



NPC Partner Program Overview 2019-20

The National Panhellenic Conference (NPC) Partner Program helps us fulfill our mission as the premier advocacy and support organization for the advancement of the sorority experience by connecting key individuals within our 26 inter/national member organizations with business organizations that work in the interfraternal space and are interested in advocating for the sorority experience.

Eligibility

You are eligible to participate in the NPC Partner Program if your company manufactures, sells, distributes or provides supplies, products or services to women's-only sororities. See the next page for our 2019-20 NPC Partner Program benefits by level of partnership.

Uncertain whether the NPC Partner Program is right for your company? Do you...

- Have existing business relationships with sororities?
- Want to expand the reach of your products or services in the sorority market?
- Have a product or service that can be used by individual collegiate or alumnae members, chapters, or inter/national organizations?
- Work with organizations to help with fundraising initiatives?
- Have a great idea that could help advance the sorority experience?
- Want an easier way to contact organizations with more than 400,000 undergraduate members in more than 3,300 collegiate chapters on nearly 670 college and university campuses? Or, want to reach sorority alumnae chapter members or alumnae Panhellenic associations?

If you answer "yes" to any of the questions above, becoming an NPC partner is a good fit.

NPC-Hosted Events List & Descriptions

1. Annual Educational Conference, Oct. 3-5, 2019, The Peabody Memphis, Memphis, Tennessee.

Participants at this NPC flagship industry education event include NPC member organization leadership staff (executive directors/CEOs) and alumnae leadership (inter/national presidents), housing leaders, chief Panhellenic officers, NPC Board of Directors and Council of Delegates volunteers, many of whom are higher education professionals. Attendance: 300+

2. College Panhellenic Academy, Jan. 24-25, 2020, Embassy Suites by Hilton Plainfield Indianapolis Airport, Indianapolis.

Participants at this NPC flagship College Panhellenic education event include College Panhellenic officers and fraternity/sorority advisors from campuses across North America. Attendance: 300+

3. NPC Area Advisor Training, June 2020, final dates and location TBA.

Participants include NPC volunteers from all member organizations who work directly with College Panhellenic chapters on campuses across North America. Many of these individuals are campus-based professionals or those who work in collegiate chapter leadership. Attendance: 165+

4. RFM Lite Training, Summer 2020, final dates and location TBA.

Participants include university officials from across North America who work with College Panhellenics and oversee Panhellenic recruitment. Attendance: 30+

5. RFM Specialist Training, Summer 2020, final dates and location TBA.

Participants include NPC volunteers from multiple member organizations who held facilitate Panhellenic recruitment according to Release Figure Methodology (RFM) on college campuses across North America. Attendance: 60+

[Become an NPC Partner](#) | [Renew Your NPC Partnership](#)

Questions? Please contact Catherine Donaldson, director of operations, at catherine@npcwomen.org.

2019-20 Partner Benefits	Platinum \$12,000	Gold \$9,000	Silver \$7,000	Bronze \$5,000	Friend \$1,500
NPC Event Opportunities (All Events)					
Invitation to attend and exhibit (optional) at all NPC-hosted events, including: <ol style="list-style-type: none"> Annual Educational Conference, Oct. 3-5, 2019, Memphis, Tennessee. (Flagship event.) College Panhellenic Academy, Jan. 24-25, 2020, Indianapolis. (Flagship event.) Area Advisor Training, June 2020. Final dates & location TBA. RFM Lite Training, Summer 2020, Final dates & location TBA. RFM Specialist Training, Summer 2020, Final dates & location TBA. 	X	X	X	X	X
Pre-event access to attendees of NPC-hosted events (email list).	X	X	X	X	Events 1,2
In-person access to attendees of NPC-hosted events you attend.	X	X	X	X	X
Dedicated exhibit space at NPC-hosted events. Includes 8'x10' exhibit booth with signage, table, two chairs, and waste basket. Prime location reserved for Platinum-level partners.	X	X	X	X	X
Company logo displayed on NPC-hosted event materials/signage.	X	X	X	X	X
Company name, logo and 50-word description in the Partner Directory in the Annual Educational Conference program book.	X	X	X	X	X
Advertisement in the Annual Educational Conference program book.	Full page	1/2 page	1/4 page		
Opportunity to be named title sponsor of select NPC-hosted events. Includes signage recognition, seat promotion and session acknowledgements.	Events 2,3,4,5	Events 2,3,4,5	Events 3,4,5		
Ability to select additional opportunities from the Partner Opportunities Menu (see below).	Choose 3	Choose 3	Choose 2	Choose 1	Choose 1
Partner Opportunities Menu (All opportunities on a first-come basis.)					
Sponsor a large-group education session during the Annual Educational Conference. Signage recognition and session acknowledgement.	X				
Sponsor opening reception during the Annual Educational Conference, Thursday, Oct. 3. Signage recognition. (Alcohol charges extra.)	X				
Sponsor opening dinner with special activity during the Annual Educational Conference, Thursday, Oct. 3. Signage recognition and seat/place setting promotion.	X				
Sponsor a breakout session during the Annual Educational Conference. Signage recognition and session acknowledgement.	X	X			
Sponsor State of the Conference luncheon during the Annual Educational Conference, Saturday, Oct. 5. Signage recognition and seat/place setting promotion.	X	X			
Sponsor "Memphis-style" dinner during the Annual Educational Conference, Saturday, Oct. 5. Signage recognition and seat/place setting promotion.	X	X			
Title sponsorship of College Panhellenic Academy.	X	X			
Title sponsorship of Area Advisor Training.	X	X			
Host end-of-day reception during the Annual Educational Conference. Three opportunities available: Thursday, Oct. 3, Friday, Oct. 4 and Saturday, Oct. 5. Signage recognition. (Snacks and/or refreshments not included.)	X	X	X		
Sponsor networking break during the Annual Educational Conference. Signage recognition. <ul style="list-style-type: none"> Coffee bar during morning break, Friday, Oct. 4. (Refreshments cost not included.) Sweet/savory snacks during afternoon break, Friday, Oct. 4. (Snacks cost not included.) Coffee bar during morning break, Saturday, Oct. 5. (Refreshments cost not included.) 	X	X	X		
Sponsor A/V at the Annual Educational Conference. Acknowledgement in program book, signage recognition and on-screen acknowledgements during education sessions.	X	X	X		
Title sponsorship of RFM Lite Training.	X	X	X		
Title sponsorship of RFM Specialist Training.	X	X	X		
Sponsor optional wellness activity for attendees during the Annual Educational Conference. Signage recognition. Two opportunities available: Friday, Oct. 4, and Saturday, Oct. 5. (May also include company-branded item you provide as giveaway/favor.)	X	X	X	X	
Sponsor Wifi during the Annual Educational Conference. Acknowledgement in program book and signage recognition. (Wifi costs not included.)	X	X	X	X	
Sponsor the Fraternity/Sorority Advisor (FSA) Track at College Panhellenic Academy. Signage recognition, seat promotion and session acknowledgements.	X	X	X	X	
Sponsor keynote speaker at College Panhellenic Academy. Signage recognition.	X	X	X	X	
Sponsor co-branded lanyards at NPC flagship events. (Product not included.)	Events 1,2	Events 1,2	Events 1,2	Events 1,2	Events 1,2
Sponsor co-branded hotel key cards at NPC flagship events. (Product not included.)	Events 1,2	Events 1,2	Events 1,2	Events 1,2	Events 1,2
Sponsor turn-down service at NPC flagship events. (\$500 additional fee plus amenity and hotel delivery fee. May designate recipients.)	Events 1,2	Events 1,2	Events 1,2	Events 1,2	Events 1,2
Sponsor snack break at College Panhellenic Academy. Signage recognition.	X	X	X	X	X
<i>Want do to something not listed? Ask us! Other opportunities will be considered.</i>	X	X	X	X	X
Advertising, Promotion and Access					
NPC Partner status.	X	X	X	X	X
Company logo placement on the NPC website (includes link to your website).	X	X	X	X	X
Featured partner in twice-monthly NPC Update to NPC family.	2	1			
Introduction in onboarding email to select new NPC family members.	X	X	X	X	X
Promotions on NPC social media channels.	12	9	7	4	Group
Receive quarterly updates in the NPC Interfraternal Inform e-newsletter.	X	X	X	X	X
Private 1:1 30-minute meeting (by phone) with the NPC CEO twice annually.	X				
Present a webinar to the NPC family once annually.	X				
Serve as a subject matter expert (SME) if an NPC task force or working group is developed relating to your subject matter.	X	X			