



Strategic Marketing Development

Nashville Opera

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Quote expires: July 20, 2025

Quote created by: Kathryn Good

President

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Comments from Kathryn Good

OVERVIEW

Nashville Opera is poised for growth, but needs a strong marketing foundation to support that momentum. The goal isn't just to achieve better graphics or more email campaigns—it's to build a system that supports consistent, compelling outreach, thoughtful audience cultivation, engaging fundraising, and internal clarity around roles, messaging, and seasonal goals.

PHASE 1: Immediate Marketing Support (July-September)

While we're building your strategy, assets still need to get out the door. We'll step in to manage those moving pieces—whether you're using your existing creative partners or ours. You'll stay in control, but we'll handle the back-and-forth, deadlines, and brand alignment so nothing gets lost in the shuffle.

What's Included:

- Begin as **fractional CMO** immediately at \$2,717/month (July, August, September).
- Collaboration with leadership on strategic decisions
- Marketing vendor coordination, team meetings, account access, email marketing, social media, immediate campaign support (e.g., The Shining), and internal process review.
- Includes meeting with current staff and password/data access.
- Collaboration with your internal talent (e.g., in-house videographer or content creators)
- Quick-turn campaign assets (Opera on the Mountain, Pride, and Shining) while long-term strategy is in development
- Developing creative briefs for shows, campaigns, and promotions
- Managing vendor timelines, approvals, and feedback
- Asset production (graphics, social captions, campaign messaging, email copy) as needed
- Light training or shot lists for in-house content creators

You'll receive:

- Clear deliverables for review
- Final approval on everything before it goes live
- Fewer emails, missed messages, or uncoordinated campaigns

PHASE 2: The Marketing Machine

Investment: \$10,000

Timeline: 6–8 weeks

Deliverables: Printed and digital strategy guide

The Marketing Machine is a proven framework that delivers a complete marketing strategy, aligned team structure, and campaign guidance. For Nashville Opera, we'll tailor the process to reflect your 2025 season goals, donor communication needs, and department design.

This work will run alongside Phase 1 to ensure immediate action and long-term alignment. We'll also incorporate input from your previous audit and work with your current vendors (like Locomotive Creative).

What's Included

3 Strategy Meetings

- **Kickoff:** Align on priorities and set goals
- **Discovery:** Deep dive into your current efforts, team, audience, and opportunities
- **Presentation:** Delivery of your full Marketing Machine

Research & Analysis

- Audit of current marketing activities
- Competitive analysis of similar arts orgs

Strategic Guide Includes:

Who You Are

- Good Work Statement (Purpose)
- Core Values
- Business Summary
- One-Liner + Taglines
- Brand Identity

Who You Help

- Audience Profiles
- Customer Journey
- StoryBrand Framework

How You Help

- Product/Program Matrix
- Customer Experience Plan
- Competitive Differentiation

How You Tell the World

- Be Top of Mind (Partnerships, Events, Community)
- Be Top of Search (SEO/Content Optimization)
- Tell Your Good Story (Founders, Donors, Audience Successes)
- Annual Evergreen Content Calendar
- 2025 Season Campaign Calendar
- Fundraising Messaging + Calendar
- CTAs by audience stage

Your Next Steps

- Focus 4 Priorities
- Marketing Metrics & Success Indicators
- Staffing Plan and Recommended Org Chart

PHASE 3: Ongoing Marketing Support

At the conclusion of the Marketing Machine, we will give you options for ongoing marketing support past September depending on your hiring schedule, internal needs and recommended tactics.

Products & Services

Item & Description	Quantity	Unit Price	Total
Fractional CMO+Agency 30	3	\$2,717.00	\$8,151.00
Strategy - Marketing Machine	1	\$10,000.00	\$10,000.00
One-time subtotal			\$18,151.00
Total			\$18,151.00

Purchase terms

This Agreement is between Good Circle Marketing Consulting ("Consultant") and Nashville Operat ("Client"). Client agrees to engage Consultant for marketing services under the terms below:

1. Scope of Services

Consultant agrees to provide the services described in the accompanying proposal or project outline.

2. Payment

Client agrees to pay the fee quoted by Consultant. Either party may end this Agreement with 30 days' written notice. Payment is due as outlined in the invoice or proposal.

3. Changes to Scope

If the scope of work changes, Consultant may charge an hourly rate for any additional work, with prior agreement from Client.

4. Term and Completion

This Agreement ends when services are completed and full payment has been received.

5. No Guarantee of Results

Consultant will perform services professionally and in line with industry standards and applicable laws. However, Consultant does not guarantee specific results. Any forecasts or past outcomes shared are estimates and not promises.

6. Confidentiality

Both parties agree not to share each other's confidential information without written consent, unless required by law. Each party keeps ownership of its own proprietary information after this Agreement ends.

7. Intellectual Property

Consultant retains ownership of all original materials created until full payment is received. Upon payment, rights to the final deliverables transfer to Client. This does not include content provided by Client, which remains Client's property.

8. Publicity Rights

Client allows Consultant to reference Client's name, logo, and work produced in marketing materials, unless otherwise requested in writing. Consultant will follow any reasonable limits set by Client. Client waives any claims tied to such use.

9. Governing Law

This Agreement is governed by the laws of the State of Tennessee.

Signature

Choose a profile to start the e-signature process.

Keri Alkema kalkema@nashvilleopera.org	
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Kathryn Good kg@goodcirclemarketing.com	
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Payment Schedule

Name	Due	Amount
Payment 1: July	Upon receipt	\$6,050.00
Payment 2: August	August 15, 2025	\$6,050.00
Payment 3: September	September 15, 2025	\$6,051.00

Questions? Contact me



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