



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 58 international and national men's fraternities.

The NIC's member fraternities have approximately:

- 6,000 chapters on 800 campuses
- 200,000 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 and enjoy high visibility to NIC members throughout the year—benefitting both the industry and our partners. NIC Alliance Partners 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 58 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 opportunities, 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 one (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 arranges	10	10	✗	✗	✗	✗

BOARD ACCESS

Invitation to participate at the Governing Council meeting in conjunction with 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 event (if applicable)	✓	✓	✗	✗	✗	✗

INDUSTRY INSIDER INFORMATION

Opportunity to participate in select NIC webinars as available	✓	✓	✓	✓	✗	✗
Receive regular NIC communications and PR updates	✓	✓	✓	✓	✓	✓
Receive regular NIC governmental relations updates	✓	✓	✓	✓	✓	✓
Gain access to NIC/FFE research project findings before they are public	✓	✓	✓	✓	✓	✓
Receive other NIC updates and email communications	✓	✓	✓	✓	✓	✓
Current list of NIC member fraternity executives w/email and phone	✓	✓	✓	✓	✓	✓

ADVERTISING

Recognition via NIC social media once per semester	✓	✗	✗	✗	✗	✗
Direct email to NIC member organizations once per semester	✓	✗	✗	✗	✗	✗
Opportunity to post news and jobs in a NIC communication	✓	✓	✗	✗	✗	✗
Alliance Partner spotlight in one NIC communication	✓	✓	✗	✗	✗	✗
Advertisement in materials for NIC student educational programs	✓	✓	✗	✗	✗	✗
Authorized use of official NIC Alliance Partner badge	✓	✓	✓	✓	✓	✓
Logo recognition and listing on the NIC website	✓	✓	✓	✓	✓	✓

NIC ANNUAL MEETING OF MEMBERS

Invitation to attend (hosted online)	✓	✓	✓	✓	✓	✓
Complimentary registration(s)	Unlimited	Unlimited	3	2	1	
Opportunity to present virtual educational workshop(s)	✓	✗	✗	✗	✗	✗
One custom push notification to attendees via app/email	Distinguished only	Distinguished only	✗	✗	✗	✗
Public recognition at an event, in priority order	1ST	2ND	3RD	✗	✗	✗
Video ad played during main session/meal	60 seconds	45 seconds	30 seconds	15 seconds	✗	✗
7-day early access to attendee list	✓	✓	✓	✗	✗	✗
Priority digital ad placement in event app (both NIC/FFE APs)	1ST	2nd	3RD	✗	✗	✗
Opportunity to host topical virtual roundtable discussion	✓	✓	✓	✓	✓	✓
Logo linked in event app by level	✓	✓	✓	✓	✓	✓
Promotional materials included in upload section of event app	✓	✓	✓	✓	✓	✓
Logo displayed in at least one PowerPoint presentation	✓	✓	✓	✓	✓	✓
One slide PowerPoint motionless digital ad during event break	✓	✓	✓	✓	✓	✓
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	✗	✗	✗