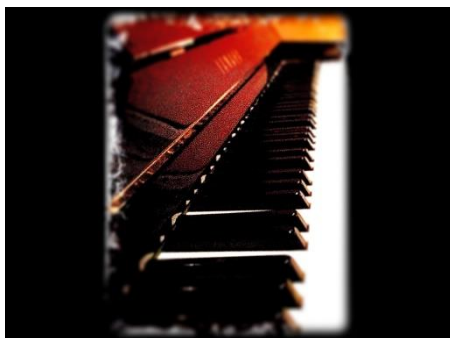




IMDL

IRISH MUSIC AND DANCE IN LONDON



What we do?

We work to raise the profile of the Irish in London through high quality arts events which are accessible to all. We also work to foster and nurture a sense of community among the Irish here, whilst also maintaining links with the Irish music community in Ireland and internationally. Our work supports the passing on of traditional Irish music, song and dance to the next generation of musicians and enthusiasts in London. To date we have helped to stage Irish arts at a number of profile venues, including the BBC Proms at the Royal Albert Hall, The Bloomsbury Theatre, Kings Place, LSO St Luke's, Camden Roundhouse, Islington Assembly Hall, RADA Studios, Union Chapel and more. Our team has also been responsible for running the annual Return to Camden Town Festival (RtCT) since 1999.

What the press say?

“...the kind of ambience, atmosphere and musical interaction found at the best traditional events in Ireland and America” **Time Out**

“...the music hit the streets at the amazing Camden Lock Market where a small stage was set up to entertain the literally thousands of passing visitors” **Irish Music Magazine**

“...ambitious programming, accomplished musicianship, expert teaching and skilful organisation were the keys to this year's huge success. Long may RtCT thrive!” **fRoots**

‘the festival has provided an excellent focus for purveyors and learners of the tradition and has sent a clear message that London is still on the map. It has also served to expose this wonderful tradition to London's wider multicultural population.’ **Tradconnect.com**

Who are our partners?

Our organisation has long held a reputation for staging events with the utmost level of professionalism. This has enabled us to engage with a large number of corporate and arts industry partners for our various projects. To date, these have included:

Bank of Ireland, Easyjet, Magners, John Griffin Foundation, Murphys Group, Ardmores Group, O'Donovan Waste Disposal Ltd, Addison Lee, Clayton Crown Hotel, Camden Lock, IrishTV.ie, Guildhall School of Music & Drama, City University, BBC Symphony Orchestra, BBC Proms, Music for Youth, Festival of Britain and London Metropolitan University, among others..

Would you like to become one of our sponsors/ partners for future events?

What our audience say?

We actively encourage feedback from our audience members to make sure we are serving them well, here is a sample of some of the hugely positive comments from past events:

‘The Festival atmosphere is unique’ ❖ ‘Great organisation’ ❖ ‘Event at RADA was exceptional’ ❖

‘Great choice of musicians from near and far’ ❖ ‘Something for everyone’ ❖ ‘Fantastic’ ❖ ‘Class sessions’ ❖

‘Brilliant atmosphere’ ❖ ‘Can't wait for next year’ ❖ ‘Top class evening’ ❖ ‘Amazing music’ ❖

‘Loved seeing friends and hearing new musicians’ ❖ ‘Love it All’ ❖ ‘Bands were brilliant’ ❖ ‘Top quality’ ❖

‘Well organised’ ❖ ‘Excellent Festival’

Our current reach...

Our direct marketing strategy includes:

Social Media and Internet Presence

- 7,000+ Facebook followers over 2 pages
- 2,500+ direct subscribers to weekly email Irish music, song and dance newsletter
- 500+ Twitter followers
- New Instagram account with rapidly increasing following
- Dedicated website advertising RtCT and IMDL events – www.returntocamden.org
- A query for 'Irish Music London' in top search engines: Google and Bing brings the IMDL Director's own web page up in the top 4 findings, leading the enquirer into all areas of IMDL's work
- Frequent online listings across 20+ London arts and tourism websites, plus additional Irish event, folk and traditional music websites
- Director's LinkedIn: 500+ connections
- YouTube channel: New and growing

Printed PR and Distribution

- 30,000 leaflets printed and distributed at 3 key points in the year
- 3,000 FREE A5 RtCT Autumn Festival Magazines are printed annually – also made available to download on Festival website and social media, increasing distribution to a further 10,000+
- Working closely with 13 key Session Partners who are hosting weekly traditional Irish music sessions at 22 venues spread across London to distribute PR material
- Well established volunteer distribution network, bringing PR material to festivals, arts and community venues, libraries, cinemas, pubs, cafés, shops, hotels, schools across all corners of London and further afield

Traditional Media

- Media Partners include: The Irish World and The Irish Post
- Our events are frequently broadcast by Irish TV.ie (Sky Channel 191) with view ratings of 300,000 internationally and will be featured on TG4 (Irish national TV) on the new 'Hup' programme.
- Our events are frequently broadcast by Raidió na Gaeltachta (Irish national radio), which has an international listenership of 100,000
- Huge capacity for dissemination of information by 'word of mouth' through our loyal and growing audience
- Press releases are regularly received and published by 100+ print and online publications

Footfall and Partner Marketing

- IMDL, RtCT and partner events last year attracted audience numbers in excess of 15,000.
- Marketing through established partner venues such as Kings Place, Islington Assembly Hall and more, opens our events up to new, wider audience databases of 100,000+
- Discounted ticket rates for events which we offer to schools of music and dance, elderly groups, university students, GAA clubs and more, directly targets additional demographics of approximately 3,000+
- Internationally acclaimed artists appearing at our events promote to their own social networks, reaching a further 50,000+ in potential audience

If you are interested in becoming a sponsor of IMDL and Return to Camden Town Festival

Please do not hesitate to get in touch...

Irish Music and Dance in London

Community Interest Company No. 9031004


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 returntocamdentown

 @ReturntoCamden

 irishmusicdanceinlondon