

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

2024-2025 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.

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.

Access to

50+ fraternity executives,
thousands of chapters on more than 600
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 — benefiting 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.

“There are three primary reasons I support the NIC. First, I believe in its mission. I also **value the education and professional development opportunities available to me and my staff.** Finally, it's about relationships. **I've developed great relationships with customers, other vendors, even competitors.** In fact, some of those people who started out as competitors have become business or channel partners because of the relationships we built through the Alliance Partner program.” - Fred Maglione, Business Leader, OmegaFi

Our partners often become trusted advisors, offering their perspectives and insights to NIC leadership and forming strong, enduring partnerships with our member organizations. Alliance Partners are known across our audience as key, critical contributors to the success of NIC members and the fraternal industry as a whole.

DISTINGUISHED TITANIUM AND DIAMOND ALLIANCE PARTNERS

The [NIC](#) and [FFE](#) 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 partners receive a savings of \$5,000 when partnering with both NIC and the FFE (Distinguished Titanium: \$25,000; Distinguished Diamond: \$15,000).

Contact FFE Executive Director Ashley VanDewark at ashley.vandewark@foundationfe.org
or (843) 283-3036 to secure your partnership today!

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 & BOARD ACCESS

Access to NIC President & CEO for 1 day to participate in strategic planning with your staff and/or clients to discuss industry trends	✓	✗	✗	✗	✗	✗
Invitation to participate in the Governing Council meeting at Annual Meeting	✓	✓	✓	✓	✗	✗
Invitation to participate in additional Governing Council meeting	✓	✓	✗	✗	✗	✗
Opportunity to give remarks during Governing Council meeting(s)	✓	✓	✗	✗	✗	✗
Invitation to Governing Council and NIC member fraternity executives special event (if applicable)	✓	✓	✗	✗	✗	✗
30-minute 1:1 meetings with NIC member fraternity executives that you select and NIC arranges	10	5	✗	✗	✗	✗
Receive list of NIC member fraternity executives w/ email & phone	✓	✓	✓	✓	✓	✓

INDUSTRY INSIDER INFORMATION

Gain access to NIC/FFE research project findings	✓	✓	✓	✓	✓	✓
Opportunity to participate in select NIC webinars	✓	✓	✓	✓	✓	✓
Receive NIC updates, email communications and newsletters including invitation to twice yearly Alliance Partner town halls	✓	✓	✓	✓	✓	✓
Receive contact list of IFC Presidents annually	✓	✗	✗	✗	✗	✗

ADVERTISING

Opportunity to feature a case study	Live webinar	Live webinar	Blog post	Blog post	Blog post	Blog post
Annual spotlight via NIC social media	✓	✓	✗	✗	✗	✗
Authorized use of official NIC Alliance Partner badge	✓	✓	✓	✓	✓	✓
Logo recognition and listing on the NIC website	✓	✓	✓	✓	✓	✓
Opportunity to post news and jobs in an NIC communication	✓	✓	✓	✓	✓	✓

DUAL MEETING/ANNUAL MEETING OF MEMBERS

Invitation to attend	✓	✓	✓	✓	✓	✓
Complimentary registration(s)	5	4	3	2	1	✗
Advance access to attendee list	14 days prior	10 days prior	10 days prior	5 days prior	5 days prior	3 days prior
Opportunity to present educational workshop	✓	✗	✗	✗	✗	✗
Opportunity to host exhibit table in Alliance Partner Hall	✓					
Opportunity to participate in partner-member speed dating	✓	Choose up to 3	Choose up to 2	Choose up to 2	Choose up to 1	Choose up to 1
Opportunity to conduct demo or present idea via Ignite sessions	✓					
Opportunity to give remarks from main stage in priority order	✓					
Opportunity to provide advertisement in program book	Dist. only, 1 pg.	Dist. only, 1/2 pg.	✗	✗	✗	✗
Promotional materials placed in each seat for business meeting	✓	✗	✗	✗	✗	✗
Promotional materials included in registration packets	✓	✓	✓	✓	✓	✓
Recognition at the Alliance Partner Welcome Luncheon	✓	✓	✓	✓	✓	✓
Logo displayed by level in program book, on event signage/materials and via PPT during event breaks	✓	✓	✓	✓	✓	✓

OTHER PROGRAMMING

Invitation to attend NIC lobbying/Capitol Hill visits	4	3	2	2	1	✗
Complimentary registration(s) for NIC lobbying/Capitol Hill visits	3	2	1	✗	✗	✗