



NATIONAL REPERTORY
orchestra

Partner with the NRO

A PARTNERSHIP WITH THE NRO PUTS YOUR COMPANY IN THE SPOTLIGHT

The National Repertory Orchestra is an important partner in keeping our community a unique and vibrant cultural, and creative hub. Contributions from businesses play a critical role in presenting the NRO's concert series and education programs. Through commitment to the NRO and association with other businesses and professional leaders, your company will raise its profile among NRO patrons and throughout the community. Partnering with the NRO is one of the most powerful investments your business can make.

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

CONNECT with fellow NRO supporters, musicians, and an engaged audience of 18K+ patrons, plus 112K+ reached via social media, email and website

ENTERTAIN your clients and employees

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

BECOME A BUSINESS PARTNER TODAY

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

Partnership Levels

UNIQUE CLIENT ENTERTAINMENT & EMPLOYEE BENEFITS

Number of concert tickets included with package*

Company-wide ticket discount for employees, entertaining clients, and customer loyalty

Corporate Season Pass (Silver Level, fully transferable)

Volunteer opportunities

Private Concert

SPECIAL CONCERT ACKNOWLEDGMENT & MARKETING VISIBILITY

Company recognition in pre-concert announcement (email newsletter)

Company recognition on LED screens in Riverwalk Center

Company recognition on printed/digital advertising for sponsored performance

Company recognition listed on concert program page in program book

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

Company recognition in Program Book

Company recognition on the NRO website

Company logo on event signage

Program Book ad*

Discount for upgraded Program Book ad

EXCLUSIVE INVITATIONS TO MUSICIANS AND DONOR EVENTS

Invitations per donor event: Behind the Scenes and Meet the Orchestra

Invitation to Season Kick-Off Picnic (June)

Invitation to End of Season Party (August)

RECOGNITION & BRAND ASSOCIATION

Thank you post and tag on social media during Festival season

Listing in NRO Annual Report

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

BASIC	BASIC + CONCERT	BASIC + POPS	BASIC + MASTERWORKS	BASIC + SEASON
\$1,500	\$3,000	\$5,000	\$10,000	\$25,000
2 SILVER	4 SILVER	6 SILVER	8 GOLD	12 GOLD
\$8 OFF	\$8 OFF	\$8 OFF	\$8 OFF	\$8 OFF
			1	2
✓	✓	✓	✓	✓
				✓
	LOGO	LOGO	LOGO	LOGO
	LOGO	LOGO	LOGO	LOGO
		LOGO	LOGO	LOGO
		LOGO	LOGO	LOGO
	✓	✓	✓	✓
	✓	✓	✓	✓
			✓	✓
TEXT	LOGO	LOGO	LOGO	LOGO
TEXT	LOGO	LINKED LOG.	LINKED LOG.	LINKED LOG.
TEXT	LOGO	LOGO	LOGO	LOGO
¼ PG	½ PAGE	FULL	FULL	2 PAGE
10%	10%	10%	10%	
2 PEOPLE	2 PEOPLE	4 PEOPLE	4 PEOPLE	8 PEOPLE
			4 PEOPLE	8 PEOPLE
			4 PEOPLE	8 PEOPLE
✓	✓	✓	✓	✓
		✓	✓	✓
✓	✓	✓	✓	✓

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

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 — **18,000+**
annual NRO audience

3,750
digital program views

WEBSITE — **33,500+**
page views per month

8,000
unique visitors per month

SOCIAL MEDIA — **8,781**
followers on FB and IG

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 — **8,700**
subscribers

46%
average open rate



Welcome to Disney's The Lion King

Thank you for joining us! The National Repertory Orchestra will present a screening of Disney's "The Lion King" with Hans Zimmer's Oscar®-winning musical score, performed live to the film.

PERFORMANCE DETAILS

Date: Saturday, July 29, 2023

Doors Open: 5:30pm
Performance: 6:00pm

Conductor: Jason Seber

WILL CALL

Riverwalk Center Box Office
150 W Adams Ave, Breckenridge
3:00pm - 6:00pm

Old Masonic Hall
136 S Main St, Breckenridge
10:00am - 5:00pm, Tuesday - Sunday

Contact the Box Office at 970-547-3100

Upcoming Events



STERN CONDUCTS
TCHAIKOVSKY
July 1, 2023



4TH OF JULY
SPECTACULAR
July 4, 2023



NRO ON THE LAKE
July 23, 2023

A Word from Our Sponsors

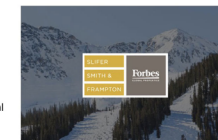


BRECKENRIDGE DISTILLERY
Swing by the Breckenridge Distillery Tasting Room in the heart of the Blue River Plaza for a post-show sip of award-winning Breckenridge Bourbon Whiskey. Looking for a pre-show experience? Enjoy hand-crafted cocktails and delicious Happy Hour bites at the Breckenridge Distillery Restaurant.

[Learn more](#)

SLIFER SMITH & FRAMPTON

Visit our Slifer Smith & Frampton table at the Riverwalk Center for expert advice and guidance on finding your perfect Summit County home. Our team of talented agents can't wait to meet you and help make your real estate dreams come true!



[Learn more](#)





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.

75%

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

36%

SECOND
HOMEOWNERS

34%

PRIMARY
RESIDENTS

96

NET PROMOTER
SCORE

\$2.16 M

INFUSED INTO THE
LOCAL ECONOMY BY
NRO & OUR AUDIENCE

56%

HOLD A
GRADUATE DEGREE