



Partnership Proposal

Award-winning, pan-European jazz festival
12 Points returns home to Dublin this year.

Improvised Music Company

Improvised Music Company (IMC) are the producers and creators of the 12 Points Festival, and one of Ireland's leading Event Specialists with **30 years experience** curating, producing and promoting bespoke **live music events and festivals**.

IMC envisions a society where jazz and creative improvising musicians have the freedom and means to create, to be celebrated both domestically and abroad, in a cultural economy where this creativity is acknowledged, valued and rewarded.



"Innovation is the watchword for the festival, the brainchild of the forward-thinking Improvised Music Company"
- **JazzWise UK**



What is 12 Points?



- **12 Points** is a vibrant 4-day festival presenting **12 emerging European jazz acts** from 12 European countries.
- This Dublin-born festival, produced by (IMC), is uniquely nomadic, alternating **between Dublin and other dynamic young European cities**, including Amsterdam, Aarhus, and San Sebastian.
- 12 Points is held in high esteem by European festival directors, bookers and music media as **THE place** to hear the hottest, emerging acts of the next generation of European creative music.
- The live music programme is complemented by a daytime industry and professional development programme '**Jazz Futures**', as well as a late night open Jam Session.
- 12 Points was the 2017 recipient of the '**EFFE laureate by the European Festivals Association**' - one of just 26 European festivals, and the only Irish festival awarded this commendation for exemplary work. The festival also won the inaugural award for '**Adventurous Programming**' from **Europe Jazz Network**.

Audience + Impact



12 Points Audience is:

- Broadly ABC1 in profile
- Largely in the **25-35** age bracket (70% of our audience are aged 25-44 years old)
- 46% female/50% male
- Music fans with adventurous tastes, looking for **high-quality and unique** experiences.

We expect audiences of **1,500 for the live event** in Dublin, with an extensive reach **across the continent** through **international live-streams** broadcast via our European cultural partners, social media and marketing campaign.



What we can offer



- **Primary commercial Sponsorship** of this event, prominently featured across all of our public-facing elements.
- An exclusive festival **Programme Launch** event for your customers, clients, staff and stakeholders, announcing the Sponsorship agreement and festival programme.
- Your logo featured across all of our **performance streams**, broadcast via our industry partners across the European jazz scene.
- Your Logo featured in our vibrant festival **design and marketing collateral** visible in print and rich media - featured in Dublin and across Europe through the festival's multiple partners and channels, over an extensive publicity and marketing campaign.
- **On-site branding and promotional** opportunities during the 4 day festival itself.
- 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.
- Unparalleled **client experiences** through bespoke Client Hospitality, and behind-the-scenes access to unique events.

Press Quotes

"12 Points has placed Dublin at the centre of European jazz. It is now the place to check out the very best emerging young talent from across the continent."

- Jazzwise Magazine

"A four-day event hot-wired into the changing dynamic of the contemporary European Jazz Scene."

- The Observer, UK

"12 Points continues to deliver some of the very best creative music in Europe ..."

- All About Jazz



"Peripatetic New Music festival 12 Points has fast become one of the highlights of the Euro musical calendar, winning awards for adventurous programming and bringing a new generation of creative European musicians to a wider audience."

- The Irish Times



Interested?

Let's talk.

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