

## Make an impact with the Foundation for Fraternal Excellence.

The Foundation for Fraternal Excellence (FFE) exists to support more than 60 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 Decision-Making.

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.

The collaboration between FFE and our Alliance Partners realizes benefits throughout the year for both the industry and our partners. Our partnership increases your reach to build relationships with our unique audience.

Whether it is our quick response to situations like COVID-19, research to guide and promote the fraternal industry or educational programming, FFE looks to create value in our partnership.

While other organizations canceled events, FFE saw very successful virtual adaptations of our signature programs including **Summit**, **Advance**, and record-setting **Seminar** with 750 attendees. Based on this success, we are confident in our direction for the coming year and opportunities for engagement.

FFE Alliance Partners 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	<b>TITANIUM</b> \$15,000	<b>DIAMOND</b> \$10,000	<b>PLATINUM</b> \$7,500	<b>GOLD</b> \$5,000	<b>SILVER</b> \$3,500	<b>BRONZE</b> \$1,500
EXECUTIVE ACCESS						
Access to FFE staff for one (1) day to participate in strategic planning with your staff and/or clients to discuss industry trends	•	<b>Ø</b>				
Invitation to FFE member foundation executives Coffee Chat series	•	<b>Ø</b>				
BOARD ACCESS						
Invitation to participate at the FFE Board meeting in conjunction with Seminar	•	•	•			
Invitation to participate at an additional Board meeting	•	•				
Opportunity to give remarks during Board meeting	•	<b>Ø</b>				
Invitation to Board special event (if applicable)	•	<b>Ø</b>				
Seat on the FFE Alliance Partner Advisory Committee	•	<b>Ø</b>	<b>⊘</b>	Ø	<b>②</b>	
INDUSTRY INSIDER INFORMATION						
Receive the FFE Industry Survey results	•	•				
Gain access to NIC/FFE research project findings before they are public	•	<b>Ø</b>	<b>②</b>	<b>Ø</b>	<b>②</b>	
Opportunity to participate in FFE Continuing Ed Webinars	•	•	<b>⊘</b>	<b>⊘</b>	<b>②</b>	
Receive FFE updates, email communication and newsletter	•	•	<b>⊘</b>	Ø	<b>②</b>	
Current list of FFE organization executives w/email and phone	•	•	<b>⊘</b>	<b>~</b>	<b>②</b>	
ADVERTISING						
Direct email to FFE member organizations once per semester	•	8				
Alliance Partner spotlight in one Foundation Focus newsletter	•	•	<b>⊘</b>			
Authorized use of official FFE Alliance Partner badge	•	•	<b>⊘</b>	<b>②</b>	<b>②</b>	
Logo recognition and listing on the FFE website	•	•	<b>②</b>	<b>•</b>	<b>O</b>	
Listing with link to website in FFE Foundation Focus	•	<b>Ø</b>	<b>②</b>	<b>•</b>	<b>②</b>	
Opportunity to post news and jobs in FFE Foundation Focus	•	•	<b>②</b>	<b>•</b>	<b>O</b>	
SEMINAR						
Invitation to attend (hosted online)	•	•	<b>⊘</b>	<b>⊘</b>	<b>②</b>	
Complimentary registration(s)	Unlimited	Unlimited	3	2	1	
Recognition at an event & opportunity to give remarks, in priority order	1ST	2ND	3RD			
Video ad played during main session/meal	60 seconds	45 seconds	30 seconds	15 seconds		
Opportunity to present virtual educational workshop(s)	•	8				
One custom push notification to attendees via app/email	Distinguished only	Distinguished only				
7-day early access to attendee list	•	•	<b>⊘</b>			
Priority digital ad placement in event app (both NIC/FFE APs)	1ST	2ND	3RD			
Opportunity to host topical virtual roundtable discussion	•	<b>Ø</b>	<b>②</b>	<b>⊘</b>	<b>②</b>	
Logo linked in event app by level	•	•	<b>⊘</b>	<b>②</b>	<b>②</b>	
Promotional materials included in upload section of event app	<b>②</b>	<b>Ø</b>	<b>⊘</b>	<b>②</b>	<b>②</b>	
Logo displayed in at least one PowerPoint presentation	•	•	<b>⊘</b>	<b>⊘</b>	<b>②</b>	
One slide PowerPoint motionless digital ad during event breaks	•	•	<b>②</b>	<b>Ø</b>	<b>②</b>	
Access to attendee list after program	•	•	<b>⊘</b>	<b>Ø</b>	<b>②</b>	
OTHER PROGRAMS						
Invitation to attend Summit	3	2	2	1	1	
Complimentary registration(s) for Summit	2	1				
Invitation to attend Advance (hosted online)	•	•	<b>⊘</b>	<b>Ø</b>	<b>②</b>	
Complimentary registration(s) for Advance	4	3	2	1		