponsorship of Swipe iOS application	Brand Awareness	1	1	1	1	4	\$ 25,000
<b>NIC Community Connector News Feed</b>	Supplied general acknowledgement on News Feed, up to three companies per month	Brand Awareness Lead Generation		9	9	9	27	\$ 5,000
<b>NIC Podcast Series</b>	Exclusive sponsorship NIC Podcast, three months per quarter	Thought Leadership Brand Awareness		1	1	1	3	\$ 19,500
<b>Interview Content on NIC Podcast</b>	One podcast interview with transcription featured on NIC.org, NIC social media, email blast	Brand Awareness Website Traffic		1	1	1	3	\$ 13,000
<b>Interview Article on LinkedIn</b>	Sponsored interview content promoted on NIC's LinkedIn page	Content Distribution Thought Leadership	1	1	1	1	4	\$ 2,500
<b>Interview Article on NIC Notes</b>	Sponsored interview content on promoted on NIC Notes blog	Content Distribution Thought Leadership	3	3	3	3	12	\$ 2,500
<b>Leadership Huddle Webinar</b>	Exclusive sponsorship of editorially controlled webinar with Zoom discussion	Thought Leadership Brand Awareness	6	6			12	\$ 7,500
<b>Sponsored Interview Content via Webinar</b>	Exclusive webinar content, interview style, plus access to registration list and questions asked	Thought Leadership Lead Generation	1	1	1	1	4	\$ 10,000
<b>Partner Day</b>	Partner-led, 30-minute webinars shared during Partner Day webinar event, six per event	Thought Leadership Lead Generation		1			1	\$ 10,000
<b>COVID-19 Resource Center on NIC.org</b>	Sole sponsorship of COVID-19 Resource Center webpage	Thought Leadership Brand Awareness	1	1	1	1	4	\$ 25,000
<b>NIC Notes Blog on NIC.org</b>	Sole sponsorship of NIC Notes blog webpage	Thought Leadership Brand Awareness	1	1	1	1	4	\$ 25,000
<b>White Paper Landing Page</b>	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.