



Improvised Music Company Creative About Music

Partnership Opportunities

Improvised Music Company is one of Ireland's leading Event Specialists with **30 years experience** curating, producing and promoting bespoke **live music events and festivals**.

Our Mission

IMC's mission is to nurture and grow the scene for jazz and improvised music in Ireland, support the development of artistic achievement for Irish and Irish-based musicians by advocating for them both at home and abroad, and to foster a greater understanding and appreciation of jazz and related music in Ireland.

Our history

Improvised Music Company (IMC) was founded by Irish jazz musicians and supporters in 1991. In our 30th Anniversary year we actively support and promote the Irish jazz scene in every aspect of our work and have a hands-on involvement in many aspects of music making throughout the island.



WHAT WE STAND FOR

"Improvised Music Company is committed to a vision of jazz and improvised music which reflects the diversity of modern Irish society and has been instrumental in addressing the gender balance in jazz, along with strong initiatives in sharing music that reflects a multicultural contemporary Ireland."

- Kenneth Killeen, Director

- We believe in the power of expression, creativity, and connection.
- We believe that music has the power to inspire, provoke, and bring people together.
- We believe that everyone's lives can be enriched by music.
- We believe in inclusivity, and the possibility for a rich world of Irish improvised music that is welcoming to people of all ethnic, cultural, socio-economic backgrounds, and people with a diversity of experiences and needs.
- We believe in the value of creativity that is spontaneous, exciting, and exists in the moment.
- We believe that everyone can be creative, and can bring something special to the world.
- We believe that everyone is musical.
- We know that life can be difficult in many ways, and we believe that creativity, connection, and music can help to deal with that.
- We believe that some things turn out best when you improvise.

"The freshest, hottest sounds in jazz and contemporary experimental music..."

- The Irish Times



12 Points Festival & Jazz Futures Conference - [LINK](#)

Our multi-award winning 12 Points presents 12 young European jazz acts each year, rotating between Dublin and international venues, creating a unique opportunity for its participants, audiences and a valuable resource for festival bookers seeking a high quality pan-European showcase of emerging jazz talent. Experience the breadth, energy, ambition and diversity through which young European musicians are making the jazz of tomorrow.

BAN BAM - [LINK](#)

IMC's 'BAN BAM' activity promotes women in jazz and improvised music through initiatives, including research and strategy into gender-equality initiatives, a festival of women in jazz in 2017, packed full of new ideas, new sounds and new music, and a brand-new new creative commissioning and career development opportunity in partnership with Moving On Music biennially from 2020.



Fun Size Jazz - [LINK](#)

Fun Size Jazz was created by Improvised Music Company and The Ark in 2018 as a performance and artist developmental opportunity for established jazz and improvising musicians to support and encourage them to explore creating work for young audiences. Fun Size Jazz projects were developed in sessions in 2018 and 2020, with a number of projects going on to performances in Cruinniú na nÓg, Spike Cello Festival and Jazz Connective.

Hotter than July - [LINK](#)

Presented with Dublin City Council & Big Bang Festival of Rhythm.

IMC's celebration of world music and dance has developed over 5 years to be a major event in Dublin's summer calendar, moving from Meeting House Square to a larger space in Smithfield Square and engaging successfully with cultural groups across Dublin and local organisations in Dublin 7. With over 8000 attendees in 2019, Hotter than July continued even in 2020 with an accessible online festival.



CORPORATE PARTNERSHIPS

We are always in pursuit of excellence at IMC, in our festivals and through our partnerships. Our world leading programmes provide the perfect opportunity for companies looking to develop an exciting, rewarding, and multi-faceted cultural partnership.

We pride ourselves on developing successful, creative, mutually rewarding, and tailored partnerships exclusively suited to our partner's needs.

Whether you are looking for an unprecedented client experience, engaging ways to fulfil business and CSR objectives, or a dynamic programme of brand exposure and recognition, a partnership with any of IMC's events will offer opportunities to do just that.

Previous partnerships include work with Beck's, Heineken, ESB and more, as well as many cultural partnerships with bodies such as the OPW, Dublin City Council, The Ark, Europe Jazz Network, Jazz Promotion Network, & Creative Ireland.



As a partner, we will work with your company to develop a bespoke programme of benefits to highlight the impact of this partnership. Developed with flexibility in mind, we will ensure this partnership meets your strategic priorities. Benefits may include:

BRAND EXPOSURE

- Primary commercial Sponsorship / naming rights of an event or programme, prominently featured across all of our public-facing elements.
- An exclusive festival Programme Launch event announcing the Sponsorship agreement and festival programme.
- Alignment with your brand's target audience

INTEGRATED MARKETING OPPORTUNITIES

- Your Logo featured in our vibrant festival design and marketing (including all print and online materials - intensely focused on the location of the event or programme, but with visibility across Europe through the festival's multiple partners and channels.
- On-site branding and promotional opportunities during active days of the festival/event/programme
- Rich media exposure across multiple media platforms through our extensive and targeted publicity and marketing campaigns related to the event
- Your brand as an active part of our social media and digital marketing campaign
- Opportunities for cross-promotion with competitions, offers and pop-up events

TICKETS AND HOSPITALITY

- Unparalleled client experiences through bespoke Client Hospitality
- Behind the scenes access to unique events
- Tailored Events and Experiences suited to your stakeholders' needs.

INTERESTED?

Let's talk.

Kenneth Killeen

CEO

087 986 2640

ken@improvisedmusic.ie

Aoife Concannon

Marketing Director

087 949 5365

pr@improvisedmusic.ie

www.improvisedmusic.ie

