

# City Stages



# Three has a long history in Music



LONGITUDE



In 2021 we added the 3Olympia to the portfolio



NEWS

**Dublin's Historic Venue Renamed "3 Olympia Theatre" After New Sponsor**

**We all know what happened next.....**





# Three Master Brand

Reposition Three in the music space

Amplify our Sponsorships (pre-post and during)

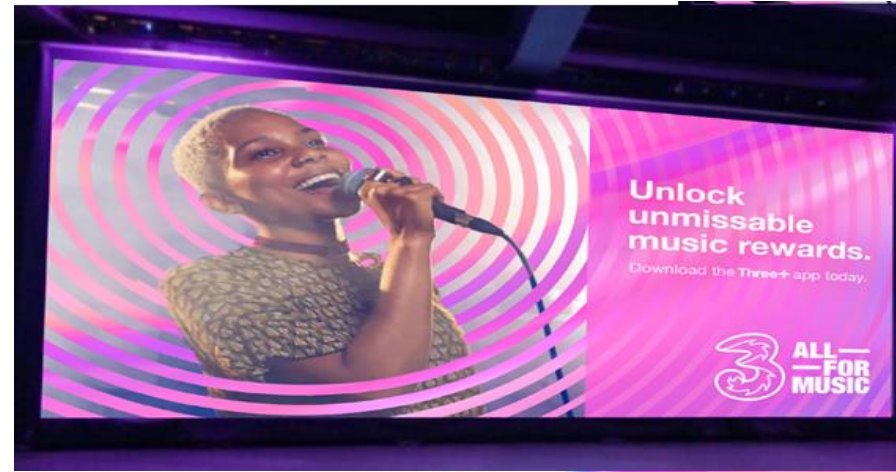
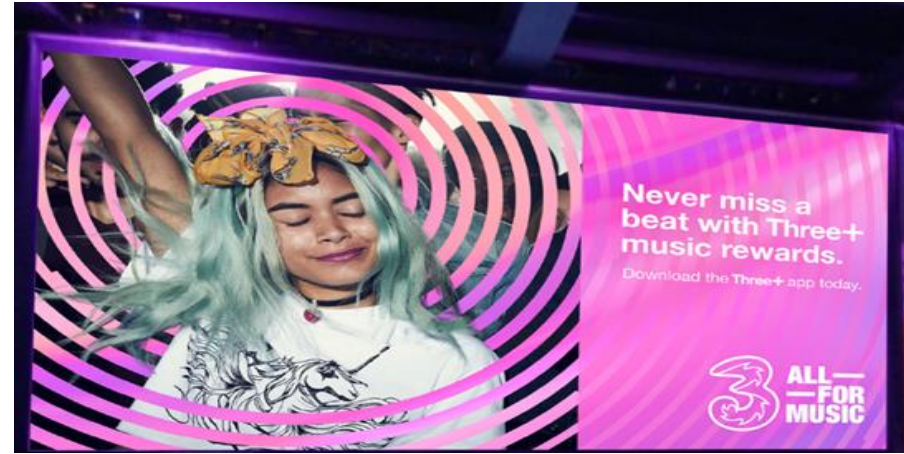


# Launched New Music Platform

The **new music positioning** we wanted to showcase the **collective experience**, and the **togetherness** that music brings

## 3 ALL FOR MUSIC

Under this **new platform** we will **support up and coming talent** by giving them **access to our Festivals, venue** and **showcasing their talent**



We use Electric Picnic to launch All For Music and created a brand moment to re-engage with fans







**We're back**

**We're 3 All For Music**

**its time to amplify our support  
of up and coming talent**



# CITY — STAGES

**Setting the stage for next  
the generation of Irish  
musicians**



## The idea is simple

We take buskers from the Streets to the City Stages and then onto the biggest stages in Ireland (3Arena, 3Olympia & Electric Picnic)

- **We create** – bespoke content for buskers to use on Social
- **We promote** - all acts who take part via our social channels, radio partnerships, print media & social influencers
- **We celebrate them**– We bring them as VIP guests to gigs at our venues
- **We educate** – using industry experts and Master classes (everyone)
- **Win support slot**– use our sponsorships to open access to support slots

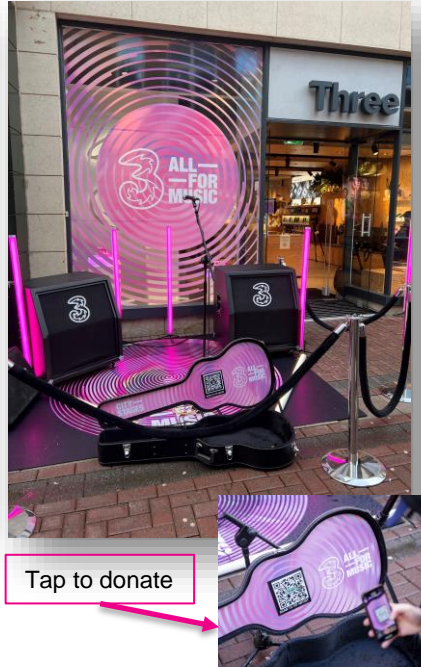
# We created City Stage assets which buskers can use on their social channels to promote their performance



## Store banners & Screens



## Stage

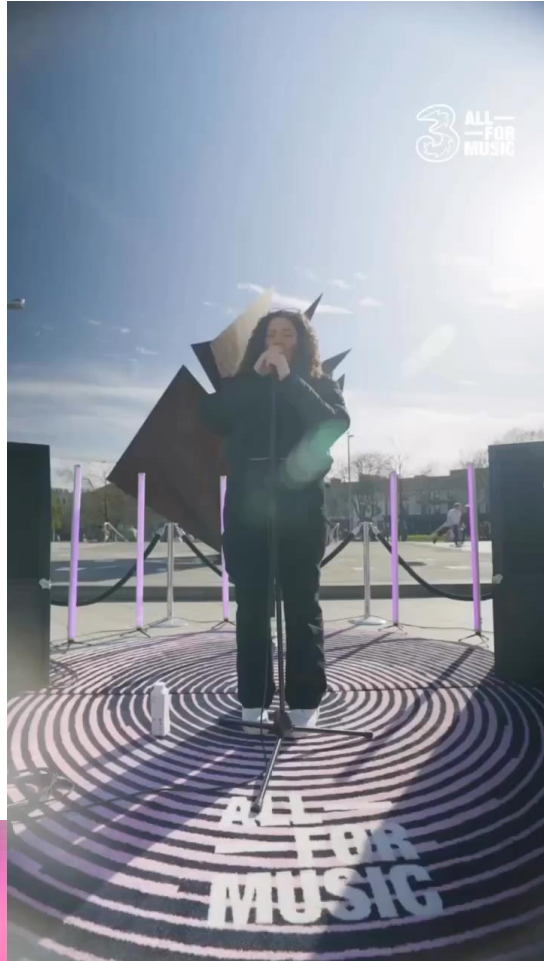


## Artists packs





# What does a City Stage performance look like?

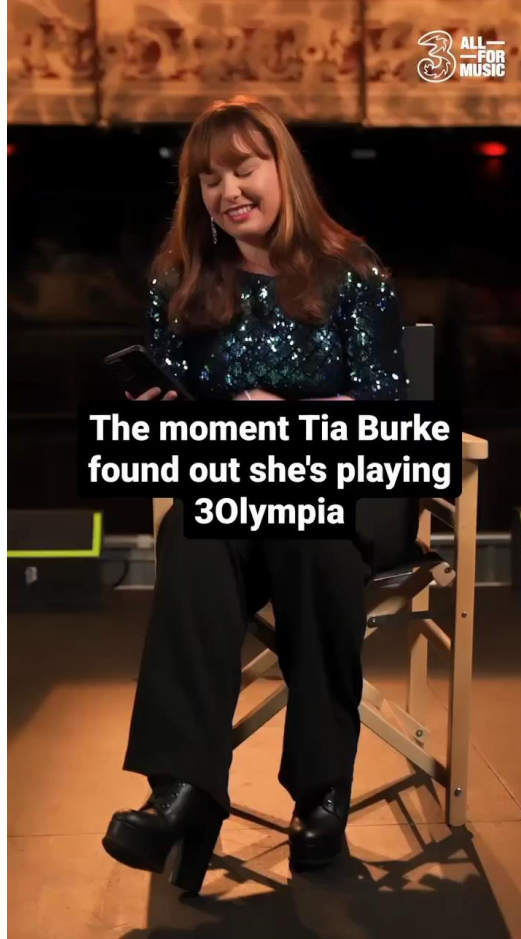


# Self Esteem – Artist Lead Support



## SELF ESTEEM

One City Stages artist will open Self Esteem's 30lympia show on February 26th.



The moment Tia Burke found out she's playing 30lympia



## Top Line (5 MThs results)

**8.2 m**

**Video Views of  
performances**

**5.1m**

**Total reach**

**286k**

**Engagements**

(Likes, clicks to watch)





**Three City Stages  
Masterclass**

**3Olympia – April 24<sup>th</sup>**

## Our City Stage currently has 412 acts signed up to take part

**Stage 1– Limerick Launch** – Nov 26th - completed

**Stage 2 – Limerick** – Jan 14th - completed

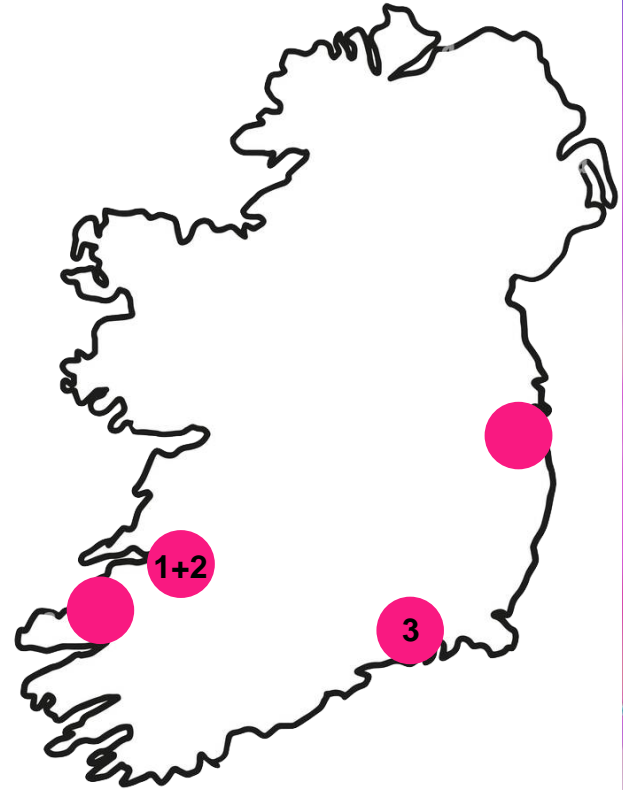
**Stage 3 – Waterford** – Jan 28th – completed

**Stage 4 – Dublin** – Feb 11th – completed

**Support slot – Feb 26<sup>th</sup>** - Self Esteem

**Stage 5 – Galway** – Mar 25th – completed

**Stage 6 – Kilkenny** – May 27th THIS WEEKEND!



**CITY —  
STAGES**





**Thank you**

