



NATIONAL
REPERTORY
ORCHESTRA

2025 Partnership Opportunities



BECOME A BUSINESS PARTNER TODAY!

Contact Kelly Sanders, Director of Community Relations,

📞 970.453.5825 ✉️ kelly@nromusic.org

Partner with NRO

A PARTNERSHIP WITH THE NRO PUTS YOUR COMPANY IN THE SPOTLIGHT

Partnering with the National Repertory Orchestra offers a unique opportunity to elevate your brand while supporting the future of classical music. Through sponsorship, your business gains exposure to a sophisticated and engaged audience and helps the NRO shape the next generation of top-tier musicians. **Boost your brand's visibility with targeted, high-impact marketing opportunities while highlighting your company's commitment to the arts in Summit County and beyond.**

INVEST in high-quality classical music concerts and community engagement programs.

CONNECT with fellow NRO supporters, musicians, and an engaged audience of 23,500+ patrons, plus 244,000+ reached via social media, email, and website.

ENTERTAIN your clients and employees at a concert or exclusive event.

SHOW your commitment to the local arts and culture scene and enriching our community in Summit County



Print & Digital Reach

BOOST YOUR ADVERTISING REACH WITH INCLUSION IN OUR PRINT AND DIGITAL CHANNELS

The NRO program is provided free of charge to all concertgoers throughout the season. Envision thousands of patrons with significant local economic impact viewing your advertisement while experiencing world-class performances presented at the highest level of artistic excellence. A digital issue will also be available at NROmusic.org, which will include direct access to advertiser websites, and your logo will be listed on several pages on nromusic.org.



PRINT + DIGITAL — **23,500+**
annual NRO audience

6,000+
digital program views

WEBSITE — **36,000+**
page views per month

10,800+
unique visitors per month

SOCIAL MEDIA — **206,900+**
reach on Facebook & Instagram
during Summer Music Festival



AVERAGE REACH RATE IS 10-20% FOR SOCIAL MEDIA;
NRO REACH RATE EXCEEDS 2,000% (9,200 FOLLOWERS)

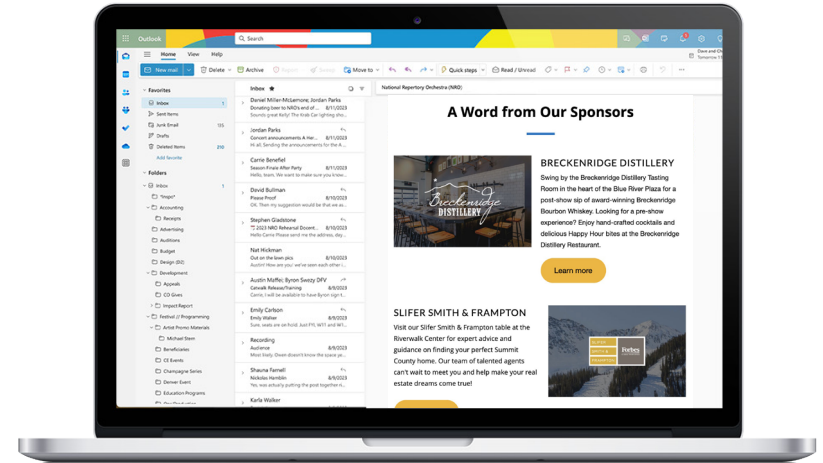


E-Newsletter

INCLUSION IN THE NRO NEWSLETTER PUTS YOUR BUSINESS FRONT AND CENTER TO A HIGHLY ENGAGED READERSHIP

Your business will be included in the NRO newsletter, including:

- **General Newsletter:** Goes to the entire NRO contact list including promotional information about the upcoming season.
- **Event Reminder:** Goes out the day before the performance to all ticket buyers and pass holders—an audience that is actively seeking dining, entertainment, and shopping opportunities in Breckenridge.

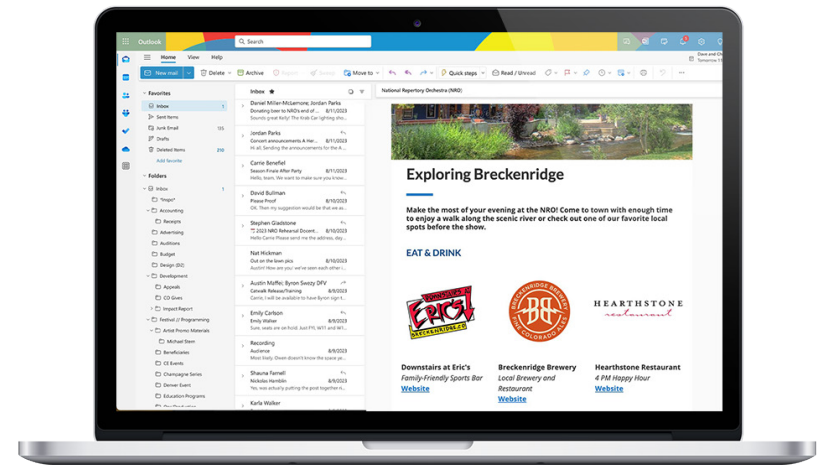


E-NEWSLETTER — **9,294**
subscribers

48%
average open rate

EVENT REMINDER — **82.4%**
average open rate

14.3%
average click rate



INDUSTRY AVERAGE OPEN RATE IS 36%, AND AVERAGE CLICK RATE IS 1%



The NRO Audience

Audiences who attend NRO concerts positively impact the local economy, spending dollars on activities like dining, lodging, and shopping. Arts and cultural organizations like the NRO make communities more attractive to visit, live and work—they generate government revenue, ignite business development, drive tourism, and infuse communities with health and vitality.

73%

HAVE AN ANNUAL
HOUSEHOLD INCOME
OF \$100,000+

29%

SECOND
HOMEOWNERS

23%

PRIMARY
RESIDENTS

96

NET PROMOTER
SCORE

\$2.4 M

INFUSED INTO THE
LOCAL ECONOMY BY
NRO & OUR AUDIENCE

74%

HOLD A
GRADUATE DEGREE

Partnership Levels

UNIQUE CLIENT ENTERTAINMENT & EMPLOYEE BENEFITS

Corporate Season Pass (Silver Level, Fully Transferable)

Number of Concert Tickets Included with Package²

Company-Wide Ticket Discount for Employees, Entertaining Clients, and Customer Loyalty

Private Concert

SPECIAL CONCERT ACKNOWLEDGMENT & MARKETING VISIBILITY

Recognition in Pre-Concert Event Reminder Email (# of Inclusions)

Tagged in NRO Social Media Post for Sponsored Performance

Option for a Promotional Table at Sponsored Performance

Option to Create Your Own Marketing Insert for Sponsored Concert

SEASON-LONG MARKETING BENEFITS

Recognition in Program Book

Recognition on the NRO Website (# of Pages; ¹Includes Homepage)

Recognition in General E-Newsletter

Program Book Ad²

Placement in NRO Portal

EXCLUSIVE INVITATIONS TO MUSICIANS AND DONOR EVENTS

NRO Donor Experience Invitation(s), Pick One:

- Behind the Scenes
- Meet the Orchestra

NRO Partner Appreciation Invitation(s), Pick One:

- Season Kick-Off Picnic (June)
- End of Season Party (August)

RECOGNITION & BRAND ASSOCIATION

Thank you post and tag on social media during Festival season

Window cling: "Proud Partner of the National Repertory Orchestra"

	BASIC \$1,500	BASIC + CONCERT \$3,000	BASIC + POPS \$5,000	BASIC + MASTERWORKS \$10,000	BASIC + SEASON \$15,000
				1	2
	2 SILVER	4 SILVER	6 SILVER		
		\$4 OFF	\$4 OFF	\$8 OFF	\$8 OFF
					✓
		1	4	11	15
		✓	✓	✓	✓
		✓	✓	✓	✓
				✓	✓
	LOGO	LOGO	LOGO	LOGO	LOGO
	1	1	2	3 ¹	4 ¹
	✓	✓	✓	✓	✓
	¼ PG	½ PAGE	FULL	FULL	2 PAGE
	✓	✓	✓	✓	✓
		2 PEOPLE	4 PEOPLE	4 PEOPLE	8 PEOPLE
				4 PEOPLE	8 PEOPLE
	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓

²Benefits have a fair market value and may reduce the tax-deductibility of your gift

Partnership Agreement

Please check the box that corresponds with your partnership level and complete the information on this page.

PARTNERSHIP DETAILS

Basic	\$1,500
Basic + Concert	\$3,000
Basic + Pops	\$5,000
Basic + Masterworks	\$10,000
Basic + Season	\$15,000

YOUR INFORMATION

Company Name _____

Partnership Contact _____

Billing Address _____

Email Address _____

Phone _____

PAYMENT METHOD

Payment by Credit Card

Contact kelly@nromusic.org to make payment.

Payment by Check

Make payable to National Repertory Orchestra and mail to:

PO Box 6336
Breckenridge, CO 80424

PLACEMENT DATE

Kelly will get in touch to select your placement date(s).

Signature _____ Date _____

TERMS & CONDITIONS: By signing this legally binding contract, Partner agrees to abide by all due dates for payments and art/asset submission and understands that a 2% late fee will be assessed monthly to accounts over 30 days past due. Please submit this form to Kelly Sanders by email to kelly@nromusic.org or mail to PO Box 6336, Breckenridge, CO 80424.

**FINAL PAYMENT & ART/ASSETS
DUE BY APRIL 1, 2025**

Contact Kelly Sanders, Director of Community Relations, at 970.453.5825 or kelly@nromusic.org