



Sponsorship

2021 Prospectus

Corporate Exposure

Contact:
sponsorship@nic.org

Revised as of:
January 25, 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 Service](#) provides the reliable and objective time-series data that investors, operators, and analysts depend on to make informed investment decisions.

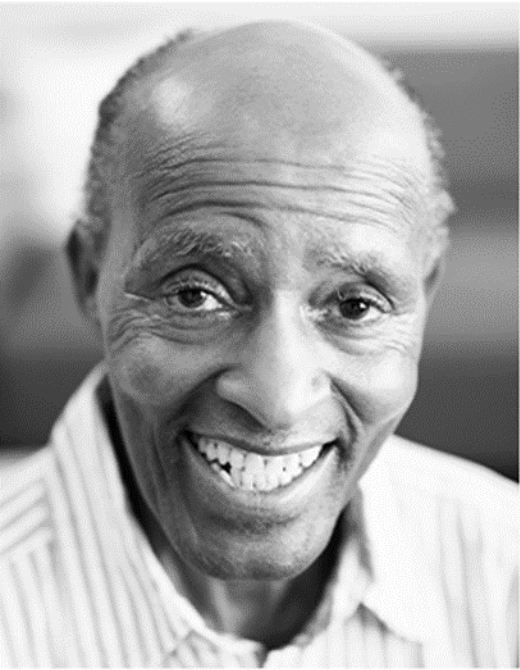
Analytics:

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



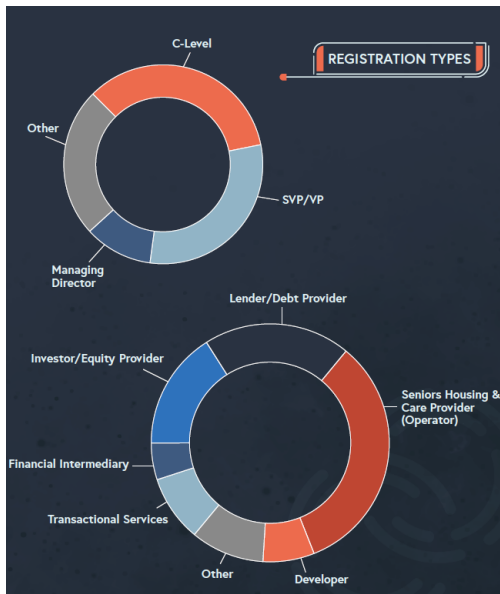
Digital Marketing

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

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
Board & Committee Meetings - Hotel Breaks	Sole sponsorship of hotel breaks and meals for small C-Suite gathering (two Operator Advisory Board meetings annually and two Committee meetings), includes signage & one gesture (sponsor's expense), if desired	Brand Awareness	1	1		2	4	\$ 8,000	80
Board & Committee Meetings - Fine Dining Meal	Sole sponsorship of Fine Dining meal for small C-Suite gathering (two Operator Advisory Board meetings annually and two Committee meetings), includes signage & one gesture (sponsor's expense), if desired	Brand Awareness	1	1		2	4	\$ 14,000	140

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 Slavit](#)
- [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

NIC Weekly Recap COVID-19
Updates on data, analytics, and connections to help you stay informed.

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

NIC Recap eNewsletter

LEADERSHIP HUDDLE
A Webinar Series

From Pro Sports to Senior Care: Innovations in Testing, Tech, and Protection
Tuesday, July 28, 2020, 1:00 PM EDT

NIC Leadership Huddle Webinar



NIC Notes Blog

Investor Sentiment Less Sanguine
By Beth Mace | October 07, 2020

Designing for the Pandemic: A Principles
By Ryan Brooks | October 06, 2020

NIC COVID-19 Resource Center
See how we're providing Data, Analytics, and Connections to help you stay informed.

During these unprecedented times, our deepest concerns go out to those directly impacted by the COVID-19 pandemic and those on the frontline helping residents of seniors housing and skilled nursing communities safe. We understand that seniors housing and skilled nursing operators are bearing tremendous burdens, and NIC applauds your efforts to protect and serve residents of seniors housing and skilled nursing communities. NIC is responding by doing what we do best - delivering data, analytics, and connections - to continue to provide transparency to the sector. We've launched numerous initiatives to speed the delivery of quality data and information to facilitate problem-solving and decision-making across the industry. Be sure to visit this page often for updates and subscribe to our weekly COVID-19 Recap Newsletter at the bottom of this page.

NIC Notes Blog

NIC COVID-19 Resource Center Webpage



NIC Podcast



NIC Community Connector and *Swipe* mobile app
NIC Community Connector Meetup
NIC Community Connector Polls
NIC Community Connector Engagement Newsletter

National Investment Center for Seniors Housing & Care (NIC)
8,509 followers

Congratulations to our Actual Rates Software Partner **Medtelligent** on the launch of the ALIS Wellness Index. Visualized wellness data is a big win for resident care. #assistedliving #seniorliving <https://bit.ly/3157s3b>

Wellness Index

Medtelligent Announces Groundbreaking W Living Resident Care | ALIS by Medtelligent
medtelligent.com • 2 min read

NIC PREMIER PARTNERS
Capital One, CIBC, KeyBank, Lancaster Pollard, LTCreit, Omega Healthcare Investors, Inc., Welltower

NIC Social Media



	Program	Description	Primary Impact	Q1	Q2	Q3	Q4	Number per Year	Sponsorship Cost	Flexible Benefits Points
	NIC Recap eNewsletter	Exclusive sponsorship of NIC Recap eNewsletter, bi-monthly	Brand Awareness	1	1	1	1	4	\$ 12,000	120
	Insider Sponsorship	Exclusive sponsorship of the NIC Insider eNewsletter, monthly	Thought Leadership Brand Awareness	3	3	3	3	12	\$ 2,500	25
	Insider Spotlight Article	Sponsored interview article in NIC Insider eNewsletter, monthly	Thought Leadership Brand Awareness	3	3	3	3	12	\$ 2,500	25
	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	50
	NIC Community Connector Swipe	Exclusive sponsorship of Swipe iOS application	Brand Awareness	1	1	1	1	4	\$ 25,000	250
	NIC Community Connector News Feed	Supplied general acknowledgement on News Feed, up to three companies per month	Brand Awareness Lead Generation		9	9	9	27	\$ 5,000	50
<i>New!</i>	NIC Community Connector Meetups	Exclusive sponsorship of editorially controlled Meetup via Zoom small group discussion	Thought Leadership Brand Awareness	0.5	1			1.5	\$ 12,000	120
<i>New!</i>	NIC Community Connector Polls	Sponsor acknowledgement in public Poll Group and in engagement newsletter	Brand Awareness Lead Generation	0.5	1	1	1	3.5	\$ 10,000	100
<i>New!</i>	NIC Community Connector eNewsletter	Exclusive sponsorship of NCC engagement eNewsletter, bi-monthly	Brand Awareness	0.5	1	1	1	3.5	\$ 12,000	120
	NIC Podcast Series	Exclusive sponsorship NIC Podcast, three months per quarter	Thought Leadership Brand Awareness		1	1	1	3	\$ 19,500	195
	Interview Content on NIC Podcast	One podcast interview with transcription featured on NIC.org, NIC social media, email blast	Brand Awareness Website Traffic		1	1	1	3	\$ 13,000	130
	Interview Article on LinkedIn	Sponsored interview content promoted on NIC's LinkedIn page	Content Distribution Thought Leadership	1	1	1	1	4	\$ 2,500	25
	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	25
	Leadership Huddle Webinar	Exclusive sponsorship of editorially controlled webinar with Zoom discussion	Thought Leadership Brand Awareness	6	6			12	\$ 7,500	75
	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	100
	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	250
	NIC Notes Blog on NIC.org	Sole sponsorship of NIC Notes blog webpage	Thought Leadership Brand Awareness	1	1	1	1	4	\$ 25,000	250
	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	50

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

