



NPC Partner Program Overview 2024-25

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 social sororities or their members. See Pages 3-4 for our 2024-25 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 answered "yes" to any of the questions above, becoming a NPC partner is a good fit.

The partner year begins July 1, 2024 and concludes June 30, 2025. Throughout the year, partners, at all levels, have many opportunities to engage with member organization leaders, College Panhellenic leaders and Alumnae Panhellenic leaders. 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 the sorority experience. All of the above are achieved through multiple platforms including NPC-hosted events as outlined in this document.

Advertising, Promotion and Access Opportunities

NPC Partner status includes:

- Use of the NPC partner logo on your promotional materials or website.
- Placement of your company logo on the NPC website (includes link to your website).
- Placement of your company name, logo and maximum 50-word description in the Partner Directory shared electronically twice yearly with NPC member organization leadership and decision makers.
- Promotion of your company on NPC social media channels.*
- Recognition of your company in the NPC Update sent to NPC family.*
- Subscription to the NPC Interfraternal Inform e-newsletter.
- Opportunity to sponsor virtual and in-person events.*
- Access to a dedicated NPC leadership staff liaison*

**Opportunities vary by partner level.*

NPC Event Opportunities

Traditionally, NPC hosts two flagship events per year: the NPC Annual Conference and College Panhellenic Academy.

The **NPC Annual Conference**, Oct. 17-19, 2024, will be held in Indianapolis, IN. We expect 150 attendees including leaders from NPC member organizations (inter/national presidents, executive directors, delegates and chief panhellenic officers) to be in attendance. The event provides exhibit space for partners, as well as invitation to large group programming and meals for partner attendees.

College Panhellenic Academy is scheduled for Jan. 24-25, 2025 in Indianapolis, IN. Participants at this event include 275+ newly elected College Panhellenic officers and fraternity/sorority advisors from campuses across North America. The event provides exhibit space for partners.

Invitation and free registration to attend in-person events (for Bronze level and up):

- Access to attendees during NPC-hosted events: Annual Conference and College Panhellenic Academy.
- Exhibit space for partners at the Annual Conference, Oct. 17-19, 2024, and College Panhellenic Academy, Jan. 24-25, 2025. Please note that space is limited and depending on the number of partners joining, exhibit opportunities may be available on a first come basis.
- Pre-event access to NPC-hosted event attendees (via email).
- Company logo displayed virtually on NPC-hosted event materials/signage.

We are also continuing our virtual partner updates this year—two NPC-hosted information meetings for our partners to attend and hear updates from NPC's chief executive officer 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.

Partner Program Levels

The NPC Partner Program offers tiered levels for various access and budgets. The benefits at each level are listed in the grid on the next page. All levels are eligible for advertising, promotion, access and event opportunities. Platinum, Gold and Silver Partners are also eligible to select 2-3 (depending on level) choices from the Additional Opportunities Selection Menu.

- **Platinum** \$10,000** Platinum Partners are granted the highest access to NPC member organization leadership and advertising and promotion opportunities.
 - **New for 2024-25 is the Partner Level *Platinum Plus*. Platinum Plus is reserved for organizations that have supported NPC as a member of the Partner Program at the Platinum Partner level for 5+ years. NPC is grateful for the loyal support of these organizations and recognizes the ongoing partnerships. Platinum Plus provides all benefits at the Platinum level listed below in addition to an exclusive invitation to dine with the NPC Board of Directors and staff during an annual event, as well as the opportunity to have our CEO present an NPC Update at your organization's industry event (in-person or virtual).
- **Gold \$7,500** In addition to selections from the Additional Opportunities Selection Menu, Gold Partners are invited to bring up to three attendees to the NPC Annual Conference and College Panhellenic Academy, will be promoted through multiple social media posts and emails to the NPC Family, and have a leadership staff liaison to serve as a first point of contact.
- **Silver \$5,000** Silver Partners receive social media and email promotions as well as the chance to choose two opportunities from the Additional Opportunities Selection Menu to provide an experience more tailored to the needs of the organization.
- **Bronze \$2,000** Bronze Partners are able to take advantage of NPC Event Opportunities and will receive some promotion and advertising, but are not eligible to select from the Additional Opportunities Selection Menu. This level is perfect for companies who are new to the sorority industry and want to attend the NPC Annual Conference and/or College Panhellenic Academy and make new connections with NPC leaders.
- **Friend \$750** NPC Friends receive promotional and advertising opportunities, as well as the chance to attend twice yearly NPC updates. This level is great for companies that cannot, or do not intend to, participate in in-person NPC events.

Ready to sign up?

If you are ready to become an NPC Partner or Renew your NPC partnership, click on the link below. Please note, by completing the linked form, you are agreeing to join the Partner Program 2024-25 at the level selected and you will be invoiced accordingly. If you have questions that you need answered before committing to join the Partner Program, please contact the NPC office at npccentral@npcwomen.org. *prior* to completing the Partner Program form.

[Become an NPC Partner or renew your NPC Partnership by clicking here.](#)

2024-25 Partner Benefits	Platinum** \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,000	Friend \$750
Advertising, Promotion and Access					
Private 1:1 30-minute meeting (by phone) with NPC CEO (twice a year).	X				
Contact list for member organization executives with email address and phone number.	X				
Dedicated NPC staff leadership liaison for questions and regular discussions.	X	X			
Featured in NPC Update to NPC family.	2	1	1		
Promotions on select NPC social media channels (i.e., Facebook, Twitter).	10	8	6	4	Group
Subscription to the NPC Interfraternal Inform e-newsletter.	X	X	X	X	X
Invitation to NPC-hosted update held twice yearly for partners. Q&A included.	X	X	X	X	X
Placement of company name, logo and description in the NPC Partner Directory shared electronically twice yearly with member organization leaders and decision makers.	X	X	X	X	X
Placement of company logo on the NPC website (includes link to partner website).	X	X	X	X	X
NPC Event Opportunities					
Receive attendee list for College Panhellenic Academy and the NPC Annual Conference (7 days prior to event).	X	X			
Number of selections from the Additional Opportunities Selection Menu below.	Choose 3	Choose 2	Choose 2		
Invitation to attend and exhibit at NPC-hosted events: College Panhellenic Academy and the NPC Annual Conference.	X	X	X	X	
Included registrations for College Panhellenic Academy and the NPC Annual Conference.	3	3	2	2	
Dedicated exhibit space at College Panhellenic Academy and the NPC Annual Conference (first come basis as space permits.)	X	X	X	X	
Ability to provide branded giveaway item for College Panhellenic Academy and/or the NPC Annual Conference attendees in registration packet.	X	X	X	X	
Company logo displayed on NPC-hosted event materials/signage.	X	X	X	X	X
Inclusion in the NPC Annual Conference program.	X	X	X	X	X
Inclusion in College Panhellenic Academy attendee materials.	X	X	X	X	X
Receive attendee list for College Panhellenic Academy and the NPC Annual Conference (7 days after the event).			X	X	
Additional Opportunities Selection Menu (All opportunities on a first come, first served basis based on Partnership level.)					
Sponsor large-group session or meal during the NPC Annual Conference. (Six opportunities anticipated.)	X				
Host reception or snack break (at partner expense) at College Panhellenic Academy or NPC Annual Conference.	X				
Opportunity to sponsor another NPC event, including a live speaking role (e.g., NPC Advisors Training, NPC RFM Specialists Training.)	X				
Sponsor leadership group (e.g. INPs, EDs, CPOs) sessions at NPC Annual Conference.	X	X			
Sponsor a College Panhellenic Academy officer track. Company logo on slide at the beginning of each session plus facilitator recognition. (Five tracks available.)	X	X			
Featured partner in one College or Alumnae Panhellenic newsletter.	X	X	X		
Sponsor portion of virtual College Panhellenic delegate training.	X	X	X		
Sponsor keynote speaker or meal at College Panhellenic Academy. (Four opportunities anticipated.)	X	X	X		
Host a webinar on NPC's technology platform. NPC will invite NPC Family to attend.	X	X	X		
Receive attendee list for College Panhellenic Academy and the NPC Annual Conference (7 days prior to event).			X		
<i>Want to do something not listed? Ask us! Other opportunities will be considered.</i>					