



Data · Analytics · Connections

2022

CORPORATE SPONSORSHIP PROSPECTUS



TABLE OF CONTENTS

- 3**.....About NIC
- 5**.....Align Your Brand with NIC
- 8**.....Thought Leadership Content Opportunities
- 14**.....Brand Recognition Acknowledgement Opportunities
- 21**.....Other Brand Recognition Opportunities
- 23**.....2022 Calendar of Sponsorship Opportunities
- 25**.....Guidelines & Art Specifications
- 30**.....Contact NIC

ABOUT NIC



The National Investment Center for Seniors Housing & Care (NIC), a 501(c)(3) organization, works to enable access and choice for older adults by providing data, analytics, and connections that bring together investors and providers.

The organization delivers the most trusted, objective, and timely insights and implications derived from its analytics, which benefit from NIC's affiliation with NIC MAP Vision, the leading provider of comprehensive market data for senior housing and skilled nursing properties.

DATA

NIC promotes transparency in the sector for the more efficient flow of capital through its cultivation of comprehensive, accurate, and timely data on America's senior housing and skilled nursing property markets.

ANALYTICS

The NIC Research & Analytics team sources data and garners input from leading industry practitioners to produce and publish thought-leadership, analyses, and insights on market trends in senior housing and skilled nursing.

CONNECTIONS

NIC convenes senior industry decision-makers to build relationships, explore new partnerships, and share insights, through a full schedule of events, including the industry's marquee annual conferences.

ALIGN YOUR BRAND WITH NIC

NIC is the most trusted source of data and insights in the senior living industry. For nearly 30 years, senior decision-makers on the capital side, in operations, and in related businesses have relied upon NIC's authoritative thought leadership, analysis, and convening power to inform their business decisions.

Your sponsorship is a powerful means to associate your brand with the NIC mission – and the trust of the entire industry.

YEAR-ROUND OPPORTUNITIES

NIC offers opportunities both to be a part of NIC events, and to gain visibility via an array of quality content products, including sponsor-provided content, published by NIC throughout the entire year.

SPONSORSHIP BENEFITS

- Reach industry decision-makers
- Grow brand recognition
- Extend distribution of your brand's thought leadership
- Gain executive visibility
- Support your website and marketing channels
- Elevate your brand with trusted editorial content
- Support lead generation efforts

● SPECIAL OFFER ●

Secure a Corporate Sponsorship; Get a Discounted 2022 NIC Spring Conference Registration.

Details:

- » Sponsorship between \$10,000 – 12,500, get 50% off of a registration
- » Sponsorship over \$12,500, get one complimentary registration
- » Must secure sponsorship by **February 28, 2022**

THOUGHT LEADERSHIP & BRAND RECOGNITION

Elevate your brand's recognition and impact at the decision-maker level across the senior living industry.

THOUGHT LEADERSHIP

Sponsored interview content offers a variety of written, audio, and video opportunities to put your brand ambassador and message directly in front of the NIC audience.

- *NIC Insider* newsletter
- *NIC Chats* podcast
- *NIC Notes* blog
- *NIC Spotlight* webinar

Supplied sponsored content is reviewed and approved by the NIC Editorial Board prior to distribution through NIC marketing channels.

- White paper distribution

BRAND RECOGNITION

Branded sponsorships put your brand on some of NIC's most popular content products and are often exclusive.

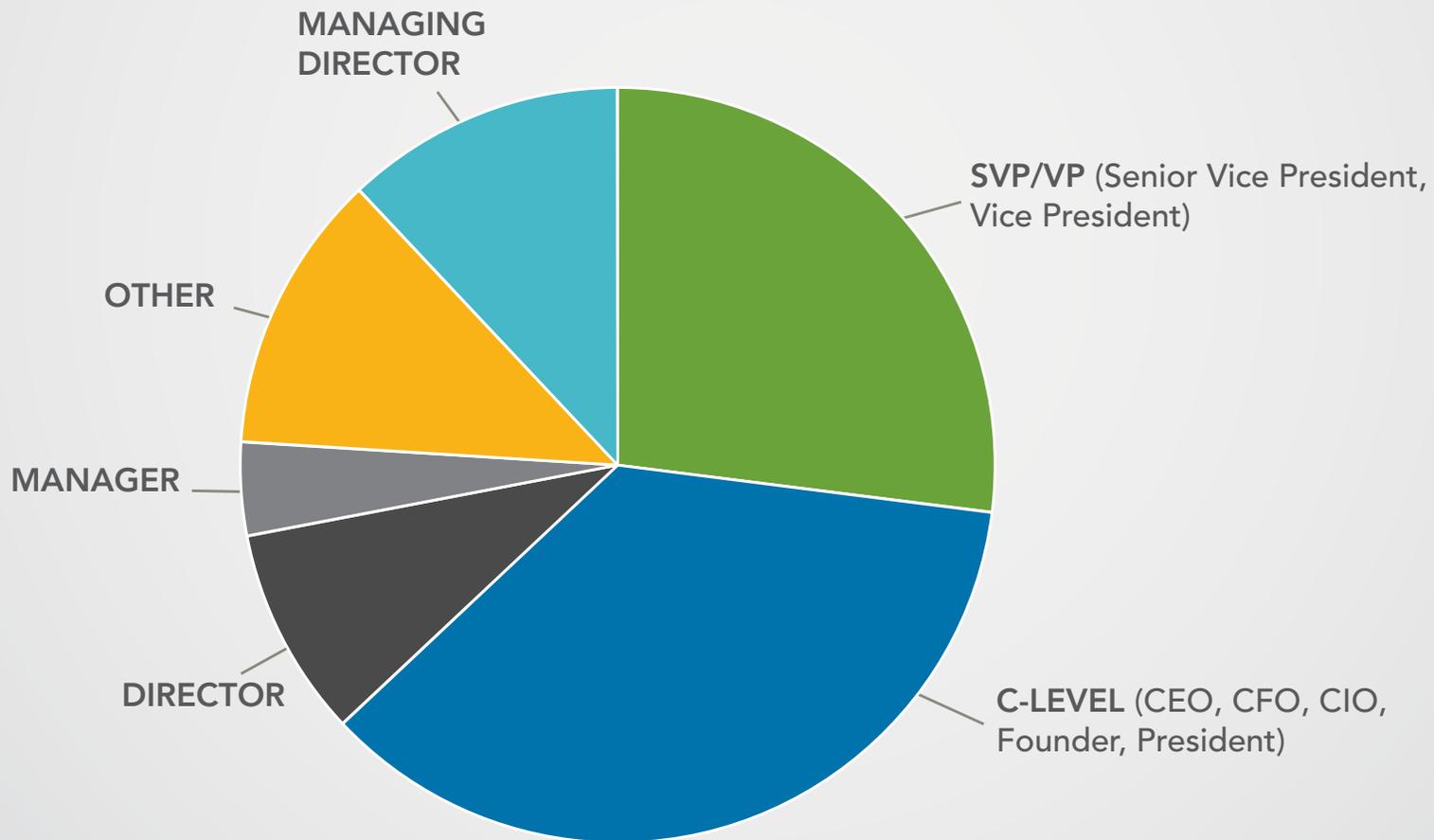
- *NIC Recap* newsletter
- *NIC Insider* newsletter
- *NIC Chats* podcast
- *NIC Leadership Huddle* webinars
- *NIC Notes* blog

Additionally, there may be up to three general **acknowledgements** per time period within the:

- *NIC Insider* newsletter

REACH THE C-SUITE

NIC connects with thousands of senior decision-makers in person and online, and publishes high quality, targeted content, generating tens of thousands of page-views, clicks, and downloads throughout the year. NIC sponsorships offer the opportunity to reach industry leaders both where they convene, and where they turn for the industry's most timely, accurate, and actionable data, analysis, and insights.



CORPORATE & EVENT OPPORTUNITIES

Whether your goal is to gain year-round brand visibility, boost executive exposure and corporate thought-leadership, grow your footprint at a premier national event, or align with the NIC mission, NIC offers a variety of options, all of which connect you with decision makers in senior living.

CORPORATE SPONSORSHIPS

NIC produces and publishes timely, original content every week of the year. NIC content is often quoted in industry and national news outlets and is widely trusted and relied upon across the industry. Your sponsorship aligns your brand with the most trusted source of insight and thought leadership available in seniors housing.

We also offer sponsors the opportunity to submit their own original content, from white papers to leader interviews.

EVENT SPONSORSHIPS

NIC convenes leaders in the senior living industry at events large and small, including the year's most important industry events, the NIC Fall Conference and the NIC Spring Conference. To review the many sponsorship opportunities offered at NIC events, download an event-specific sponsorship prospectus by visiting nic.org/sponsorship.

2022 CONFERENCE DATES

- » 2022 NIC Spring Conference, Dallas, TX, March 23 – 25
- » 2022 NIC Fall Conference, Washington, D.C., September 14 – 16

To access an Event Prospectus, please visit nic.org/sponsorship.



THOUGHT LEADERSHIP CONTENT OPPORTUNITIES

NIC INSIDER NEWSLETTER ARTICLE

Article included in the NIC Insider newsletter distributed to a NIC list monthly and available on nic.org perpetually.

RECOGNITION

- » Article featured in first placement in the NIC Insider based on an interview conducted by NIC subject matter expert with sponsoring company's subject matter expert. NIC will provide the interview questions in advance.
- » Article preview included in email sent to approximately 1,500 subscribers 1x/month.
- » NIC Insider, and sponsored article, promoted organically on NIC social media at least 1x/month.

Feature Period: One issue/month.

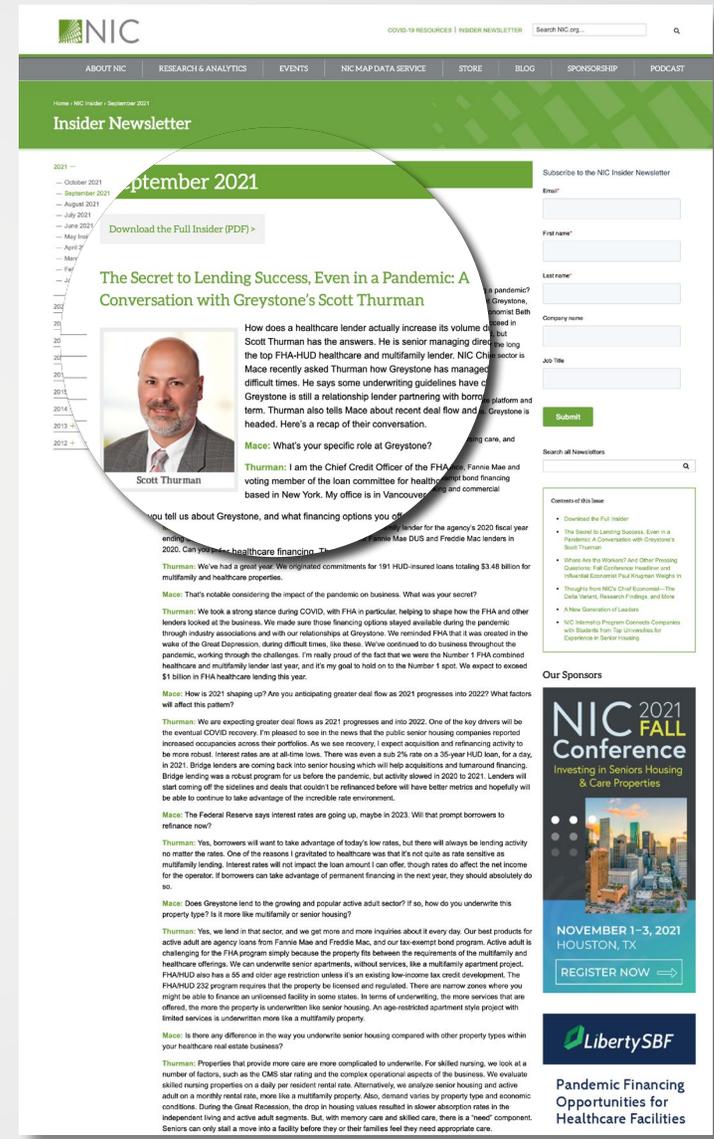


2021 AVERAGE IMPRESSIONS

600 MONTHLY TOTAL VIEWS

Reported approximately one week after the featured period.

Sponsorship Fee: \$3,500



NIC NOTES BLOG ARTICLE

Article featured on the NIC Notes blog.

RECOGNITION

- » Article featured in the NIC Notes blog based on an interview conducted by NIC subject matter expert with sponsoring company's subject matter expert. NIC will provide the interview questions in advance.
- » Article preview included in weekly email sent to approx. 1,000 subscribers and in NIC Recap sent to approx. 5,000 recipients.
- » Blog article will be promoted organically on NIC social media at least once.

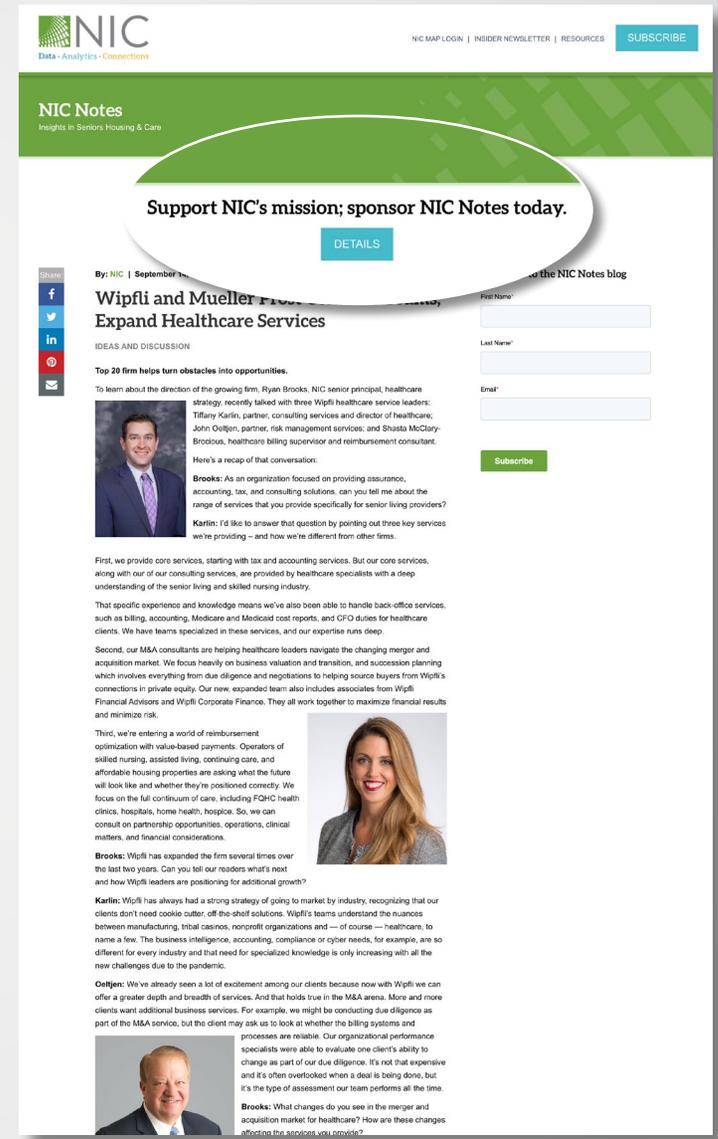
Feature Period: One month (article remains on blog)

 **2021 AVERAGE IMPRESSIONS**

3,750 MONTHLY TOTAL VIEWS

Reported approximately one week after the featured period.

Sponsorship Fee: \$3,500



NIC SPOTLIGHT WEBINAR

Exclusive, editorially-controlled content presented as an interview with company subject matter expert and distributed via webinar.

RECOGNITION

- » Access to registration list of company and contact name
- » Ability to ask up to three approved qualifying questions during the registration process
- » Invitation sent twice to targeted list to include company logo and biography along with the interviewee's biography
- » Webinar recording will be sent to all registrants with sponsor acknowledgement
- » Promoted organically on NIC social media at least once

Feature Period: One event



Reach highly interested leaders based on your subject matter expertise.

Sponsorship Fee: \$10,000



NIC CHATS PODCAST INTERVIEW

NIC Chats podcast host, Beth Mace, interviews leading voices and business leaders who influence senior housing and skilled nursing. Through an interview with the sponsoring company's chosen thought leader, listeners will hear a little humor, a few good stories, and insights gained from deep experience.

RECOGNITION

- » One podcast interview with transcription featured on nic.org. NIC will provide the interview questions in advance and host a prep call with interviewee.
- » Podcast will be featured once in the NIC Recap newsletter email sent to approx. 5,000 subscribers
- » NIC Chats promoted organically on NIC social media at least once.

Feature Period: One month, with podcast remaining on the NIC site over time.



Reach senior housing and care leaders interested in thought leadership via broad exposure mediums.

Sponsorship Fee: \$12,500

Home > NIC Chats Podcast

NIC Chats Podcast

NIC CHATS
PODCAST SERIES

Ideas and Inspiration
from Senior Living Leaders
HOSTED BY BETH MACE

Get to know some of the leading voices and business leaders influencing seniors housing and skilled nursing today. Expect a little more humor, a few good stories from the frontlines, and perhaps a priceless insight gained from deep experience.

NIC Chats
Kathy Sweeney - Episode 3

00:00 | 30:41

Kathy Sweeney – Episode 03

What do Bill Clinton, Pierce Brosnan, and the founding of one of the leading woman-owned businesses in seniors housing & care have in common? Listen to NIC Chief Economist Beth Mace interview Kathryn Sweeney, Managing Partner and Co-Founder at Blue Moon Capital Partners LP, to find out! In this NIC Chats episode, hear about Sweeney's approach to business, the importance of having a personal perspective in investing, and how the industry will grow in the coming post-pandemic years.

WHITE PAPER DISTRIBUTION

Promotion of sponsor-supplied white paper on custom NIC.org landing page for six months.

RECOGNITION

- » Promote sponsor-supplied white paper approved by the NIC editorial board on a NIC custom landing page available on nic.org
- » Promotion of the white paper in the NIC Recap newsletter email sent to approx. 5,000+ contacts once
- » Option to either provide a supplied white paper acknowledgement in the NIC Insider newsletter OR provide a 60 second video that recaps the white paper key takeaways and/or company overview
- » White paper download form included on landing page along with one custom question
- » Lead list provided monthly.

Feature Period: Six months



Reach highly interested leaders based on your subject matter expertise.

Sponsorship Fee: \$6,000

Lending Outlook Brightens for Senior Housing and Care

People's United Bank

View this report from People's United Bank

First Name* Last Name*

Professional Email*

Company Name

How many banks considered financing your projects pre-Covid?*

SUBMIT

Share This Report

f in t e

What should operators keep in mind when approaching lenders about financing and after?

This report by **Matthew Huber**, SVP, Market Manager - Healthcare Financial Services, People's United Bank, offers insights into the outlook for senior living and care as the sector works to recover from the pandemic.

10 Best Practices for Borrowers

1. Be realistic about projections for the next three to five years....
2. Demonstrate a clear understanding of the construction budget....
3. Present as complete a financial picture of the project at one time as possible....

Complete the form to view the entire report.

People's United Bank's Healthcare Finance Division offers a full array of banking services and financial solutions designed to meet the unique needs of assisted living, memory care and skilled nursing



BRAND RECOGNITION ACKNOWLEDGEMENT OPPORTUNITIES

NIC RECAP NEWSLETTER SPONSORSHIP

Exclusive sponsorship of the NIC Recap newsletter distributed to a NIC list twice per month.

RECOGNITION

- » Company logo in the top position of the newsletter
- » Company logo linked to company URL

Feature Period: One month



2021 AVERAGE IMPRESSIONS

TOTAL EMAILS DELIVERED – **APPROX. 5,000**

EMAIL OPEN RATE – **46%**

SPONSOR LOGO CTR – **100**

Reported approximately one week after the featured period.

Sponsorship Fee: \$3,500

NIC Recap Newsletter

Updates on data, analytics, and connections to help you stay informed.

October 14, 2021

This NIC Recap Newsletter is brought to you by:

BLUEPRINT

Just Posted: Executive Survey Insights, Wave 33

Organizations currently experiencing a backlog of residents waiting to move in

Line chart showing the percentage of organizations experiencing a backlog of residents waiting to move in from September 15, 2020, to October 3, 2021. The y-axis ranges from 0% to 100%. The x-axis shows weeks from W12 to W33. A vertical dashed line marks the date when COVID-19 vaccine became available. The data shows a peak in the backlog around W16 (approx. 35%) and a low around W24 (approx. 20%). The final data point at W33 is 19%.

Results from Wave 33 of NIC's Executive Survey Insights, conducted Sept. 7-Oct. 3, show roughly 50% of respondents with senior living residences report that the pace of move-ins accelerated in the past 30-days—a notable increase from the prior survey. The shift was smaller for nursing care. Increased resident demand was the primary reason for acceleration in move-ins. Roughly half of respondents indicate they expect operating margins to increase in the next six months.

[SEE RESULTS](#)

Largest Jump Ever in Senior Housing Occupancy

NIC INSIDER NEWSLETTER SPONSORSHIP

Exclusive sponsorship of the NIC Insider newsletter distributed to a NIC list monthly.

RECOGNITION

- » Company logo included on cover of publication and publication webpage
- » Company logo included in email sent to approx. 2,000 subscribers
- » Promoted organically on NIC social media at least once
- » Logos hyperlinked to company URL where possible

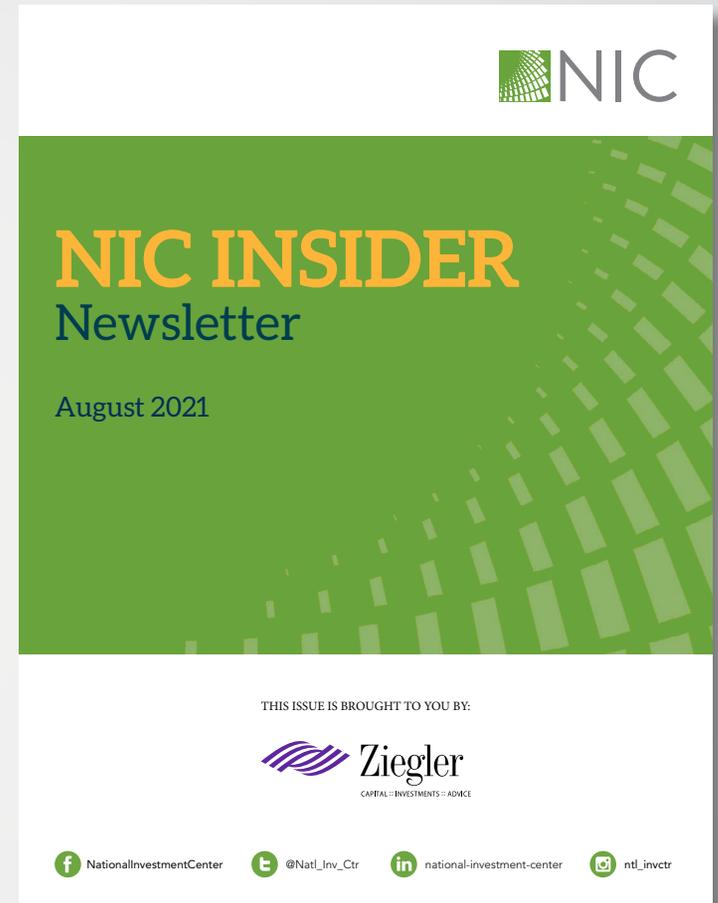
Feature Period: One month



2021 AVERAGE IMPRESSIONS

The NIC Insider averages over 1,000 monthly page views.

Sponsorship Fee: \$3,500



NIC INSIDER NEWSLETTER ACKNOWLEDGEMENT

Graphic acknowledgement in the NIC Insider newsletter distributed to a NIC list monthly. (Each edition of the NIC Insider includes multiple acknowledgements.)

RECOGNITION

- » Company's supplied acknowledgment displayed on publication webpage
- » Acknowledgment includes a live link to your specified url

Feature Period: One month



2021 AVERAGE IMPRESSIONS

The NIC Insider averages over 1,000 monthly page views.

Sponsorship Fee: \$2,500

The screenshot displays a newsletter page with a green header that reads "NIC INSIDER NEWSLETTER 2021 November Issue". On the right side, there is a photograph of two men in suits, one of whom is Ryan Frederick, CEO of SmartLiving 360. The advertisement features a yellow book cover with the title "RIGHT PLACE, RIGHT TIME" and the author's name "RYAN FREDERICK". The text on the page includes a "Learn how" button and a small disclaimer at the bottom right of the ad area.

NIC CHATS PODCAST SPONSORSHIP

Exclusive sponsorship of the NIC Chats podcast for one month.

RECOGNITION

- » Logo prominently displayed on the NIC Chats webpage
- » 50-word company description or message read by NIC
- » Podcast sponsorship thank you bumper acknowledgement
- » Promoted in a NIC Recap newsletter email to approx. 5,000 subscribers

Feature Period: One month, with sponsor recognition remaining on recorded episode over time.



Reach senior housing and care leaders interested in thought leadership.

Sponsorship Fee: \$4,500

Home > NIC Chats Podcast

NIC Chats Podcast

NIC CHATS
PODCAST SERIES

Ideas and Inspiration
from Senior Living Leaders
HOSTED BY BETH MACE

Get to know some of the leading voices and business leaders influencing seniors housing and skilled nursing today. Expect a little more humor, a few good stories from the frontlines, and perhaps a priceless insight gained from deep experience.

NIC Chats
John Moore - Episode 5

00:00 | 32:27

John Moore - Episode 05

You may know that with the recent acquisition of Holiday Retirement, Atria Senior Living has expanded to 447 communities across 45 states and seven Canadian provinces. But did you know that Atria's Chairman and CEO, John Moore, owns a restaurant in Louisville that serves best-in-class bourbon, whiskey, and scotch? And would you like to know what the "B-52 of senior living" is? Listen to NIC Chief Economist Beth Mace's conversation with Mr. Moore, for some 'aha' moments on the future of senior living – and a few insights of a more personal nature from a leader who is driving that future today.

NIC LEADERSHIP HUDDLE WEBINAR SPONSORSHIP

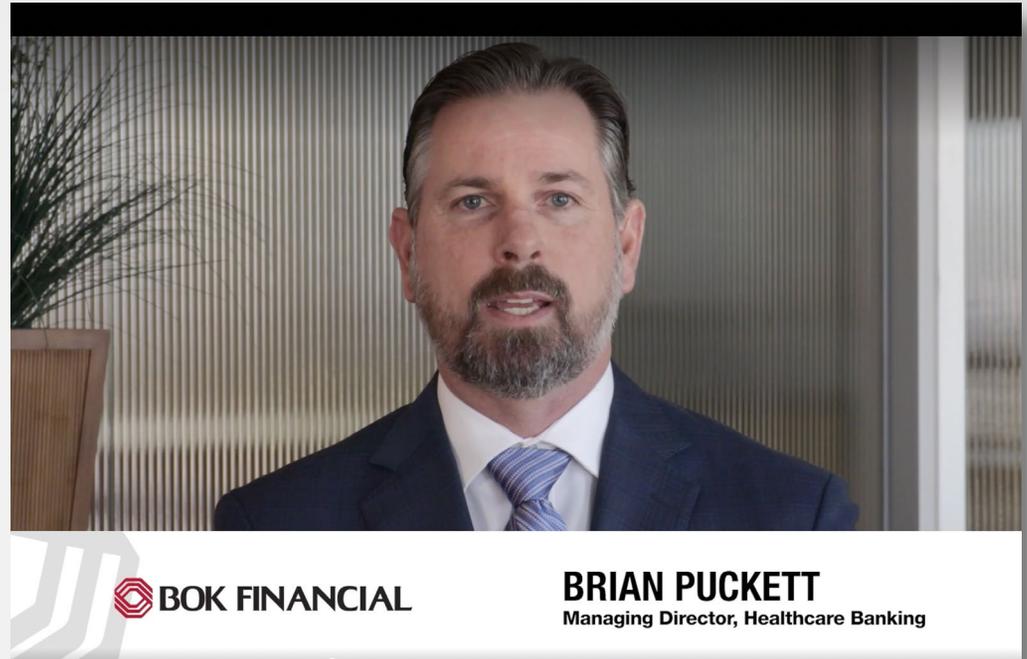
Exclusive sponsorship of a NIC Leadership Huddle Webinar.

RECOGNITION

- » Webinar to include banner, company bio, verbal name recognition, plus supplied and approved 45 second company video
- » Company logo included on cover of publication and publication webpage
- » Company logo included in email invitations sent to approx. 2,000 contacts twice.
- » Promoted organically on NIC social media at least twice

Feature Period: One webinar

Sponsorship Fee: \$8,500



2021 AVERAGE IMPRESSIONS

NUMBER OF REGISTRANTS – **350**

NUMBER OF ATTENDEES – **150**

Reported approximately one week after the featured period.

NIC NOTES BLOG SPONSORSHIP

Exclusive sponsorship of the NIC Notes blog with inline company acknowledgment for a month.

RECOGNITION

- » Logo displayed in the top position of the NIC Notes blog webpage and on each individual blog article
- » Includes an in-line acknowledgment on the right side of the blog page
- » Blog articles are promoted through:
 - › NIC social media
 - › NIC Recap newsletter email to approx. 5,000 subscribers 2x/month
 - › NIC Notes weekly email

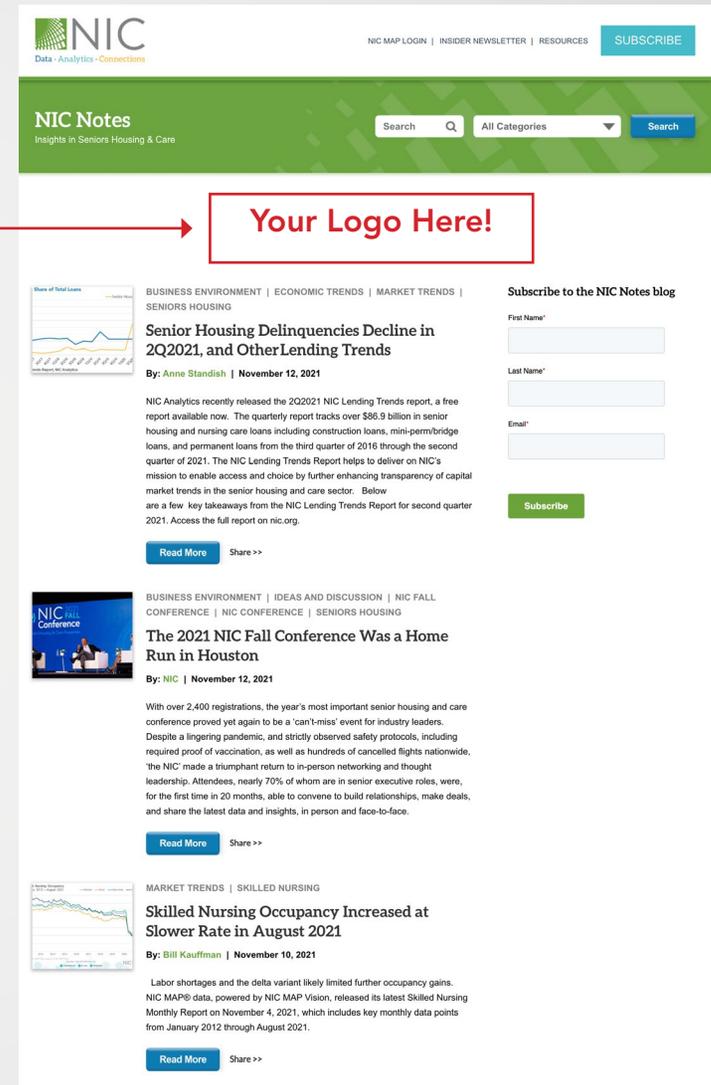
Feature Period: One month

 **2021 AVERAGE IMPRESSIONS**

3,600 MONTHLY VIEWS

Reported approximately one week after the featured period.

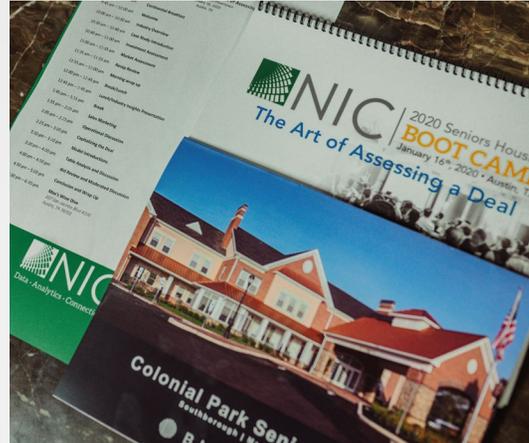
Sponsorship Fee: \$3,500





OTHER BRAND RECOGNITION OPPORTUNITIES

BOOT CAMPS



Four individual opportunities for sole sponsorship of highly targeted educational events. Includes sponsorship recognition in emails, on-site or on the e-learning platform (whether in-person or virtual), and on the event page. Sponsor can supply a 45-second video and one page company overview for distribution and one complimentary registration to the boot camp.

Skilled Nursing

In-person: March 23, 2022 | Dallas, TX

Virtual: May 5, 2022

Senior Housing

In-person: June 28, 2022 | Denver, CO

In-person: September 14, 2022 | Washington, DC

In-person Sponsorship Fee: **\$10,000**

Virtual Sponsorship Fee: **\$5,500**



2022 CALENDAR OF SPONSORSHIP OPPORTUNITIES

CORPORATE SPONSORSHIP CALENDAR

Program	Jan	Feb	March	April	May	June	July	Aug	Sep	Oct	Nov	Dec	2022/YR
NIC Insider Newsletter Article													12
NIC Chats Podcast Interview													4
NIC Notes Blog Article													12
Spotlight Webinar Interview													4
White Paper													12
NIC Recap Newsletter Sponsorship													12
NIC Insider Newsletter Sponsorship													12
NIC Insider Newsletter Acknowledgment	3	3	3	3	3	3	3	3	3	3	3	3	36
NIC Chats Podcast Sponsorship													12
Leadership Huddle Webinar Sponsorship					2	2	2						6
NIC Notes Blog Sponsorship													12
Boot Camps			SN		SN	SH				SH			4

- Inquire about availability.
- Months represented with green indicate that an opportunity is offered while months in grey do not.
- Unless otherwise noted, there is one sponsorship available per month.

GUIDELINES & ART SPECIFICATIONS

GUIDELINES

Content will, in most cases, be authored by NIC based on interviews conducted with the sponsor's identified subject matter expert (SME). NIC will provide draft content for the sponsor's review prior to publishing.

White paper content is written and formatted by the sponsor. It must be original to the authoring organization in the 2000–4000-word count range. NIC retains the right to edit, either for length, grammar, spelling, clarity, or tone. NIC will review and, where appropriate, will edit the draft, which will then be submitted to the sponsor for review. Any further edits will be agreed upon with NIC prior to publishing.

When designing acknowledgments, providing written material, or recording videos, language:

MUST AVOID:

- Qualitative or comparative language (“the best”, “top-rated”)
- Price information or other indications of savings or value
- Endorsements (by NIC)
- Inducement to purchase or use the company

CAN INCLUDE:

- Exclusive sponsor arrangement
- Name, address, phone number, website, logo
- General description of the product line (“retailer of fine bathroom fixtures”)
- Visual depictions of products or services
- Taglines (“The Ultimate Driving Machine”)
- Links to outside websites, such as a company biography page, event registration page, research paper download page, or home page.

POLICIES

- Sponsors agree that NIC retains full editorial discretion for all NIC publications, regardless of sponsorship.
- Once published on a NIC-owned website, every post becomes the property of NIC, which retains the right to use the content across all of its platforms and outreach activities, to promote and publicize the post, and to repost, relocate, or remove the post at its sole discretion.
- Sponsors assume liability for all published content and also assume liability for any claims arising therefrom made against NIC.
- NIC reserves the right to reject any materials it deems not suitable for NIC's audience or in keeping with NIC's standards.
- Cancellations must be received in writing 10 days prior to the reservation closing date. Full payment will be charged for all contracts canceled after the reservation deadline. Payment is due 30 days upon receipt of the confirmation email.

ART REQUIREMENTS

- **MECHANICAL REQUIREMENTS**

- » NIC Insider newsletter acknowledgment – 300x600 px
- » NIC Notes blog – 300x600 px

- **ARTWORK SPECIFICATIONS**

- » All artwork should be submitted as an Adobe Acrobat PDF. If you are unable to send artwork in this format, please contact us. We may be able to accommodate your placement; additional fees may be incurred.

- **SPECIFICATIONS**

- » File size: Highest resolution possible.

- **WEB-RELATED BRAND RECOGNITIONS**

- » Web optimized images only. No looping or animated images.

- **VIDEO**

- » Video length should be 45 seconds or less (or 60-seconds with White Paper sponsorship). Video should be at least with a 720p resolution or higher and no larger than 4GB. Note: Viewer metrics can't be supplied with a Mp4 format. Vimeo links are not supported.

DEADLINES

Type	Reservation Deadline	Materials Deadline
Thought Leadership Content	30 working days prior to release date	20 working days prior to release date
Brand Recognition	20 working days prior to release date	10 working days prior to release date

Note: Subject to change.

A SENSE OF MISSION - **TOGETHER**



Your Partnership Matters

You help provide access and choice for America's older adults.

CONTACT US

For more information, please contact Staci Goff at sponsorship@nic.org.



NIC

NIC CORPORATE OFFICE:

1 Park Place, Suite 450, Annapolis, MD 21401
(410) 267-0504

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

**Source: July 2020 – August 2021, Google Analytics*

***NIC data*