



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 four strategic priorities: Culture of Care, Community, Capacity Building and Data Driven Decisions.

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/participate in **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**
- 70+ annual giving and traveling foundation staff members who attend **Advance**

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

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

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.

FFE 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 FFE staff for one (1) day to participate in strategic planning with your staff and/or clients & discuss industry trends	✓	✓	✗	✗	✗	✗
Invitation to participate in FFE foundation executives Coffee Chat series	✓	✓	✗	✗	✗	✗
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)	5	4	3	2	1	✗
Public recognition at an event and opportunity to give remarks, in priority order	1st	2nd	3rd	✗	✗	✗
One slide Powerpoint motionless digital ad during event breaks	✓	✓	✓	✓	✓	✓
Opportunity to present virtual educational workshop(s)	✓	✗	✗	✗	✗	✗
Opportunity to host topical virtual roundtable discussion	✓	✓	✓	✓	✓	✓
Virtual exhibit experience provided	✓	✓	✓	✓	✓	✓
Priority digital ad placement in event app (both NIC/FFE Alliance Partners)	1st	2nd	3rd	✗	✗	✗
Logo linked in event app by level	✓	✓	✓	✓	✓	✓
Custom push notification to attendees via event app/email	Distinguished Only	Distinguished Only	✗	✗	✗	✗
Promotional materials shared digitally with attendees during business meeting	✓	✗	✗	✗	✗	✗
Promotional materials included in upload section of event app	✓	✓	✓	✓	✓	✓
Logo displayed in at least one Powerpoint presentation	✓	✓	✓	✓	✓	✓
7-day early access to attendee list	✓	✓	✓	✗	✗	✗
Access to attendee list after program	✓	✓	✓	✓	✓	✓
OTHER PROGRAMS						
Invitation to attend Summit	3	2	2	1	1	✗
Complimentary registration(s) for Summit	2	1	✗	✗	✗	✗
Invitation to attend Advance	✓	✓	✓	✓	✓	✓
Complimentary registration(s) for Advance	3	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 organization executives 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	✓	✓	✓	✗	✗	✗
Direct email to FFE member organizations once per semester	✓	✗	✗	✗	✗	✗