



# NRO Connect

Each year, the NRO brings together 80 musicians, 20 summer staff, and nearly 200 volunteers to create the Summer Music Festival. Over eight weeks, we put on 100+ events attended by more than 23,500 people.

These attendees and participants are all actively seeking great places to dine, shop, stay, and explore while enjoying the vibrant atmosphere of Breckenridge.

With the NRO Connect Partnership, you will get the best return on your investment with minimal cost and outstanding results. We leverage three distinct high-impact digital marketing initiatives that are proven to drive impressive engagement and increase your business' visibility.



## NRO CONNECT PARTNERSHIP DETAILS

**Single Event**                      **\$500**

Includes placement in one event reminder, one "NRO Week Ahead" newsletter, and logo with link on the NRO Portal.

**Additional Placement**            **\$100**

Includes placement in one additional event reminder and "NRO Week Ahead" newsletter. You may purchase multiple placements.



WE RECOMMEND CREATING A SPECIAL OFFER OR INCENTIVE TO MAXIMIZE ENGAGEMENT & ROI.



**BECOME A NRO CONNECT PARTNER!**

Contact Kelly Sanders, Director of Community Relations,

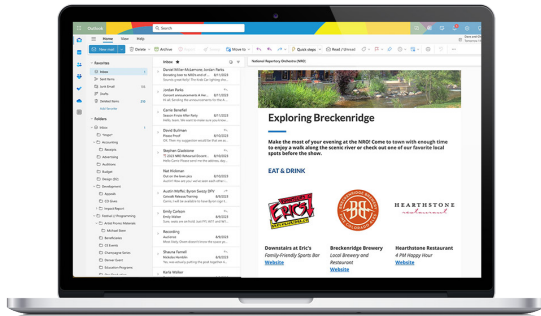
☎ 970.453.5825    ✉ [kelly@nromusic.org](mailto:kelly@nromusic.org)

# Put Your Brand Front & Center

Our NRO Connect partnership offers 3 unique opportunities to put your business in front of a highly engaged audience: placement in our event reminder email, NRO Week Ahead newsletter, and on the NRO Portal. Get the best return on your investment with minimal cost and outstanding results by leveraging these high-impact initiatives that drive impressive audience engagement and visibility.



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

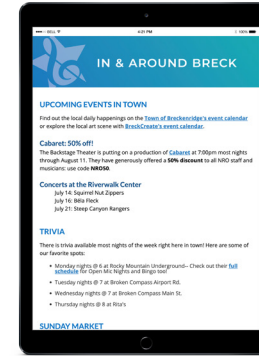


## EVENT REMINDER

Email sent the day before each performance to all ticket buyers and pass holders—an audience that is actively seeking dining, entertainment, and shopping opportunities in Breckenridge.

**82.4%**  
average open rate

**14.3%**  
average click rate



## NRO WEEK AHEAD NEWSLETTER

Weekly email sent out to musicians and staff that includes activities, restaurants, events, and local offers.

**91.8%**  
average open rate

**28.5%**  
average click rate



## NRO PORTAL

Resource used throughout the year by musicians, staff, and volunteers for information and resources. Breckenridge page includes recommended businesses and offers.

**200+**  
users

**2,500+**  
pageviews during summer

# Partnership Agreement

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

## PARTNERSHIP DETAILS

Single Event	\$500	
Additional Placement(s)*	\$100/ea.	_____
		<small># PLACEMENTS</small>
<b>TOTAL:</b>		<b>\$_____</b>

*\*You can select up to 14 additional placements.*

## YOUR INFORMATION

Company Name \_\_\_\_\_

Partnership Contact \_\_\_\_\_

Billing Address \_\_\_\_\_

Email Address \_\_\_\_\_

Phone \_\_\_\_\_

## PAYMENT METHOD

### Payment by Credit Card

Contact [kelly@nromusic.org](mailto: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 assets 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](mailto:kelly@nromusic.org) or mail to PO Box 6336, Breckenridge, CO 80424.

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

Contact Kelly Sanders, Director of Community Relations, at 970.453.5825 or [kelly@nromusic.org](mailto:kelly@nromusic.org)