

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

2022-2023 ALLIANCE PARTNER BENEFITS BY LEVEL



Founded in 1909, the North American Interfraternity Conference (NIC) is the trade association representing more than 50 international and national men's fraternities. 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.

Access to

50+ fraternity executives,
thousands of chapters on more than 800
campuses, more than 200,000 undergraduate
members and 4.2 million alumni.

8 Alliance Partner levels
to choose from.

*(Distinguished Titanium, Distinguished Diamond,
Titanium, Diamond, Platinum, Gold, Silver, Bronze)*

365 partnership approach

including numerous partner-member touchpoints available throughout the year.

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.

Countless benefits to your organization and staff.

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.

“Plaid considers its Alliance Partner membership to the NIC as an alignment to the efforts that advance the fraternal community, and it's an honor to support the trade association that elevates fraternal organizations. Our partnership with the NIC *strengthens our relationships with our fraternal partners and has afforded us many opportunities to provide services and resources to the industry.*” - Chris Woods, Partner, Plaid

Alliance Partners are in a special category of NIC 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

The FFE and NIC work together to preserve the fraternity and sorority experience and invest in industry-wide initiatives that advance research and educational-based needs for students, higher education partners and interfraternal organizations. Because of this important collaboration, we created Alliance Partner categories that give partners the opportunity to engage with both organizations at the highest possible level.

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 (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

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

10	10	✗	✗	✗	✗
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BOARD ACCESS

Invitation to participate at the Governing Council meeting in conjunction with the Meeting of Members

✓	✓	✓	✓	✗	✗
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Invitation to participate at an additional Governing Council meeting

✓	✓	✗	✗	✗	✗
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Opportunity to give remarks during Governing Council meeting

✓	✓	✗	✗	✗	✗
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Invitation to Governing Council special event (if applicable)

✓	✓	✗	✗	✗	✗
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INDUSTRY INSIDER INFORMATION

Opportunity to participate in select NIC webinars as available

✓	✓	✓	✓	✗	✗
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Receive regular NIC communications and PR updates

✓	✓	✓	✓	✓	✓
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Receive regular NIC governmental relations updates

✓	✓	✓	✓	✓	✓
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Gain access to NIC/FFE research project findings before they are public

✓	✓	✓	✓	✓	✓
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Receive other NIC updates and email communications

✓	✓	✓	✓	✓	✓
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Current list of NIC member fraternity executives w/email and phone

✓	✓	✓	✓	✓	✓
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ADVERTISING

Recognition via NIC social media once per semester

✓	✗	✗	✗	✗	✗
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Direct email to NIC member organizations once per semester

✓	✗	✗	✗	✗	✗
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Opportunity to post news and jobs in a NIC communication

✓	✓	✗	✗	✗	✗
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Alliance Partner spotlight in one NIC communication

✓	✓	✗	✗	✗	✗
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Advertisement in materials for NIC student educational programs

✓	✓	✗	✗	✗	✗
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Authorized use of official NIC Alliance Partner badge

✓	✓	✓	✓	✓	✓
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Logo recognition and listing on the NIC website

✓	✓	✓	✓	✓	✓
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NIC ANNUAL MEETING OF MEMBERS

Invitation to attend

✓	✓	✓	✓	✓	✓
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Complimentary registration(s)

5	4	3	2	1	✗
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Opportunity to participate in partner/member executive speed dating

✓	✓	✓	✓	✓	✓
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Opportunity to host cocktail table in the connect hub

✓	✓	✓	✓	✓	✓
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Recognition at the Alliance Partner Luncheon

✓	✓	✓	✓	✓	✓
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Opportunity to present educational workshop

✓	✗	✗	✗	✗	✗
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Promotional materials placed in each seat for business meeting

✓	✗	✗	✗	✗	✗
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Public recognition at an event, in priority order

1ST	2ND	3RD	✗	✗	✗
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Priority digital ad placement in event app (both NIC/FFE APs)

1ST	2ND	3RD	✗	✗	✗
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Logo linked in event app by level

✓	✓	✓	✓	✓	✓
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Promotional materials included in registration packets

✓	✓	✓	✓	✓	✓
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Logo displayed on event materials/signage

✓	✓	✓	✓	✓	✓
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One PowerPoint slide motionless digital ad during Alliance Partner Luncheon & event breaks

✓	✓	✓	✓	✓	✓
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Access to attendee list

14 days prior	10 days prior	10 days prior	5 days prior	5 days prior	3 days prior
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OTHER EVENTS

Invitation to attend NIC lobbying/Capitol Hill visits

4	3	2	2	1	✗
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Complimentary registrations for NIC lobbying/Capitol Hill visits

3	2	1	✗	✗	✗
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