



WELCOME TO

Sundown

ALASKAN MUSIC & ARTS FESTIVAL





MEDIA REACH

INSTA : 14K + Followers

FACEBOOK : 7.8K+ Followers

TWITTER : 500+ Followers

TIK-TOK : 33K+ Views

WEBSITE VISITS PER MONTH : 8K



ABOUT SHOWDOWN

Showdown is Alaska's premier independent concert production team. We aim for Alaska to become the must see/must play destination for some of the world's top upcoming artists, djs and bands.

With a combined history of 20 years in concerts, production, and promotions, Showdown was created to bring Alaska new and relevant acts to the Last Frontier.

Organization

Founder & CEOS

Hellen Fleming

Raymond Flores

Marketing Director

Grant Elliott

Community Outreach Director

Natalie Treadwell

Past Notable Shows

Diplo (4,000+ Patrons)

Dillon Francis (2,000+ Patrons)

Lupe Fiasco (2,000+ Patrons)

Kid Ink (1500+ Patrons)

Hippie Sabotage (2500+ Patrons)

Baauer (1000+ Patrons)

Snakehips (1000+ Patrons)

Adventure Club (2000+ Patrons)

Cashmere Cat (1000+ Patrons)

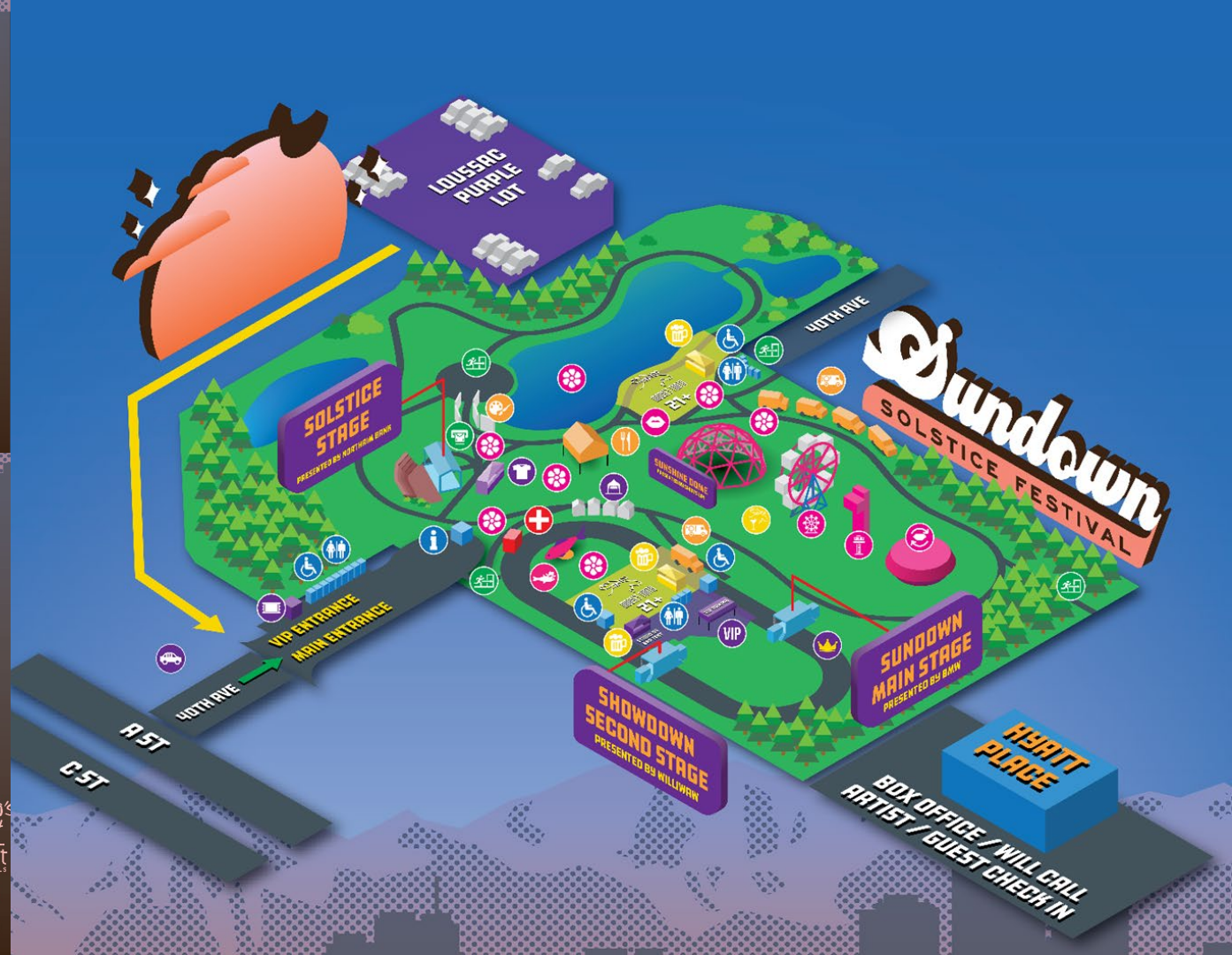
Portugal the Man (1000+ Patrons)

- LIQUOR LANDS
- MECHANICAL SALMON RIDE
- CURATED COCKTAILS BY MOOSES TOOTH
- GRAVITRON
- FOOD TRUCKS
- DROP TOWER
- LIVE ART MURALS
- FERRIS WHEEL
- EATING AREA
- KISSING BOOTH
- SUNSHINE DOME
- ART INSTALLATION

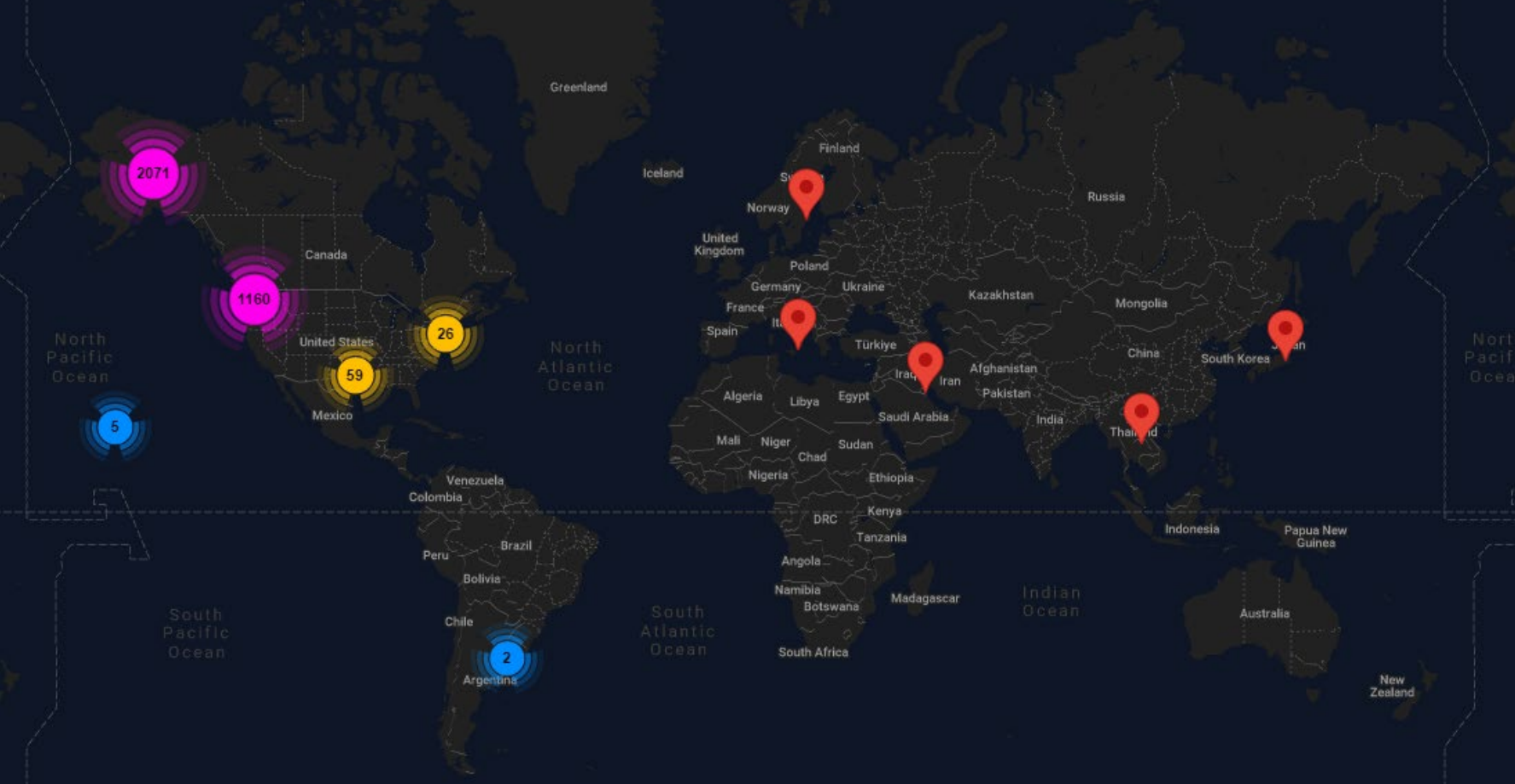


JUNE 16-18 2023

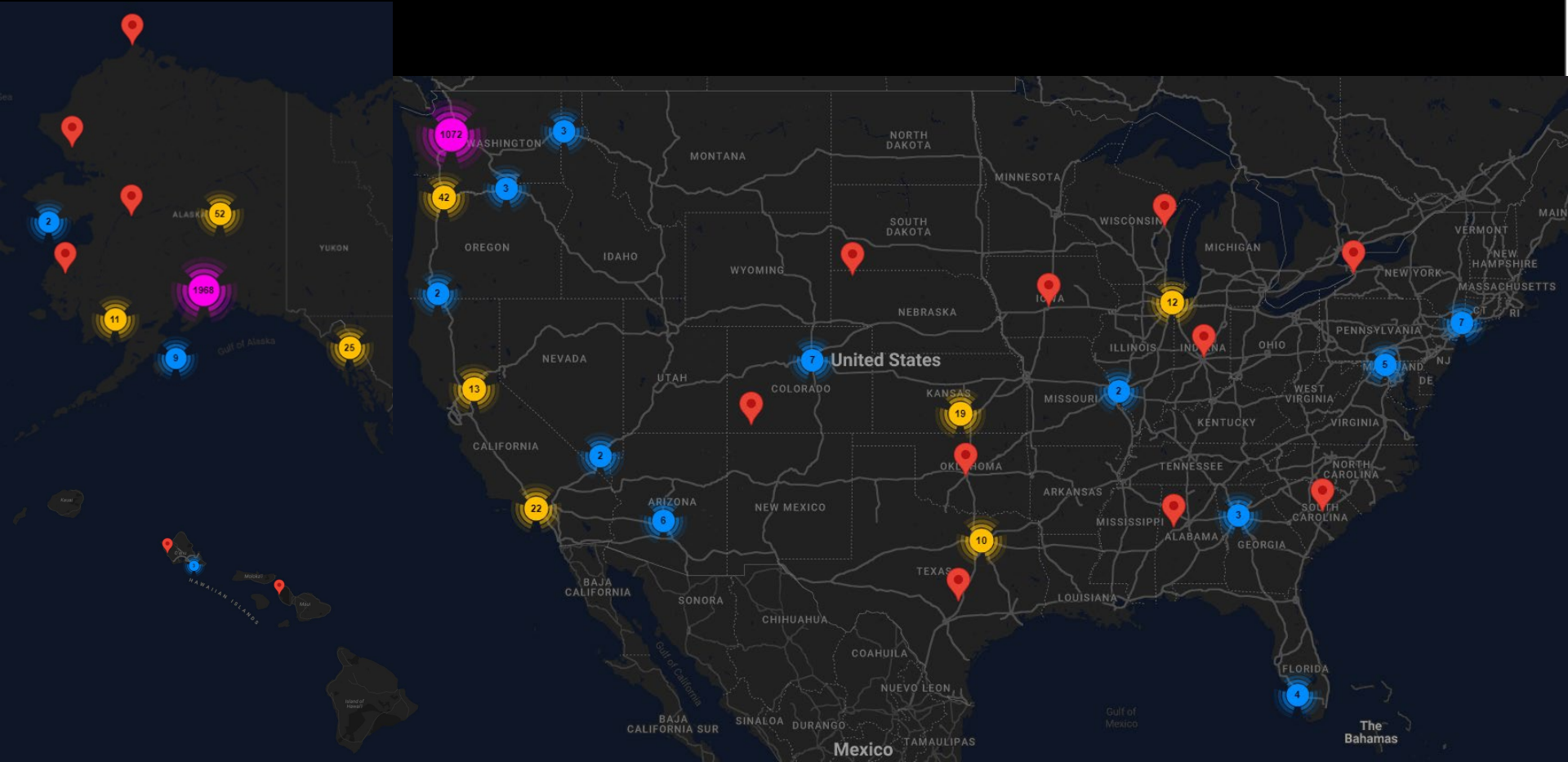
- ADA
- UBER / LYFT DROPOFF / PICKUP
- INFO
- VIP
- RESTROOMS
- SUPER VIP
- MEDICAL
- MERCH
- EXIT
- BOX OFFICE
- ATM MACHINE
- VENDOR ALLEY



2023 Ticket Orders Worldwide



2023 US Ticket Orders



SUNDOWN 2023 RECAP



ATTENDANCE

Friday: 4,000

Saturday: 4,500

Sunday: 5,600

VENDORS

We proudly hosted nearly 40 vendors, supplying everything from fresh alaskan salmon to tie-dye outfits to crystals and body glitter.



MEDIA IMPRESSIONS

Impressions : 4.2 M

Google Ads, Facebook, Instagram

Mailing List : 22,000 Unique subscribers

Website Visitors :

80,000 Unique visits in 2023

Youtube Views : 30,000



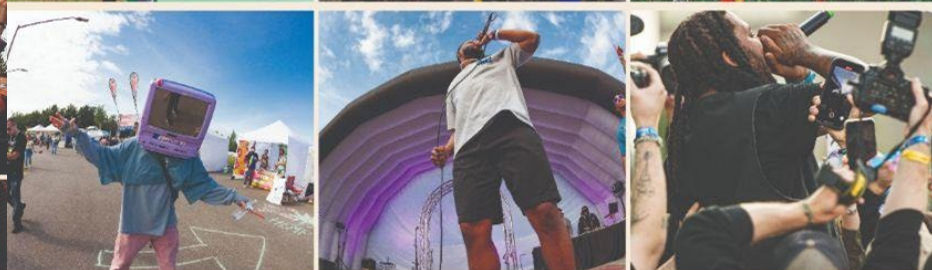
Sundown

ALASKAN MUSIC & ARTS FESTIVAL[®]

2024 JUNE 7TH - 9TH

ALASKA'S 3RD ANNUAL SUNDOWN FESTIVAL

4 STAGES - NATIONAL ACTS - LIVE MURALS
FOOD TRUCKS - ART INSTALLATIONS - CARNIVAL RIDES - GOOD VIBES



SUNDOWNALASKA.COM



ABOUT SUNDOWN 2024

THREE STAGES

30 NATIONAL ACTS

35 LOCAL ACTS

**BARS, BREWS AND
DRINKS CURATED BY
MOOSE'S TOOTH**

FESTIVAL IS 16 & UP

**(HOWEVER WE ALLOW
PARENT/LEGAL GUARDIAN
TO ATTEND WITH YOUTH
UNDER 16)**

**LOCAL FOOD &
MERCHANDISE VENDORS
FROM ALL OVER ALASKA**

**LIVE ARTIST MURALS
FROM LOCAL ARTISTS**

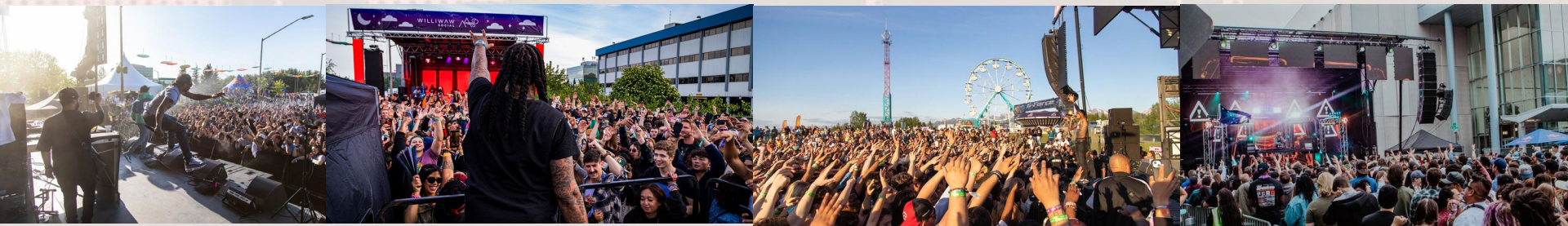
**LARGER
NATIONAL
HEADLINERS**

**LATER HOURS
(FESTIVAL OPEN UNTIL
MIDNIGHT)**

**EXPECTED ATTENDANCE PER
DAY : 7,000**

**OUT OF STATE ATTENDANCE :
1200 PATRONS (800 IN 2023,
300 IN 2022)**

**OUT OF STATE ARTIST /
PRODUCTION CREW TRAVEL
PARTIES : 150-165
(60 IN 2022)**



THE NUMBERS...

2023 :

FOOD TRUCKS : 14

VENDORS : 20

2024 PROJECTED :

FOOD TRUCKS : 20

VENDORS : 25

2023 :

LOCAL STAFF : 30

LOCAL CONTRACTED COMPANY

STAFF : 30

2024 PROJECTED :

LOCAL STAFF : 45

LOCAL CONTRACTED

STAFF : 45

2023 :

HOTEL ROOMS : 160
(FESTIVAL RELATED)

AIRBNB NIGHTS : 30

2024 PROJECTED :

HOTEL ROOM NIGHTS : 200
(FESTIVAL RELATED)

AIRBNBS : 40

2023 :

OUT OF STATE VISITORS:
800

IN-STATE VISITORS
(OUTSIDE OF ANCHORAGE): 1000

2024 PROJECTED :

OUT OF STATE : 1200

IN-STATE : 1500



Sundown Solstice

ALASKAN MUSIC FESTIVAL

JUNE 16TH-18TH 2023 | CUDDY PARK | ANCHORAGE, AK

FRIDAY JUNE 16TH

SLANDER

CLAUDE VONSTROKE • NGHTMRE • ????????? • MIJA
TURNOVER • JUSTIN JAY • HANNAH WANTS • LIL DANKIE
GG MCGREE • LUCILLE CROFT • TONY H • RG TWO TONE • FROZEN FOUNDERS
RANE PENNY • BROTHER BUFFALO • HUSSE • GOSHPATHER • JOE BRADY • THINK2WICE

CHROMEO + BIG BOI

SATURDAY JUNE 17TH

TWO FEET • FREDDIE GIBBS • ALUNA • SHIP WRECK
EVAN BIIA • PHANTOMS • CHROME SPARKS • ARIA OHLSSON
MARK FARINA • CHARLES D • STARYA • ED WASHINGTON • ASHLEY YOUNG • SHE
AVERY WOLVES • THE BUELIST • COVY • CLINT SAMPLES R2L • QUINOA • FRN SERVICE • RACHEL MONAE R2L • DIG SISTA

SUNDAY JUNE 18TH

RAE SREMMURD

OHGEESEY • WE CAME AS ROMANS • SILVERSTEIN • FUEGO
MURDA BEATZ • SET IT OFF • BIG BOSS VETTE • MEDIUM BUILD
FLAMINGOSIS • INNER WAVE • TELYKAST • BEJIHA • JAY SIMMONS • SUNDGO
TRASH PANDAS • HAD DAT • CODY BANKS • KNOOWPR SLRPS • DJ GRE • POSTERCHILD • SAINT DEON
BLACKWATER RAILROAD'S SUPERJAM • DATKIDSHAWN • FOODTRUCKS • INTERACTIVE ART • CARNIVAL RIDES
21+ EXPERIENCES & BARS CURATED BY THE MOOSE'S TOOTH

16+ EVENT OVER 60 PERFORMING ARTISTS KIDS UNDER 5 FREE 4 STAGES!

SHIRTS UP

OVER THE TOP

Serrano's MEXICAN GRILL
MATHESON

Coca-Cola

CREATIVE LIGHTING SOUND

showdown

MOOSE'S TOOTH

Red Bull

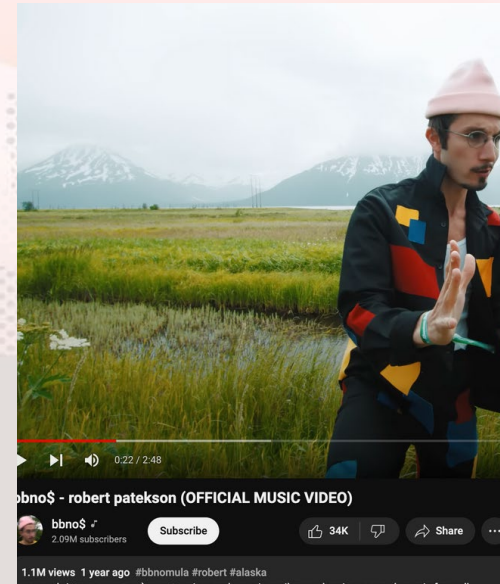
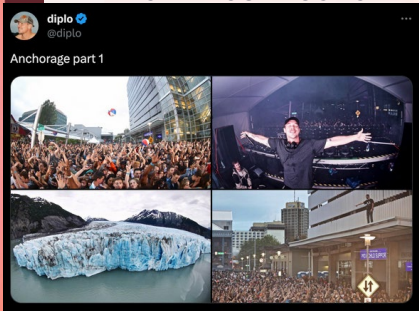
aloft HOTELS

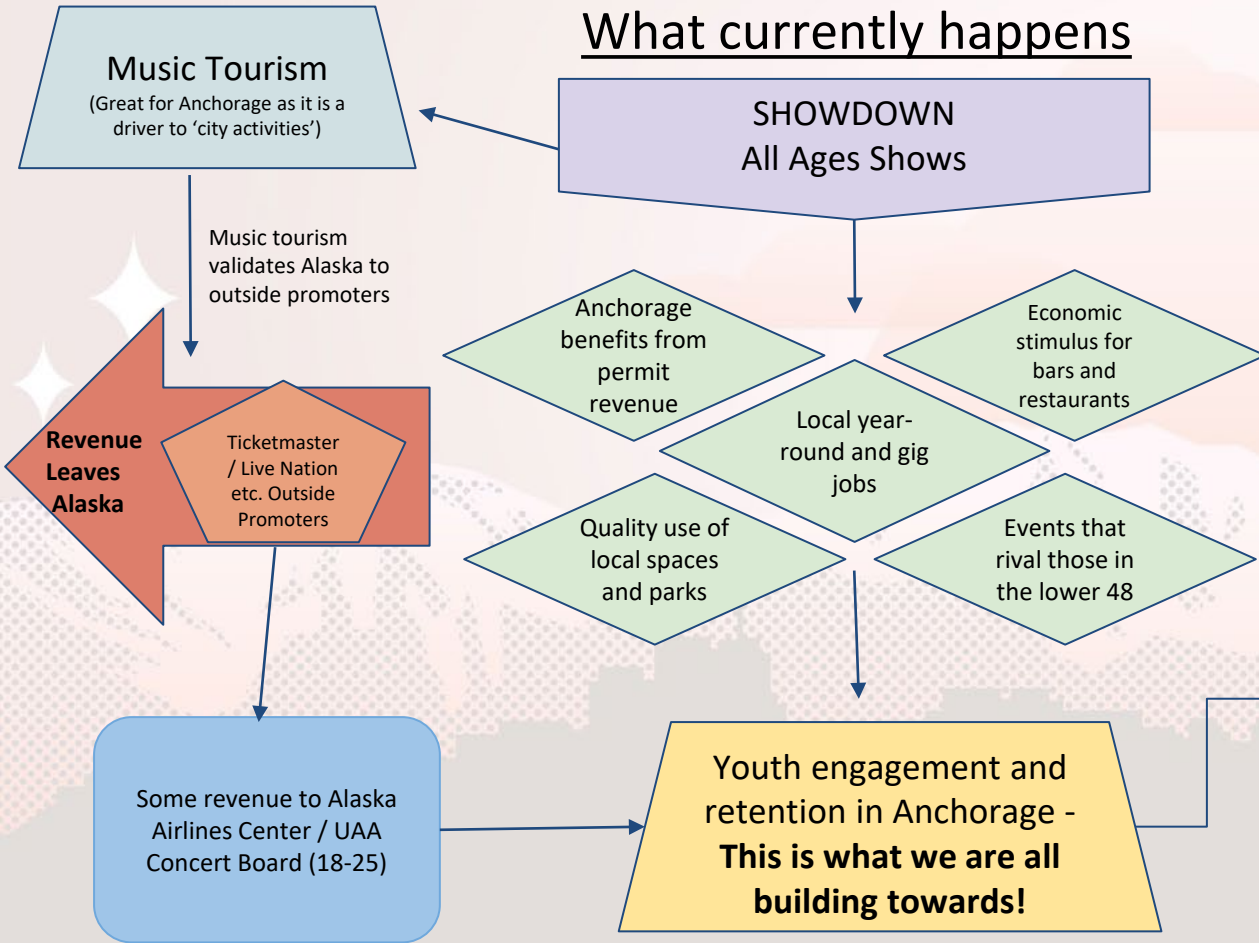


TICKETS & INFO @ SUNDOWNALASKA.COM

MUSIC TOURISM

ALMOST EVERY NATIONAL ARTIST THAT VISITED ALASKA FOR SUNDOWN SHARED IMAGES OF ANCHORAGE, AND ALASKA TO MILLIONS OF FOLLOWERS. ARTISTS HAVE FILMED MUSIC VIDEOS AND SHARED COUNTLESS PHOTOS, VIDEOS AND EXPERIENCES OF ALASKA THAT WOULD HAVE COST ANY MARKETING AGENCY THOUSANDS OF DOLLARS. MUSIC TOURISM AND MUSIC FESTIVAL TOURISM HAVE THE POWER TO POWER OUR ECONOMY AND DRIVE BUSINESS IN OTHER AVENUES NOT YET TAPPED.





How do we foster more of this?

Anchorage Municipality Funded music grants for:

Grants for promoters to throw all ages events

'Third space' for youth in Anchorage to throw their own events with low/subsidized overhead.

Practice rooms for youth bands to combat music funding being cut

Activate the youth to throw their own events and participate in the music scene, keeping them in Alaska

Build young concert goers that stay in Anchorage

Stimulus to local music shops like Mammoth Music and Horn Doctor

HOW CAN YOU HELP?

- **SHARE WITH YOUR CONSTITUENTS (MAILING LIST, SOCIAL MEDIA)**
- **WORK PROACTIVELY WITH US TO FIND SOLUTIONS FOR AREAS OF CONCERN IN MIDTOWN (ARCHIVES LOT ETC)**

- **HELP US IDENTIFY MORE PUBLIC-PRIVATE PARTNERSHIPS**

Festivals are really successful when they are generated by a subcultural infrastructure of alt-weekly magazines and music venues, then winning support of [convention and visitors bureaus], chambers and city halls (ie Loussac, Egan Center etc). As well as businesses that may benefit from partnering or participating in our festival in your districts.