



## NPC Partner Program Overview 2020-21

The National Panhellenic Conference (NPC) Partner Program helps 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 businesses 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 or their members. See the next page for our 2020-21 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 nearly 400,000 undergraduate members in more than 3,300 collegiate chapters on nearly 670 college and university campuses and individual undergraduate members? Or, want to reach alumnae Panhellenic associations, sorority alumnae chapters or individual alumnae?

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

The partner year begins July 1 and concludes June 30. Throughout the year, partners, at all levels, have numerous opportunities to engage with targeted audiences. Featured opportunities include advertising to create **brand recognition/visibility**, promotion of **products/services** and **access to key decision makers**. An additional benefit of being a partner is the recognition of being an **advocate** for and **championing** the sorority experience. All of the above are achieved through multiple platforms including NPC-hosted events as outlined in this document.

Because of COVID-19's impact on our lives, NPC has had to do some reimagining of traditionally offered partner opportunities and be creative in providing value replacement choices. Also, we have reduced our partner contributions this year because we recognize partner budgets may have been cut. We are in this together and we want to support our partners achieve economic success.

## Advertising, Promotion and Access Opportunities

- NPC partner status. This includes use of NPC partner logo on promotional material or on your website.
- Company logo placement on the NPC website (includes link to your website).
- Company name, logo and maximum 50-word description in the NPC Partner Directory shared electronically twice yearly with NPC member organization leadership and decision-makers.
- Promotions on NPC social media channels.\*
- Recognition in twice-monthly NPC Update to NPC family.\*
- Receive quarterly updates from NPC in the Interfraternal Inform e-newsletter.
- Partner COVID-19 resource links on the NPC website.
- Sponsor opportunities for virtual and in-person events.\*

*\*Opportunities vary by partner level.*

## NPC Event Opportunities

Traditionally, NPC hosts two flagship events per year: the NPC Annual Educational Conference and College Panhellenic Academy. Because of the COVID-19 pandemic, the Annual Educational Conference, has been postponed until September 2021 and the 2021 College Panhellenic Academy will be held virtually. Details are below.

The virtual **College Panhellenic Academy** is scheduled for Jan. 22-23, 2021. Participants at this event include newly elected College Panhellenic officers and fraternity/sorority advisors from campuses across North America. The virtual platform will include an exhibit hall for partners.

Attendance: 300+

### **Invitation and free registration to attend in-person and virtual events:**

- Access to attendees during NPC-hosted events such as College Panhellenic Academy.
- Virtual exhibit space for partners at College Panhellenic Academy, Jan. 22-23, 2021.
- Pre-event access to NPC-hosted event attendees (via email).
- Company logo displayed on NPC-hosted event materials/signage.

We are also introducing a new “event” this year—two NPC-hosted information meetings for our partners to attend and hear updates from NPC’s CEO about the sorority community and NPC’s efforts to advocate for and support the sorority experience. The hour-long sessions will include a Q&A. Dates and times TBA.

Mark your calendars now for the NPC Annual Educational Conference, Sept. 22-26, 2021, to be held at The Galt House in Louisville, Kentucky. Attendees include NPC member organization staff leadership (executive directors/CEOs) and NPC volunteer leadership (inter/national presidents), chief panhellenic officers, NPC Board of Directors and Council of Delegates, many of whom are higher education professionals. Attendance: 300+

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

**Questions?** Please contact Catherine Donaldson, director of operations, at [catherine@npcwomen.org](mailto:catherine@npcwomen.org).

# 2020-21 Partner Benefits

Platinum  
\$6,000

Silver  
\$3,000

Bronze  
\$1,000

Friend  
\$500

## Advertising, Promotion and Access

NPC Partner status.	X	X	X	X
Company logo placement on the NPC website (includes link to your website).	X	X	X	X
Company name, logo and maximum 50-word description in the NPC Partner Directory shared electronically twice yearly with member organization leaders and decision-makers.	X	X	X	X
Featured partner in twice-monthly NPC Update to NPC family. Platinum partners may also include a link to a video interview/statement hosted on your website or video channel (e.g., YouTube, Vimeo).	2	1		
Introduction in onboarding email to select new NPC family members.	X	X	X	X
Promotions on select NPC social media channels (i.e., Facebook, Twitter).	10	6	4	Group
Receive quarterly updates in the NPC Interfraternal Inform e-newsletter.	X	X	X	X
Link to your COVID-19 resource page from the NPC website.	X	X	X	X

## NPC Event Opportunities

Invitation to attend and exhibit virtually at NPC-hosted events, such as College Panhellenic Academy, Jan. 22-23, 2021.	X	X	X	
Pre-event access to attendees of NPC-hosted events (email list).	X	X	X	
Virtual access to attendees of NPC-hosted events you attend.	X	X	X	
Dedicated virtual exhibit space at College Panhellenic Academy.	X	X	X	
Company logo displayed on NPC-hosted event materials/signage (printed or digital).	X	X	X	X
NPC-hosted informational meeting held twice yearly for partners. Q&A included. Dates and times TBA.	X	X	X	X
Ability to select additional opportunities from the Partner Opportunities Menu (see below).	Choose 3	Choose 2	Choose 2	First-come

## Partner Opportunities Menu (All opportunities on a first-come, first-served basis.)

Private 1:1 30-minute meeting (by phone) with the NPC CEO.	2	1		
Private 1:1 20-minute meeting with a NPC member organization executive director/CEO. Limited to one meeting per organization total, on a first-come, first-served basis. Due to COVID-19 considerations, meeting scheduling will not begin until at least September 2020.	2			
Host a webinar on NPC's platform. NPC will extend invitation to attend to member organization leadership.	X			
Inclusion in College Panhellenic Academy participant materials (e.g., workbook) with information similar to NPC Partner Directory (described above).	X	X	X	
Sponsor keynote speaker at College Panhellenic Academy. (Three opportunities available.) Company logo on slide and 30-second pre-recorded remarks/video plus oral recognition.	X	X		
Sponsor an officer track at College Panhellenic Academy. (Five opportunities available.) Company logo on slide and 30-second pre-recorded remarks/video plus oral recognition.	X	X		
Sponsor AV at RFM Specialist Training, Summer 2021.* Signage and oral recognition.	X	X	X	
Sponsor Wi-Fi at RFM Specialist Training, Summer 2021.* Signage and oral recognition.	X	X	X	
<i>Want do to something not listed? Ask us! Other opportunities will be considered.</i>	X	X	X	X

\*If the event is moved to a virtual platform, partners will be provided with alternative sponsorship options.