



# "IF WE WERE TO START SPORT AGAIN, WE WOULD PROBABLY USE THE MIXED ABILITY MODEL TO RESHAPE IT"

- CATHERINE CARTY, UNESCO CHAIR IN INCLUSIVE PHYSICAL EDUCATION, SPORT, FITNESS AND RECREATION, MTU.

## FACTS AND FIGURES



1,100

PLAYERS



650

VOLUNTEERS



28

TEAMS



15

NATIONS



82

MATCHES



25,000

SPECTATORS



53,000

UNIQUE STREAMS\*



IRELAND, ENGLAND, WALES, SCOTLAND, SPAIN, ITALY, BELGIUM, POLAND,  
NETHERLANDS, MALTA, ARGENTINA, CANADA, ECUADOR, CHILE, URUGUAY

## NEW SPORTS

MIXED ABILITY ROWING, 
 MIXED ABILITY BOXING, 
 MIXED ABILITY FOOTBALL, 
 KINBALL, 
 FLOOR CURL



\*Unique viewers on streaming platforms

**“IMART IS A GREAT OPPORTUNITY TO GROW THE CULTURE OF INCLUSION THROUGH THE VALUES OF SPORT.”**

- PARTICIPANT



## IMART GROWTH

🏆 **1ST WOMEN'S TOURNAMENT EVER!** 🏆

	BRADFORD 2015	VITORIA-GASTEIZ 2017	CORK 2022
👥 <b>TEAMS</b>	12	16	28
👤 <b>PLAYERS</b>	450	600	1100
🚩 <b>NATIONS</b>	10	12	15
👤 <b>VOLUNTEERS</b>	40	150	650
👤 <b>SPECTATORS</b>	4,000	10,000	25,000



**€1M RAISED**, INCLUDING CO-FINANCING FROM ERASMUS+  
 OVER **€280K IN PRESS AND DIGITAL MENTIONS** IN IRELAND  
 SOCIAL MEDIA REACH **+42 MILLION PEOPLE**  
 MORE THAN **6M DIGITAL AD VIEWS**  
 GENERATED MORE THAN **100K INTERACTIONS**



**“IMART IN ONE SINGLE WEEK KNOCKED 5 CAMPAIGNS OUT OF THE PARK. I COULDN'T COMPLIMENT IT HIGHLY ENOUGH”**

- SIMON SLATTERY – SMURFIT KAPPA, IMART PLATINUM SPONSOR



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