



2021

SPONSOR PROSPECTUS



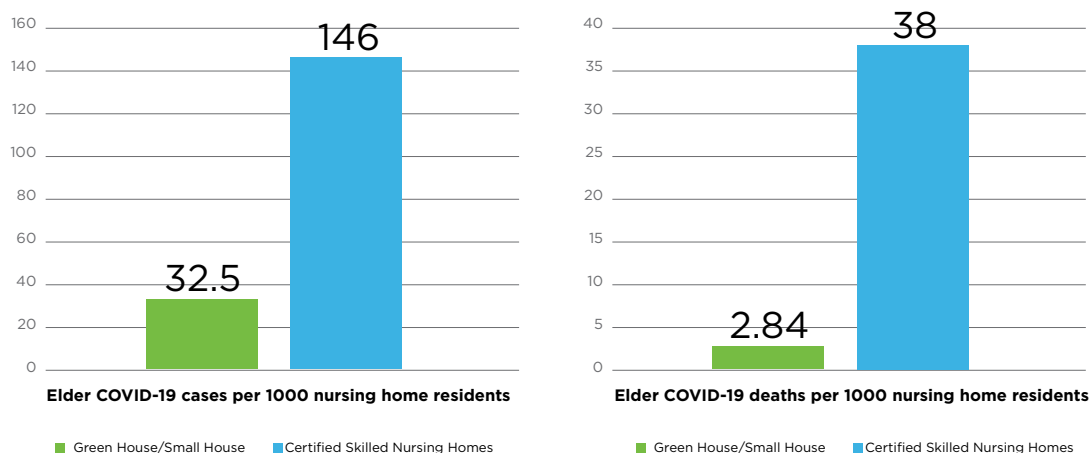
2021 SPONSOR PROSPECTUS

For more than 17 years, The Green House® Project (GHP) has been trusted to create, develop, and optimize radically non-institutional eldercare environments that empower the lives of people who live and work in them. Since the onset of the COVID-19 pandemic, GHP has earned even greater trust and respect due to the model's ability to manage the virus.

Preliminary data from a longitudinal study in partnership with the University of North Carolina (UNC) has revealed that the incidence of COVID-19 for skilled nursing Green House homes are significantly lower than traditional nursing homes.

GHP adopters are exceedingly grateful for having the ability to mitigate the spread of COVID-19 in very beneficial ways. The UNC data has revealed that among the 229 skilled nursing Green House homes that submitted data between Feb. 1 and May 31, 2020, 95% were COVID free.

Green House/Small House Skilled Nursing Confirmed Elder Cases and Deaths Compared to National Nursing Home Data (1.1.20 to 7.26.20)



The results of the study, coupled with the model's innovative design, have led to an explosion of media coverage for GHP. Nearly three dozen prominent news outlets—national, local, and trade—have published articles in which GHP is either featured or highlighted as a model that exemplifies better eldercare in the face of the pandemic.

2021 YEARLONG BENEFITS

We invite you to consider supporting GHP and its adopter organizations as a 2021 Green House Sponsor, with benefits that maximize your company's exposure throughout an entire year of engagement and recognition via our multiple communication channels.

A 2021 sponsorship gives you access to a wide range of opportunities and benefits that include making connections and building relationships with key decision makers through substantial exposure of your brand and value. GHP's close-knit network of adopters consists of a wide range of national, regional, and local providers, many of which are award-winning and nationally recognized in the aging services field.

When you support GHP as a sponsor, you gain the trust of this extensive network of peers, advocates, and stakeholders. Following are the events and platforms that offer such opportunities:

“Sponsorship with The Green House Project has brought value and excellent exposure to PMD, which in turn has led to new clients. I am honored, excited and humbled to be part of GHP family. I believe in the concept and the results, particularly infection control during the pandemic.”

***–Michael Starke
President & CEO
PMD Advisory Services***



WEBINARS: The already popular Green House webinars have become even more sought after during the COVID era. Like many others, GHP pivoted in 2020 to online-only events on topics that range from COVID-19 best practices, design and architecture, person-directed care, dementia, and more. Since the beginning of the year, we have hosted 25 webinars that have garnered more than 5,000 registrants.



WORKSHOPS: The popularity of our workshops continues to grow. GHP's first virtual development workshop attracted more than 100 developers, architects, influencers, and senior living providers. Additional workshops with new topics are planned for 2021.



SOCIAL MEDIA: GHP manages four social media channels with thousands of followers. A sharp uptick in traffic since COVID has yielded more engagement and followers than ever before. Green House sponsors will be highlighted on the channels throughout the year, which means greater exposure for your brand and your value.



GREEN HOUSE PODCAST: GHP added a new weekly podcast, titled Elevate Eldercare, to its arsenal of marketing channels in 2020. Described as enlightening, provocative, and sometimes uncomfortable conversations between Senior Director Susan Ryan and thought leaders who offer diverse perspectives aimed at elevating eldercare, it is already growing fast, with more than 2,400 downloads in the first six weeks of launch.

JOIN THE MOVEMENT

As we continue to witness historic precedence in the face of an invisible enemy, Green House adopters have risen above the chaos as a beacon of hope for what surely is poised to be the future of long-term care. Although it is clear that this is the moment for Green House, there is still much work to be done. We look forward to your critical support as we continue to revolutionize care and empower lives.

VISIONARY | \$15,000

(maximum of four)

- GHP Visionary Sponsor throughout 2021.
- Become a GHP Preferred Partner: your services and products will be vetted by the Green House team and recommended to the GHP network of peers. In addition, your organization will be highlighted in our newsletters.
- Participate in a virtual meet-and-greet with our Board of Directors, or a personal introduction to select board members.
- Develop a program to meet your individual goals, such a sponsorship of the Elevate Eldercare podcast, a webinar series, virtual workshops, CEO workshops, etc., including receipt of the full registration list.
- Invitation to sponsor GHP special events.
- Free registration of up to three individuals for paid workshops, including receipt of the full registration list.
- Opportunity to submit a white paper to be distributed to the Green House network of peers, as well as our email list of providers, influencers, and supporters.
- Placement of company logo and hyperlink on GHP's website throughout 2021.
- Company logo on both the internal and external monthly GHP e-newsletters and social media messaging.

LEVELS & BENEFITS

CHAMPION | \$7,500

(maximum of six)

- GHP Champion Sponsor throughout 2021.
- Become a GHP Preferred Partner: your services and products will be vetted by the Green House team and recommended to our network of peers. In addition, your organization will be highlighted in our newsletters.
- Sponsorship recognition of a webinar series, individual webinars, Elevate Eldercare podcast series, virtual workshops, CEO workshops, etc., including receipt of the full registration list.
- Invitation to GHP special events.
- Free registration of up to two individuals for paid workshops.
- Placement of company logo and hyperlink on GHP website throughout 2021.
- Company logo on both the internal and external monthly GHP e-newsletters and social media messaging.

ADVOCATE | \$4,000

- GHP Advocate Sponsor throughout 2021.
- Sponsorship recognition of two webinars or one workshop, including registration lists, to be created in collaboration between Advocate Sponsor and GHP.
- Free registration for one individual for paid workshops.
- Placement of company logo and hyperlink on GHP website throughout 2021.
- Company logo on both the internal and external monthly GHP e-newsletters and social media messaging.

MISSION | \$2,000

- GHP Advocate Sponsor throughout 2021.
- Sponsorship recognition of one webinar, including registration list, to be created in collaboration between Mission Sponsor and GHP.
- Discounted registration for paid workshops.
- Placement of company hyperlink on GHP website throughout 2021.
- Company logo on both the internal and external monthly GHP e-newsletters.

FRIEND OF GHP | \$500

- GHP Friend Supporter throughout 2021.
- Discounted registration for paid workshops.



 **the green house project**
Revolutionizing care to empower lives.

thegreenhouseproject.org | 410.246.3806

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