



**FOUNDATION
FOR FRATERNAL
EXCELLENCE**

Alliance Partner Guide

Make an Impact with the Foundation for Fraternal Excellence

The Foundation for Fraternal Excellence (FFE) exists to support more than 65 fraternal foundations invested in developing the next generation of fraternity and sorority leaders. FFE Alliance Partners help us execute the programs, services and initiatives that fulfill this mission and advance our three strategic priorities: **Culture of Care, Community and Capacity Building.**

Similar to our mission and focus, organizations interested in the FFE Alliance Partner program are often those with products or services catered to interfraternal organizations, fundraising and/or development. As such, our intentionally-crafted Alliance Partner program offers growth in industry recognition, provides high visibility during FFE programs, and creates unique opportunities to market to and connect with FFE member organizations. Alliance Partners enjoy a package of comprehensive benefits, as well as additional level-based benefits that vary based upon the chart on the back of this page.

Many Alliance Partner benefits are rooted in our educational programs, one of the best ways to increase reach and build relationships with our unique audience. Your potential reach at those programs includes:

- 350 foundation executives, volunteers and staff who attend **Seminar**, our largest program and educational experience held in conjunction with the North American Interfraternity Conference (NIC) Annual Meeting of Members
- 30+ foundation executives who attend **Summit**, formerly known as Institute for Greek Advancement
- 70+ annual giving and traveling foundation staff members who attend **Advance**, formerly known as Greek Retreat

FFE Alliance Partners also have the unique opportunity to highlight their role as experts in the industry by participating as presenters during educational programs or as members of program planning committees. Our partners also often become trusted advisors, offering their perspectives and insights to FFE leadership and forming strong, enduring partnerships with our member foundations. Alliance Partners become known across our audience as key, critical contributors to the success of FFE member foundations and our industry as a whole.

Distinguished Diamond Alliance Partners

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

Distinguished Diamond partnership is ideal for those who wish to uniquely distinguish themselves in the interfraternal marketplace and make a lasting impact on our industry. Companies and nonprofits wishing to take advantage of this extraordinary partnership receive Diamond-level benefits from both the FFE and NIC. This ensures access at the highest level to both men's and women's FFE member foundations as well as chief executives for NIC member fraternities. It also provides a benefits package worth \$20,000 at the rate of \$15,000.

If you are interested in becoming an FFE Alliance Partner, please contact Mike McRee, Chief Operations Officer, at mike.mcree@nicfraternity.org or 317.872.1112.

FFE Alliance Partner Benefits by Level	DIAMOND \$10,000	PLATINUM \$7,500	GOLD \$5,000	SILVER \$3,500	BRONZE \$1,500
EXECUTIVE ACCESS					
Access to FFE staff for one (1) day to participate in strategic planning with your staff and/or clients & discuss industry trends	✓	✗	✗	✗	✗
BOARD ACCESS					
Invitation to participate at the FFE Board meeting at Seminar	✓	✗	✗	✗	✗
Invitation to participate at an additional Board meeting	✓	✗	✗	✗	✗
Opportunity to give remarks during Board meeting	✓	✗	✗	✗	✗
Invitation to Board special reception (if applicable)	✓	✗	✗	✗	✗
Seat on the FFE Alliance Partner Advisory Committee	✓	✓	✓	✓	✓
SEMINAR					
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	✗	✗	✗
Opportunity to present educational workshop(s)	2	1	✗	✗	✗
Exhibit table provided	✓	✓	✓	✓	✓
Priority exhibitor placement in high traffic areas (both FFE/NIC Alliance Partners)	2nd	3rd	4th	5th	6th
Advertisement in program book	Full page	Full page	1/2 page	1/2 page	1/4 page
Logo printed in program book by level	✓	✓	✓	✓	✓
Promotional materials included in registration packets	✓	✓	✓	✓	✓
Logo displayed on event materials/signage	✓	✓	✓	✓	✓
7-day early access to attendee list	✓	✓	✗	✗	✗
Access to attendee list after program	✓	✓	✓	✓	✓
OTHER PROGRAMS					
Invitation to attend Summit	2	2	2	1	✗
Complimentary registration(s) for Summit	2	1	✗	✗	✗
Invitation to attend Advance	✓	✓	✓	✓	✓
Complimentary registration(s) for Advance	2	1	✗	✗	✗
Opportunity to participate in FFE Continuing Ed Webinars	✓	✓	✓	✓	✓
INFORMATION					
Receive the FFE Industry Survey results	✓	✗	✗	✗	✗
Receive FFE updates, email communication and newsletter	✓	✓	✓	✓	✓
Receive current list of FFE member organization executives & addresses, emails and phone numbers	✓	✓	✓	✓	✓
ADVERTISING					
Authorized use of official FFE Alliance Partner badge	✓	✓	✓	✓	✓
Logo recognition and listing on FFE website	✓	✓	✓	✓	✓
Listing with link to website in FFE Foundation Focus	✓	✓	✓	✓	✓
Opportunity to post news and jobs in FFE Foundation Focus	✓	✓	✓	✓	✓
Alliance Partner spotlight in one Foundation Focus newsletter	✓	✓	✗	✗	✗