

# International Guitar Night 2024 Survey

The Herschel Freeman Agency surveyed both presenters and patrons just after the IGN 2024 tour. The survey findings illustrate why IGN is a perennial favorite for performing arts center staff and the audiences they painstakingly curate.



# Presenters Explain IGN's Staying Power

## Capacity Crowds

**77% of presenters surveyed reported capacity or sold-out houses for IGN.**

Venues can successfully steadily grow the audience for the show, making for "a brand you can build on over multiple years." (**James Fredrick, Onstage Ogden**)

*"The talent is always top notch! We have a dedicated fanbase that comes to IGN each year."* -**Leigh Chandler, Lone Tree Arts Center**

*"Our audience has steadily grown over the years...there is a great opportunity to bring in a broader audience."* -**Jill Barnes, Washington Center**

## Great Value

**100% of those surveyed said they'd recommend IGN to other presenters.**

They praised the Herschel Freeman Agency for consistently assuring "great value, [and] incredible artists." (**Chris Carter, Bankhead Theatre**)

*"It is a delightful show produced by caring and knowledgeable people who have connections to great talent and curate a new and exciting show for each tour. It has a devoted audience that will return year after year and is appealing to a diverse and multi-generational crowd - I truly recommend it!"* -**Miranda King, Reser Center**

## Easy to Work With

Presenters were unanimous in their praise for the IGN artists, describing them as "friendly," "gracious," and "easy to work with," making the event a pleasurable one for staff as well as attendees.

*"The players respect and admiration for each other really showed through, which made the evening all the more delightful."* -**Jeshua Franklin, Goshen College Music Center**

*They were very willing and eager to help with education outreach on a tight schedule"* -**Jakki Hill, Fox Tucson Theatre**



# The Audience LOVES IGN!

Highly Rated

**Patrons surveyed gave International Guitar Night a 4.88 out of 5 stars rating as a “fantastic” show.** One patron called it the “best show I have seen in years.” Another said, “*It was a truly amazing show. I can’t wait to go again!*”

Wowed by the talent

**Patrons were impressed with IGN's diversity of style, graciousness and exceptional artistry.** “*The skill, dexterity and musicality of the four guitarists—each with a vastly different style—was so incredible. All four of them had such a great stage presence as well, with humor and humility.*”

# IGN 2025/26: celebrating 25 years of global diversity in acoustic guitar



## IGN 25th Anniversary Tour

The January-March 40 city tour of IGN 2024 features Niwel Tsumbu, Rhiannon Giddens' guitarist, with Soenke Meinen, Alexandra Whittingham, and host, Lulo Reinhardt.



## IGN 2026

IGN's Jan-March 2026 lineup will be the fireyest yet, with Taimane Gardner from Hawaii, Alex Misko, Lucas Imbiriba, and host, Australia's Classical guitarist, Stephanie Jones.

# About the team



Herschel Freeman

The venerable agent known for his respect from artists and venues alike, values quality and fairness. Over 25 years, he developed IGN into a mainstay as a performing arts attraction. He also represents Luca Stricagnoli and Yamandu.



Brian Gore (Guitar Poet)

Brian performed in IGN for 20 years. He now assists with the promotion and management of IGN. In tandem with Herschel Freeman, he also curates a new line up for IGN each year. Brian also tours as a singer songwriter.



For more information

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