



Reach your key audiences and goals with the North American Interfraternity Conference.

Founded in 1909, the North American Interfraternity Conference (NIC) is the trade association representing 61 international and national men's fraternities.

The NIC's member fraternities have approximately:

- 6,000 chapters on 800 campuses
- 280,000 undergraduate members
- 4.2 million alumni

The NIC serves to advocate for the needs of its member fraternities through enrichment of the fraternity experience; advancement and growth of the fraternity community; and enhancement of the educational mission of the host institutions.

NIC Alliance Partners gain industry recognition, enjoy high visibility during NIC programs, and receive unique opportunities to market to NIC member organizations by connecting with the interfraternal industry's key decision makers and influencers.

Businesses and organizations serving the interfraternal community receive tangible benefits as a result of their participation in the NIC's Alliance Partner program focused on growing their business.

Alliance Partners of the NIC are in a special category of membership available to for-profit companies wishing to do business with men's college fraternities and nonprofit organizations wishing to work cooperatively with men's college fraternities.

NIC Alliance Partners are key sponsors in fostering and promoting the success of NIC member fraternities.

DISTINGUISHED TITANIUM AND DIAMOND ALLIANCE PARTNERS

NIC and the Foundation for Fraternal Excellence (FFE) have created a very special Alliance Partner category—Distinguished Titanium and Diamond recognition, which acknowledges companies who are Titanium-level or Diamond-level Alliance Partners for NIC and FFE. These partners wish to uniquely distinguish themselves in the fraternal marketplace.

Companies and nonprofits wishing to take advantage of this extraordinary partnership will receive Titanium-level or Diamond-level benefits offered by both the NIC and FFE. This provides access to chief executives for the 61 NIC fraternity member organizations and chief executives for both men's and women's FFE foundations.

Distinguished Titanium Alliance Partners will receive unparalleled benefits and the highest priority in every category, even above Titanium Alliance Partners for either the NIC or FFE.

DISTINGUISHED TITANIUM: Companies wishing to receive top priority would typically pay full price (\$15,000 annually) to both the NIC and FFE (costing \$30,000 annually). Through this partnership, top billing is now available to select Alliance Partners for \$25,000 annually.

DISTINGUISHED DIAMOND: Companies wishing to receive priority would typically pay full price (\$10,000 annually) to both the NIC and FFE (traditionally costing \$20,000 annually). Through this partnership, distinguished billing is now available to select Alliance Partners for \$15,000 annually.

If you or your organization is interested in one of these distinct opportunity, please contact Michael McRee, COO, at mike.mcree@nicfraternity.org or by phone at (317) 872-1112.

NIC ALLIANCE PARTNER BENEFITS BY LEVEL



TITANIUM
\$15,000

DIAMOND
\$10,000

PLATINUM
\$7,500

GOLD
\$5,000

SILVER
\$3,500

BRONZE
\$1,500

EXECUTIVE ACCESS

Access to NIC President & CEO for 1 day to participate in strategic planning with your staff and/or clients to discuss industry trends



30-minute 1:1 meetings with NIC member fraternity executives that you select and NIC pre-arranges

10

10



BOARD ACCESS

Invitation to participate at the Governing Council meeting at the Meeting of Members



Opportunity to give remarks during Governing Council meeting



Invitation to Governing Council special reception (if applicable)



NIC ANNUAL MEETING OF MEMBERS

Invitation to attend business meeting (hosted online)



Public recognition at an event in priority order

1st

2nd

3rd



One slide Powerpoint motionless digital ad during event break



Opportunity to present virtual educational workshop(s)



Priority digital ad placement in event app (both NIC/FFE Alliance Partners)

1st

2nd

3rd



Logo linked in event app by level



Custom push notification to attendees via event app/email once per event

Distinguished Only

Distinguished Only



Promotional materials shared digitally with attendees following the business meeting



Promotional materials included in upload section of event app



Logo displayed in at least one Powerpoint presentation



7-day early access to attendee list



Access to attendee list after program



OTHER EVENTS

Invitation to attend NIC lobbying/Capitol Hill visits

4

3

2

2

1



Complimentary registrations for NIC lobbying/Capitol Hill visits

3

2

1



Opportunity to participate in select NIC webinars as available



Advertisement in materials for NIC student educational programs



INFORMATION

Receive NIC updates and email communications



Current listing of NIC member fraternity executives, emails, and phone numbers



ADVERTISING

Authorized use of official NIC Alliance Partner designation logo



Logo recognition and listing on the NIC website



Alliance Partner spotlight in one NIC communication



Opportunity to post news and jobs in a NIC communication



Direct email to NIC member organizations once per semester



Recognition via NIC social media once per semester

