

DOWN WITH JAZZ



A Playful Programme Package from Ireland
For Your Club or Festival




DOWN WITH JAZZ

A unique programming package from Ireland now available for export internationally.

Bring the playful Irish brand 'Down With Jazz to your Club or Festival with a bespoke programme of contemporary Irish acts, handpicked by Improvised Music Company, Ireland's premier promoter and producer of jazz.

WHAT IS DOWN WITH JAZZ?

“The jazz festival with a sense of humour” -The Irish Times



Down With Jazz, Improvised Music Company's festival package of *'filthy foreign rhythms & devilish beats'* takes a tongue-in-cheek look back to 1930's Ireland, when jazz and 'foreign' music was seen by the Catholic Church as a dangerous force of corruption, which culminated in a repressive 'Anti-Jazz' campaign to ban jazz music from the dance halls and airwaves of Ireland.

Running annually from
2012-2018,
Down With Jazz was a
popular weekender festival
taking place over 2 nights on
an outdoor stage in the heart
of Dublin City centre.





The Down With Jazz festival package connects audiences with **21st century Ireland's vibrant contemporary jazz scene** through the playful prism of this notorious period of Ireland's history.

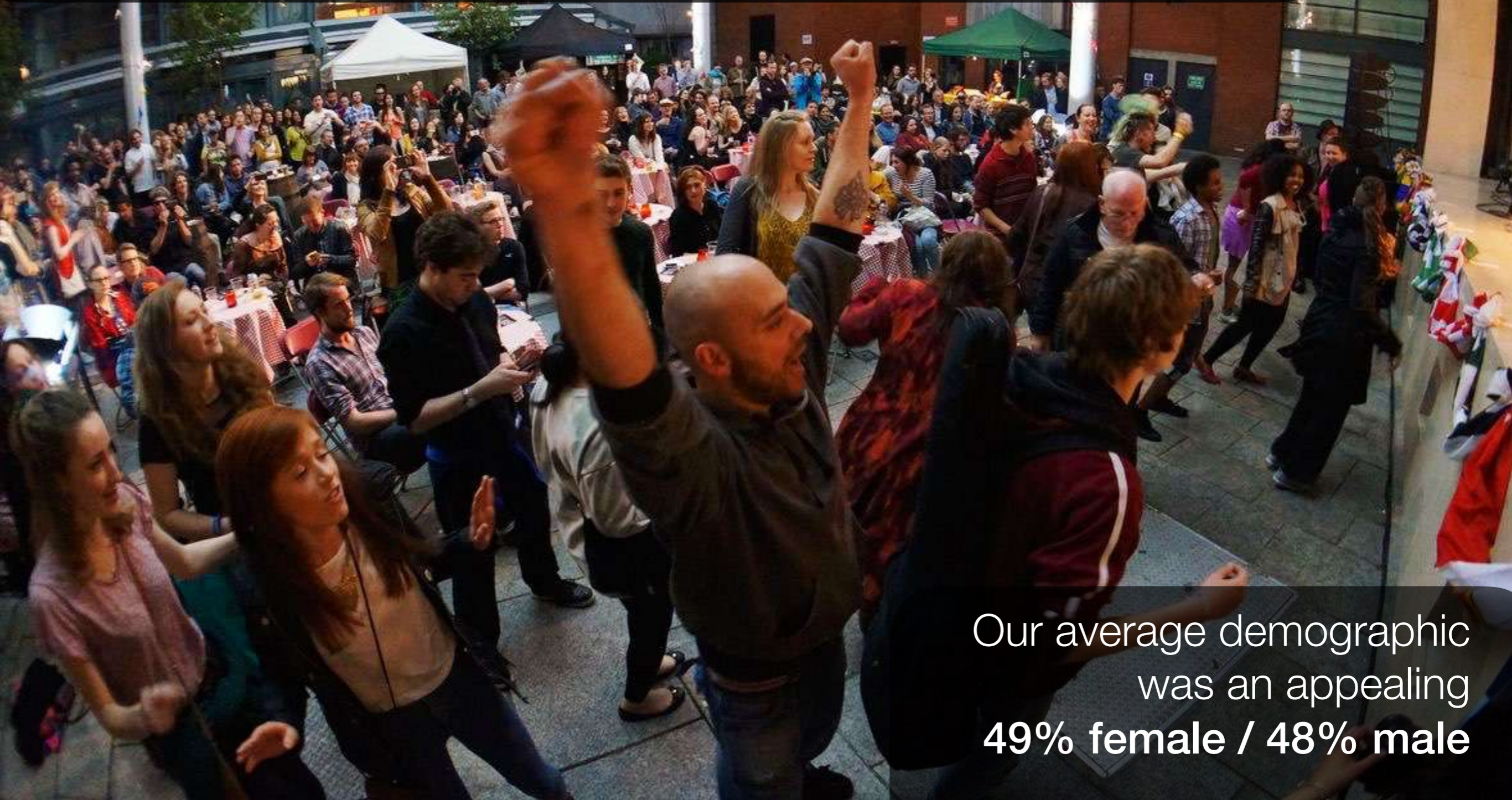
Now, we want to bring **the
Down With Jazz** vibe, and a
package of dynamic Irish acts
to YOUR Club or Festival!



The playful branding, and programme of dynamic Irish acts have attracted an unusually young audience for a jazz festival.

70% were in the 25-44 age category

(41% were aged 25-34)



Our average demographic
was an appealing
49% female / 48% male



Our social media age demographic for this festival was confirmed with the majority polled during and after the 2014 and 2015 festivals being in the 25-34 age category

Audience polling at the Dublin events indicated that more than 20% of the audience were Tourists from outside Ireland, thoroughly embracing this very Irish brand and event experience.



The Down With Jazz audience are music lovers with a keen eye for design, who value originality and irreverent humour

They align themselves with events and experiences that reflect these values



The Down With Jazz brand attracts **young creative professionals** who appreciate the unique atmosphere of a smaller festival stage.

They enjoy the **playful brand and messaging** and align themselves with experiences that they consider to be;

Authentic - Unconventional - Unique - Quirky



**DOES THIS SOUND LIKE AN AUDIENCE
YOU WANT TO ATTRACT?**

Strong and quirky Brand Identity

“the jazz festival with a sense of humour” -The Irish Times



Rebellious tone
‘Good Craic’
Vintage Design

The Down With Jazz package has a rich backstory full of **juicy cultural content** and funny and outlandish Irish historical references



The Marketing & Branding packages available for you to tell the Down With Jazz story have a playful, period style design and artwork, which can be modified to suit your bespoke stage.



FIR AGUS MNÁ NA hÉIREANN

DOWN WITH JAZZ

24 25 26 AUGUST 2012

REMEMBER YOUR PATRIOTS!

YOUR COUNTRY NEEDS YOU. THE SCOURGE OF JAZZ WITH ITS FOREIGN RHYTHMS AND DIABOLICAL AIRS HAS NOT YET BEEN CLEANSSED FROM ERIN'S BLESSED SHORES.

PUBLIC RALLY

MEETING HOUSE SQUARE
TEMPLE BAR, DUBLIN 2

READ THE PAMPHLET AT WWW.DOWNWITHJAZZ.IE AND GET YOUR FREE TICKETS FROM THE GOD FEARING PEOPLE AT WWW.TEMPLEBAR.IE

Signed: The Rev Peter Conefrey Commemorative Committee

www.entertainment.ie

Clár Oifigiúil
www.downwithjazz.ie

DOWN WITH JAZZ

DIVILISH & MODREN

Fri 6th - Sun 8th
September 2013

Meeting House Square
Temple Bar Dublin 2

Weekend Price €25 - Daily Price €10
Children under 12 free on Sunday
Book Tickets: www.entertainment.ie

Clár Oifigiúil
www.entertainment.ie

Clár Oifigiúil
www.downwithjazz.ie

2 Day Festival Of
Filchy Foreign
Rhythms &
Diabolical Airs

DOWN WITH JAZZ

31st MAY - 1st JUNE 2014

— MEETING HOUSE SQUARE TEMPLE BAR DUBLIN —

€10 Nightly, Sat 31 & Sun 1
see www.downwithjazz.ie for times and line up Tickets www.entertainment.ie

www.downwithjazz.ie #downwithjazz

DOWN WITH JAZZ

2 day festival of illicit nooleys, shameless jazzy grooves and foreign rhythms, defying the decency of our 1935 Public Dancehalls Act.

MAY 30th SAT

MAY 31st SUN

Official FINE of €15/12 for those parking in this warzone during business at www.downwithjazz.ie or listed availability at the gate.



MAY 30th
SAT



MAY 31st
SUN



2 day festival of illicit hooleys, shameless jazzy grooves and foreign rhythms, defying the decency of our 1935 Public Dancehalls Act.



IMPROVISED MUSIC COMPANY PRESENT

DOWN WITH JAZZ

6TH ANNUAL FESTIVAL OF FILTHY FOREIGN RHYTHMS & DIVILISH BEATS



SAT 10TH JUNE 8PM-LATE
SUN 11TH JUNE 5PM-9PM

THE GRAND SOCIAL

www.downwithjazz.ie

Sample Social Media Content:

ARCHIVE NEWSPAPER CLIPPINGS 1933-34

SHUN "JAZZ" HALL—PLEA BY FIANNA FAIL T.D.

An appeal to young people to continue Irish dancing when they became older, and never to enter a "jazz" hall, was made by Mr. C. Breathnach, T.D., President, I.N.T.O., at a ceilidhe under the auspices of the Irish Dance Teachers' Association at the Mansion House, Dublin.

Two thousand pupils of members of the Association participated in displays of Irish dancing.

Mr. Breathnach said that the enthusiasm and skill of the participants showed that the spirit of Irish-Ireland was alive and flourishing in Dublin. Figure-dancing was a real social accomplishment, and it was through it that "jazz" could be banished from the country for ever.

Mr. E. Cooney, T.D., was present. Mr.

Donncha O Cabhthaigh (president of the Association) superintended the arrangements.

Irish Press 1931-1995, 02.07.1934, page 16

" THAT HIDEOUS JAZZ "

PLAIN CHANT AWARDS AT FEIS THIRCHONAILL: FINAL DAY

" IF there is one thing that will keep you away from that hideous soul-destroying jazz, it is the Plain Chant."

So stated Mr. H. Rooney, Dublin, adjudicating at Feis Thirchonail, Letterkenny, yesterday.

Mr. Rooney said that he was much disappointed in the falling away of the entries in the most important competition this year. In view of all Dr. MacNeily had done for promotion of the chant movement, it would be lamentable if entries were to decline.

The plain chant movement was going ahead in most parts of the country, though he was afraid it was going back a little in other parts.

In Ennis a few Sundays ago they had 2,000 children, comprising 47 choirs, singing the High Mass. In Armagh they had 32 choirs and in Wexford 24.

The Evils of Jazz

Parents of holy Ireland, hear my cry,
Christ's Vicars now appeal to you and I
To combat fast this evil of the hour
Jazz dancing, which rules with pomp and power,
The high, the low, the rich and poor as well
Have all succumbed to this pernicious spell.

Even the matron dignified, and the widowed heart
Must needs in such mad glamour take a part;
Hence, sad to see the frivolous and the young—
Sweet seventeen of whom the poets sung—
So prone to take part in this cursed jazz dance,
The sprang from Russia or the slums of France.

Dear Irish colleens, hasten ye and crush
Jazz dancing, for it makes the Virgin Mary blush.
Root out such vile creations from out sod,
Come, banish these modes, so displeasing to God.
Patriotic daughters, it's now up to you
To cease jazz dancing for the sake of Roisin Dhu.

Oh, worst of all, is to see a young maiden
Puffing her fag, in the synagogues of satan,
And instead of dancing, they're prancing like jennets,
All through the jazz hall for full sixty minutes,
And without any attention to music at all,
No more than mad bullocks let loose from a stall.

C. Bohan, Auctioneer, Mohill
Published 30th December 1934
The Leitrim Observer

WHAT WE CAN OFFER YOU



- Down With Jazz at your Club or Festival
- A unique programming package with a strong brand and promotional campaign ready for your stage
- Between 3-5 stage ready contemporary Irish jazz acts, specifically suited to your target audience needs
- A host of social media content and visual materials, ready to repurpose for your bespoke event.





“Fast forward 90 years and there is plenty to celebrate in the diverse and vibrant Irish jazz scene, with the Down With Jazz festival “reimagining mainstream jazz and bringing everyone together for a hell of a good time.”

- All About Jazz

Interested?
Let's Talk

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