



2019-2020 Alliance Partner Program

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 66 international and national men's fraternities.

The NIC's member fraternities have approximately:

- 6,186 chapters on 800 campuses
- 380,000 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 Diamond Alliance Partners

NIC and the Foundation for Fraternal Excellence (FFE) have created a very special Alliance Partner category—Distinguished Diamond recognition, which acknowledges companies who are 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 Diamond-level benefits offered by both the NIC and FFE. This provides access to chief executives for the 66 NIC fraternity member organizations and chief executives for both men's and women's FFE foundations.

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

Typically, companies wishing to receive top priority would have to pay full price (\$10,000 annually) to both the NIC and FFE (traditionally costing \$20,000 annually). Through this partnership, top billing is now available to select Alliance Partners for \$15,000 annually.

If you or your organization is interested in this 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	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	✗	✗	✗	✗
BOARD ACCESS					
Invitation to participate at the Governing Council meeting at the Meeting of Members	✓	✓	✗	✗	✗
Invitation to participate at an additional Governing Council meeting	✓	✗	✗	✗	✗
Opportunity to give remarks during Governing Council meeting	✓	✗	✗	✗	✗
Invitation to Governing Council special reception (if applicable)	✓	✗	✗	✗	✗
NIC ANNUAL MEETING OF MEMBERS					
Invitation to attend	✓	✓	✓	✓	✓
Complimentary registration(s)	4	3	2	1	✗
Public recognition at an event and opportunity to give remarks, in priority order	2nd	3rd	✗	✗	✗
Exhibit table provided	✓	✓	✓	✓	✓
Priority exhibitor placement in high traffic areas (both NIC/FFE Alliance Partners)	2nd	3rd	4th	5th	6th
Advertisement in program book	Full page	Full page	1/2 page	1/2 page	1/4 page
Listing in the program book by level of Alliance Partner	✓	✓	✓	✓	✓
Promotional materials included in registration packets	✓	✓	✓	✓	✓
Logo displayed on materials/signage	✓	✓	✓	✓	✓
7-day early access to attendee list	✓	✓	✗	✗	✗
Access to attendee list after program	✓	✓	✓	✓	✓
OTHER EVENTS					
Invitation to attend NIC lobbying/Capitol Hill visits	3	2	2	1	✗
Complimentary registrations for NIC lobbying/Capitol Hill visits	2	1	✗	✗	✗
Opportunity to participate in select NIC webinars as available	✓	✓	✓	✗	✗
INFORMATION					
Receive NIC updates, email communication and newsletters	✓	✓	✓	✓	✓
Current listing of NIC member fraternity executives, addresses, emails, and phone numbers	✓	✓	✓	✓	✓
ADVERTISING					
Authorized use of official NIC Alliance Partner designation logo	✓	✓	✓	✓	✓
Logo recognition and listing on the NIC website	✓	✓	✓	✓	✓
Advertisement in Undergraduate Interfraternity Institute (UIFI) workbooks	Full page	1/2 page	✗	✗	✗
Advertisement in IFC Academy workbooks	Full page	1/2 page	✗	✗	✗
Listing in NIC newsletter	✓	✓	✓	✓	✓
Opportunity to post news and jobs in NIC newsletter	✓	✓	✓	✓	✗
Alliance Partner spotlight in NIC newsletter	✓	✗	✗	✗	✗