

# Make an impact with the Foundation for Fraternal Excellence.

## 2022-2023 ALLIANCE PARTNER BENEFITS BY LEVEL



FOUNDATION  
FOR FRATERNAL  
EXCELLENCE

The Foundation for Fraternal Excellence (FFE) exists to support more than 60 fraternity and sorority foundations invested in developing the next generation leaders. FFE Alliance Partners help us execute the programs, services and initiatives that fulfill this mission and advance our strategic priorities.

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.

Access to

**60+ fraternal foundations**  
invested in developing the next generation  
of fraternity and sorority leaders.

**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.

*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.*

### **Countless benefits** to your organization and staff.

*The collaboration between FFE and our Alliance Partners increases your reach, supports cultivation of relationships with our unique audience and realizes benefits throughout the year for the both the industry and our partners.*

“Over the years, NIC/FFE have been valuable partners to us, they continue to support our needs as a company within the fraternal market. Through this partnership we have had **access to NIC/FFE clients, prospects, and events, which have been instrumental to our success and growth.** In addition, [the] structured executive meetings program for partners has helped us generate a significant amount of business, and has also allowed us to establish sound foundations for stronger relationships.” - Michael Medonis, Director of Fraternal Solutions, Billhighway | Greekbill

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 the fraternity/sorority 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:** 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](mailto: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
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## EXECUTIVE ACCESS

Access to FFE staff for one day to participate in strategic planning with your staff and/or clients to discuss industry trends	✓	✓	✗	✗	✗	✗
Invitation to FFE member foundation executives Coffee Chat series	✓	✓	✗	✗	✗	✗

## 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	✓	✓	✗	✗	✗	✗
Invitation to Board special event (if applicable)	✓	✓	✗	✗	✗	✗
Seat on the FFE Alliance Partner Advisory Committee	✓	✓	✓	✓	✓	✓

## INDUSTRY INSIDER INFORMATION

Receive the FFE Industry Survey results	✓	✓	✗	✗	✗	✗
Gain access to NIC/FFE research project findings before they are public	✓	✓	✓	✓	✓	✓
Opportunity to participate in FFE Continuing Ed Webinars	✓	✓	✓	✓	✓	✓
Receive FFE updates, email communication and newsletter	✓	✓	✓	✓	✓	✓
Current list of FFE organization executives w/email and phone	✓	✓	✓	✓	✓	✓

## ADVERTISING

Direct email to FFE member organizations once per semester	✓	✗	✗	✗	✗	✗
Alliance Partner spotlight in one Foundation Focus newsletter	✓	✓	✓	✗	✗	✗
Authorized use of official FFE Alliance Partner badge	✓	✓	✓	✓	✓	✓
Logo recognition and listing on the FFE website	✓	✓	✓	✓	✓	✓
Listing with link to website in FFE Foundation Focus	✓	✓	✓	✓	✓	✓
Opportunity to post news and jobs in FFE Foundation Focus	✓	✓	✓	✓	✓	✓

## SEMINAR

Invitation to attend	✓	✓	✓	✓	✓	✓
Complimentary registration(s)	5	4	3	2	1	✗
Opportunity to participate in partner/member executive speed dating	✓	✓	✓	✓	✓	✓
Opportunity to host cocktail table in the connect hub	✓	✓	✓	✓	✓	✓
Recognition at the Alliance Partner Luncheon	✓	✓	✓	✓	✓	✓
Opportunity to give remarks in priority order	1ST	2ND	3RD	✗	✗	✗
Opportunity to present educational workshop	✓	✗	✗	✗	✗	✗
Promotional materials placed in each seat for business meeting	✓	✗	✗	✗	✗	✗
Priority digital ad placement in event app (both NIC/FFE APs)	1ST	2ND	3RD	✗	✗	✗
Logo linked in event app by level	✓	✓	✓	✓	✓	✓
Promotional materials included in registration packets	✓	✓	✓	✓	✓	✓
Logo displayed on event materials/signage	✓	✓	✓	✓	✓	✓
One PowerPoint slide motionless digital ad during Alliance Partner Luncheon & event breaks	✓	✓	✓	✓	✓	✓
Access to attendee list	14 days prior	10 days prior	10 days prior	5 days prior	5 days prior	3 days prior

## OTHER PROGRAMS

Invitation to attend Summit	3	2	2	1	1	✗
Complimentary registration(s) for Summit	2	1	✗	✗	✗	✗
Invitation to attend Advance (hosted online)	✓	✓	✓	✓	✓	✓
Complimentary registration(s) for Advance	5	4	3	2	1	✗