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OPRY 1000

MERCH CONCEPTS 2025



OPRY 100

INTRODUCTION

Taking inspiration from the 2025 season our aim is to showcase not only the OPRY 100 branding for general anniversary merchandising but also elevate ideas to produce the "100 Collection" that would incorporate authenticated limited edition numbered posters for each of the ongoing 100 events: Opry Honors, 100 Opry Debuts & Opry Goes International.

Each poster will be limited to 100 (variants can be made available in equally limited numbers and sizes) and will carry a holo-foil sticker on the back for authentication purposes, with a set of 24x36 Archival Posters produced for the 28th November 2025 for both Opry Honors and 100 Opry Debuts showcasing a list of all the shows, artists for the 2025 season.

This approach allows Opry to not only keep momentum throughout the year for new purchases but also generate pre-orders and drive awareness of the upcoming shows online further enhancing the potential revenue and guest experience.



OPRY 100

OPRY 100 GENERAL MERCH



OPRY 100

0.177 ACRYLIC MAGNET

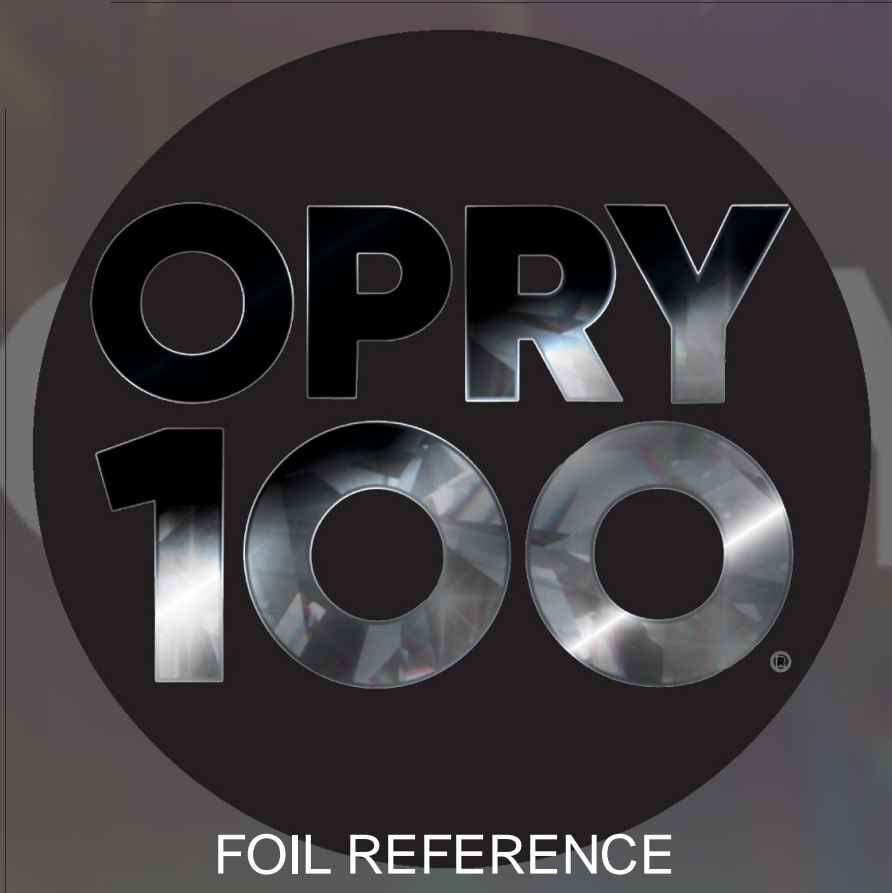
OPRY 100

OPRY 100



OPRY 100

3.5" MIRROR FOIL MAGNET



FOIL REFERENCE

Foil will show through entire
surface in all areas except
for black



FRONT WITH FOIL



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OPRY 100

7" x 2" MIRROR FOIL STICKER

OPRY 100 TM



OPRY 100

5.5" x 3.25" CLEAR VINYL STICKER

**OPRY
100**





OPRY 100

5" x 7" MAGFRAME DUO™

MAGNETIC FRAME



MAGNET



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OPRY 100

OPRY 100 COLLECTION



OPRY 100

18"x24" OPRY 100 HONORS POSTERS



MOHAWK ARCHIVAL
PRINT

GLOW IN THE DARK
PRINT



POSTERS WILL BE BASED
ON THE OPRY 100
HONORS SHOW

ALL LIMITED TO 100
COPIES ONLY AND WILL
BE CUSTOMIZED TO
THE BEST SUBSTRATE TO
MATCH THE ART FROM
TEXTURED PAPER,
SMOOTH ARCHIVAL,
GLOW IN THE DARK
MIRROR, RAINBOW OR
SWIRL FOIL OR SPOT
GLOSS.



EACH POSTER WILL FEATURE A
CERTIFICATE OF AUTHENTICITY
STICKER FEATURING A 2D
BARCODE/QR CODE TO DIRECT
THEM TO THE ONLINE STORE



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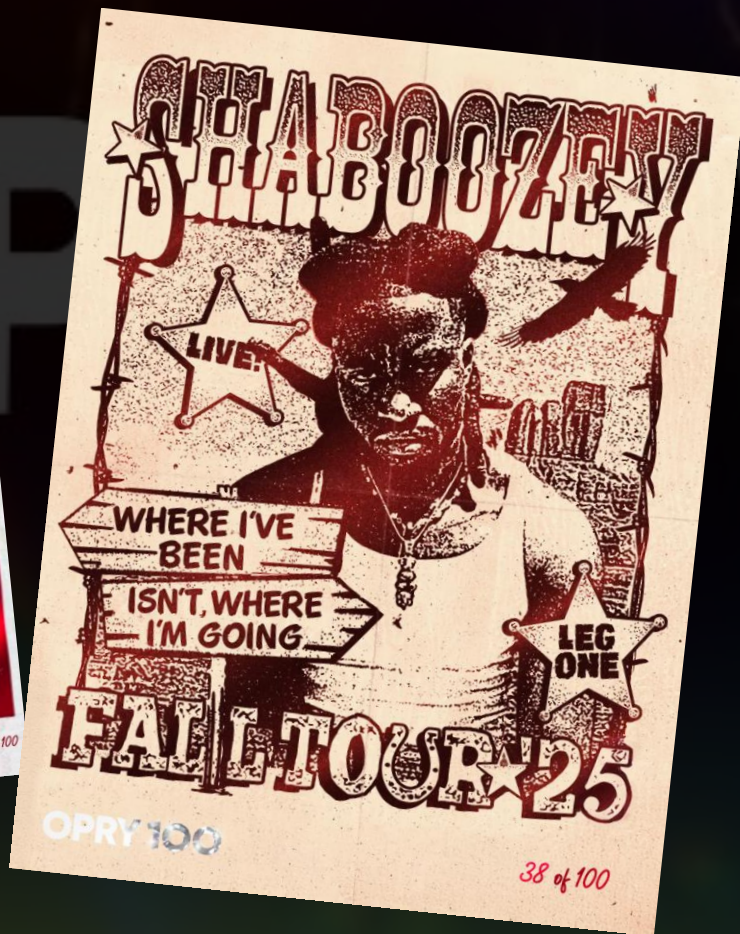
OPRY 100

18"x24" OPRY 100 DEBUTS POSTERS



MIRROR FOIL PRINT

SPOT GLOSS PRINT



POSTERS WILL BE BASED
ON THE OPRY 100 DEBUT
SHOWS

ALL LIMITED TO 100
COPIES ONLY AND WILL
BE CUSTOMIZED TO
THE BEST SUBSTRATE TO
MATCH THE ART FROM
TEXTURED PAPER,
SMOOTH ARCHIVAL,
GLOW IN THE DARK
MIRROR, RAINBOW OR
SWIRL FOIL OR SPOT
GLOSS.

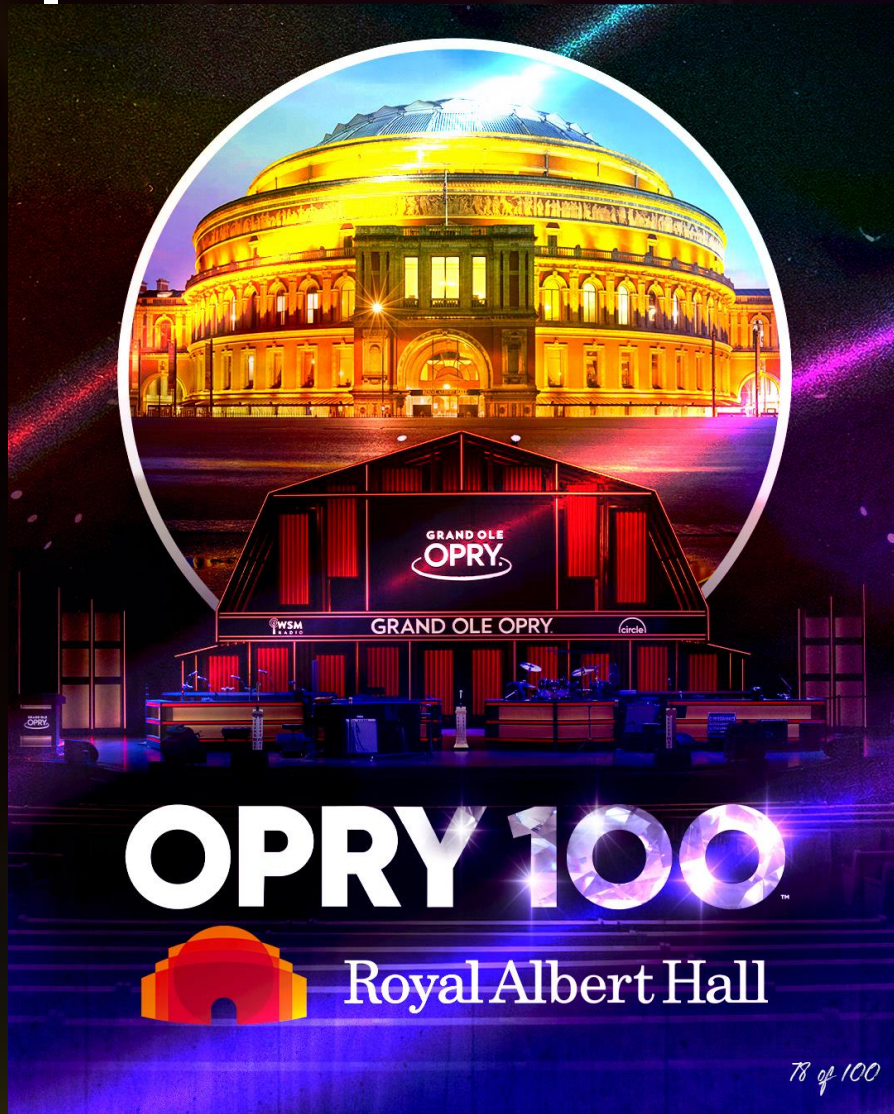


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OPRY 100

24"x36" OPRY @ ROYAL ALBERT HALL



LIMITED TO ONLY
100 COPIES
AND WILL BE
PRODUCED IN
RAINBOW FOIL WITH
HAND NUMBERING

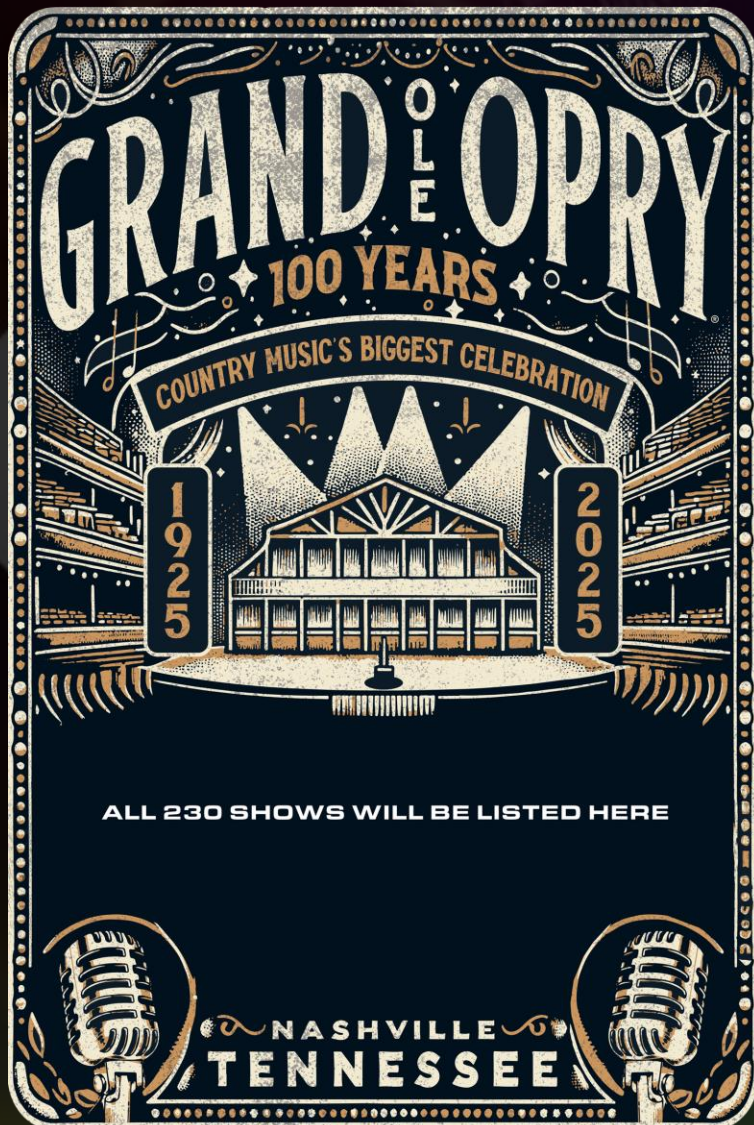


EACH POSTER WILL FEATURE A
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OPRY 100

24"x36" NOVEMBER 28TH POSTERS



LIMITED TO ONLY
100 COPIES OF
EACH VARIANT.

EACH VARIANT WILL
BE HAND NUMBERED
AND PRODUCED IN
THE FOLLOWING
SUBSTRATES:

MOHAWK 80lb
TANGO 130lb
MIRROR FOIL 110lb
RAINBOW FOIL 110lb
SPOT GLOSS 130lb



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CERTIFICATE OF AUTHENTICITY
STICKER FEATURING A 2D
BARCODE/QR CODE TO DIRECT
THEM TO THE ONLINE STORE



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THANK YOU
FOR MORE INFORMATION

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