



SPONSOR PROSPECTUS 2023

TWO
LEGACIES.
TWO TEAMS.
ONE GOAL.



THE GREEN HOUSE PROJECT AND PIONEER NETWORK HAVE COMBINED FORCES TO CREATE A **SINGLE ADDRESS** FOR LONG-TERM CARE TRANSFORMATION AND REFORM. WE'RE CALLING IT THE **CENTER FOR INNOVATION**, AND IT'S THE NEW HOME OF THE GREEN HOUSE AND PIONEER BRANDS.

There's never been a better time to align your brand with the leading names in person-directed eldercare — organizations that not only survived but thrived during the pandemic.

Providers that adopt Green House and Pioneer principles are at the forefront of innovation, offering best-in-class care and serving as the providers of choice in their communities. Our care models continue to receive positive attention from media outlets and policymakers, positioning our philosophy as the future of eldercare in America and around the world.

Whether it's the development of a new Green House community, working with operators of traditional nursing homes to strategically reposition a campus, providing dementia education, or consulting on person-directed care practices, organizations partner with Green House and Pioneer Network to drive real change for elders and operations alike.

BECOMING A SPONSOR OF THE **CENTER FOR INNOVATION** PUTS YOUR ORGANIZATION AT THE **FOREFRONT OF THIS MOVEMENT** WHILE GIVING YOU ACCESS TO A NETWORK OF **30,000 LONG-TERM CARE LEADERS**, VISIONARIES, AND FRONTLINE WORKERS ACROSS THE UNITED STATES AND THE WORLD.

From the White House to state governments to the National Academies of Sciences, Engineering, and Medicine (NASEM), the call is clear: The future of eldercare is human-scaled, elder-directed, and people-first.

Explore these pages to learn more about sponsorship opportunities with The Green House Project and Pioneer Network, and let's build the future together.

Don't see a sponsorship benefit that you were hoping to find? We're flexible! At the Supporter level or above, our sponsorship team will work with you to create a package tailored perfectly to your organization's needs and goals.



44,000+
PODCAST
DOWNLOADS



2,000+
WEBINAR,
WORKSHOP, AND
CONFERENCE
ATTENDEES



30,000+
E-MAIL
SUBSCRIBERS



1
NEW JOINT
CONFERENCE
scheduled for
July 23-26, 2023
in Pittsburgh!



SPONSORSHIP TIERS

The Green House Project offers a variety of sponsorship levels and benefits for companies of every size and scope. Please note that these tiers are guidelines as we work to meet organizations' needs and goals.

Benefactor
\$25,000

All benefits of lower tiers plus:

- Full year "Elevate Eldercare" podcast sponsorship, including in-episode ad reads
- Appearance on an episode of "Elevate Eldercare"

Targeted webinars introducing your products/services to the Peer Network

Introductions to select members of the Green House and Pioneer boards of directors

Opportunities to highlight your organization during the conference and workshops, including during opening general sessions

Sponsor and introduce keynote speaker at conference

Believer
\$15,000

All benefits of lower tiers plus:

- Sponsorship of four "Elevate Eldercare" podcast episodes, including in-episode ad reads
- Exclusive invitation to join select Peer Network groups of targeted staff members at Green House and Pioneer adopter organizations

Submit white paper for distribution to LinkedUp Peer Network, influencers, and supporters

Prominent logo display at conference

Opportunity to present curated education session at conference

Enthusiast
\$7,500

All benefits of lower tiers plus:

- Co-sponsor workshop — in-person or virtual — including registration list with contact information
- Complimentary registration for GHP workshops and webinars

Hyperlink logo placement on LinkedUp Bulletin, sent to all Peer Network members

Complimentary, premium exhibit booth at conference

Supporter
\$5,000

- Opportunity for a virtual meeting with the Green House Project and Pioneer Network team to introduce your organization to our models and sponsorship benefits
- Exclusive sponsored webinar — either your content or a curated presentation by Green House and Pioneer — including registration list

Introduction to select Green House and Pioneer adopters/potential adopters

Opportunity to attend VIP reception at conference

Discounts on Green House and Pioneer webinars

Complimentary exhibit booth at conference

Complimentary conference registration for two

Hyperlink logo displayed on conference website and collateral

Mission
\$1,500

- Corporate opportunity to support our mission
- Subscription to all external e-newsletters
- Discounted webinar registrations
- Logo placement on Green House and Pioneer website

Friend
\$500

- Individual opportunity to support our mission
- Subscription to all external e-newsletters
- Discounted webinar registrations

CENTER FOR INNOVATION, INC.

The Center for Innovation, Inc. (CFI) is a 501(c)(3) non-profit organization dedicated to improving the lives of all elders who require care and supports — no matter where they live. Originally founded in 2015 as the home of the Green House brand, CFI now oversees The Green House Project and Pioneer Network's combined mission to reshape eldercare in the United States and around the world through physical and cultural transformation. Based in Linthicum, Md., CFI's board and staff have decades of experience in person-directed care, workforce education and training, environmental design, eldercare operations, and regulatory compliance.

CFI offers far more than small homes. We're your trusted partners in eldercare improvement.

Powered by Pioneer and Green House, CFI offers:

- Expanded Green House trademark to broaden the application of the model
- Innovation studies to test new adaptations of the Green House and Pioneer models in various settings
- Customized consultation and education to transform any traditional nursing home or assisted living community

**We can't wait to work with you.
Get in touch today.**

www.thegreenhouseproject.org
inquiries@thegreenhouseproject.org

