



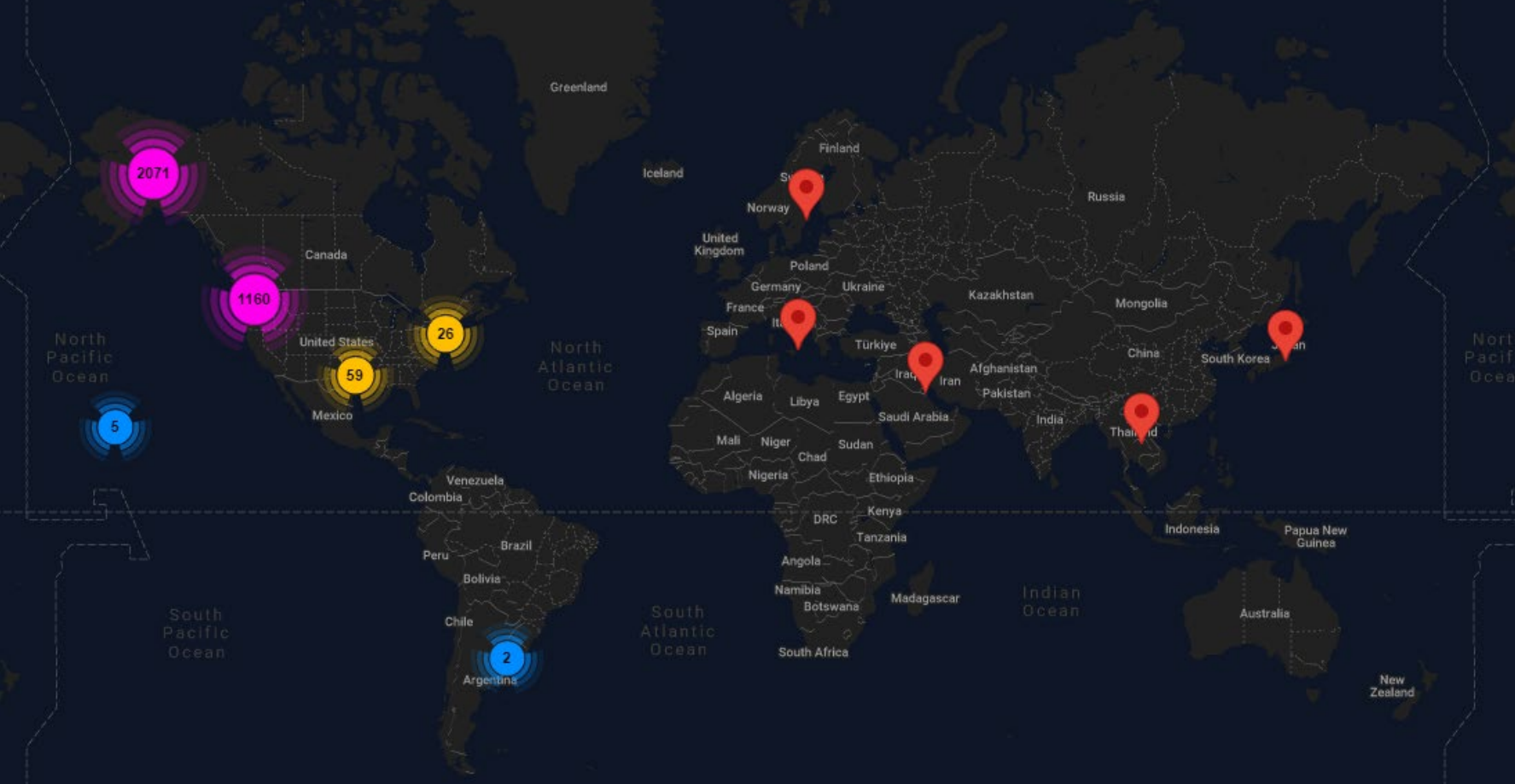


WELCOME TO

Sundown

ALASKAN MUSIC & ARTS FESTIVAL

# 2023 Ticket Orders Worldwide



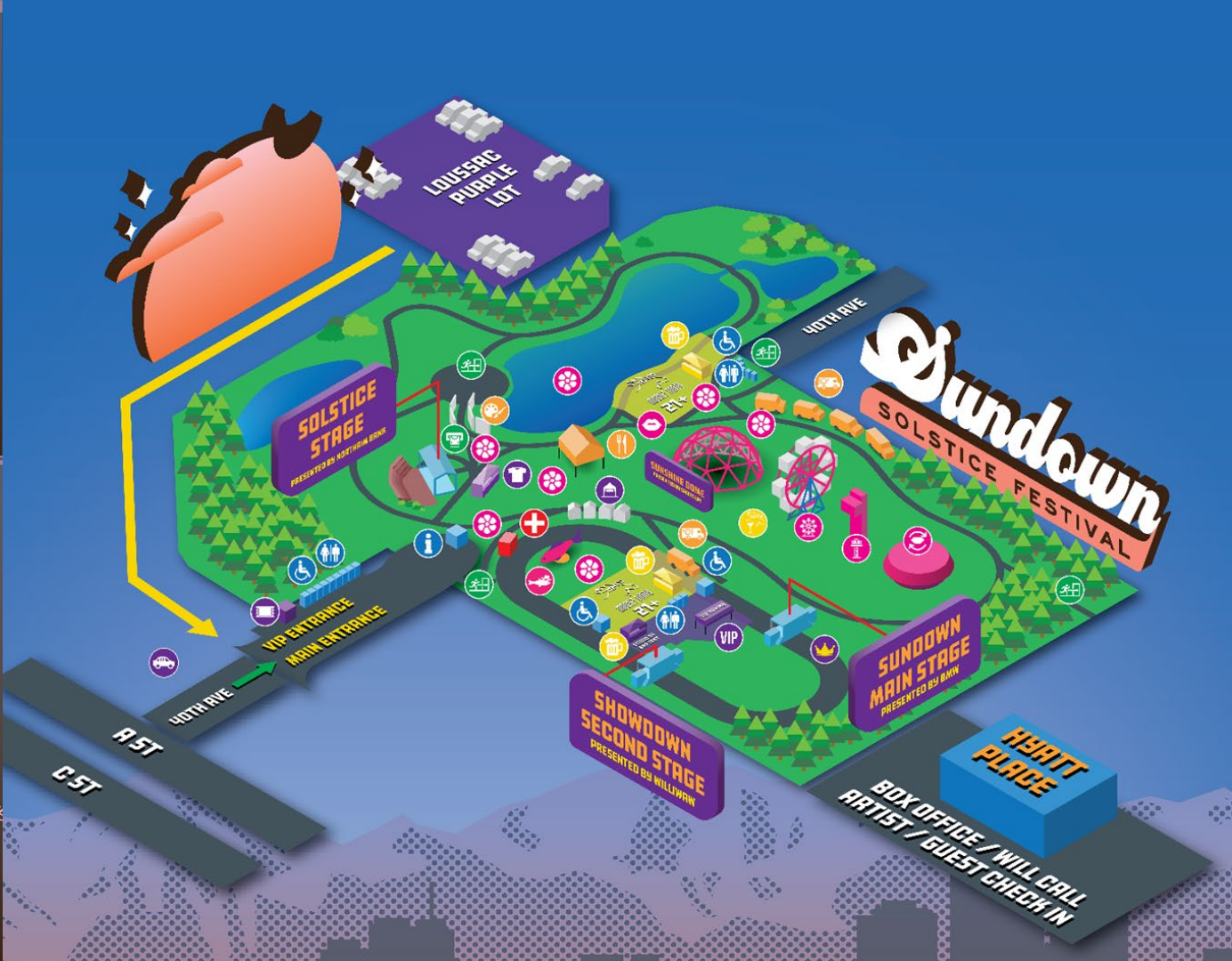


- LIQUOR LANDS
- CURATED COCKTAILS BY MOOSES TOOTH
- FOOD TRUCKS
- LIVE ART MURALS
- EATING AREA
- SUNSHINE DOME
- MECHANICAL SALMON RIDE
- GARVITRON
- DROP TOWER
- FERRIS WHEEL
- KISSING BOOTH
- ART INSTALLATION



**JUNE 16-18 2023**

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



# 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



# 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**

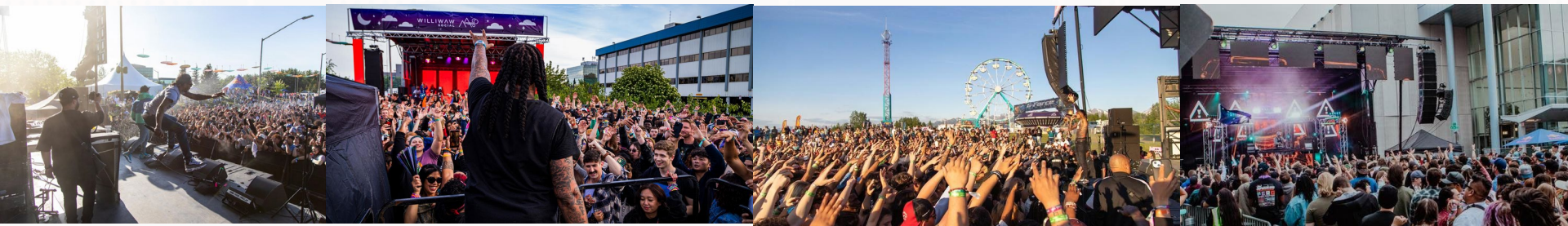
**LARGER  
NATIONAL  
HEADLINERS**

**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 16<sup>TH</sup>

## SLANDER

CLAUDE VONSTROKE • NGHTMRE • ????????? • MIJA  
TURNOVER • JUSTIN JAY • HANNAH WANTS • LIL DARKIE  
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 17<sup>TH</sup>

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 18<sup>TH</sup>

## RAE SREMMURD

OHGEEZY • WE CAME AS ROMANS • SILVERSTEIN • FUEGO  
MURDA BEATZ • SET IT OFF • BIG BOSS VETTE • MEDIUM BUILD  
FLAMINGOSIS • INNER WAVE • TELYKAST • BEJIMA • JAY SIMMONS • SUNDG  
TRASH PANDAS • HAD DAT • CODY BANKS • KNOWPR 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

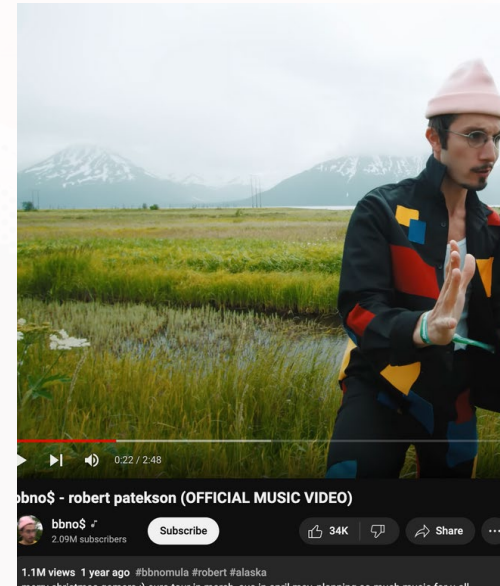
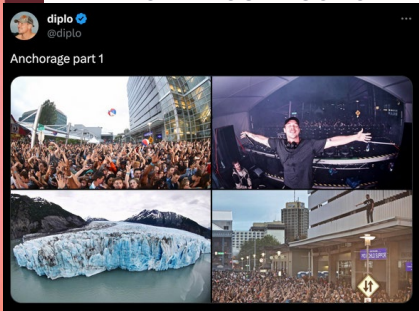
aloft HOTELS



TICKETS & INFO @ [SUNDOWNALASKA.COM](https://www.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 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.*

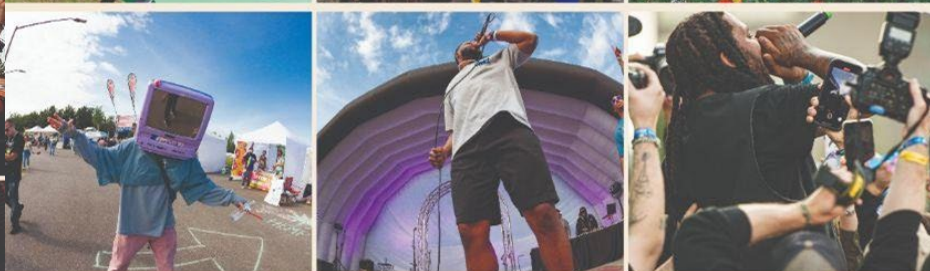
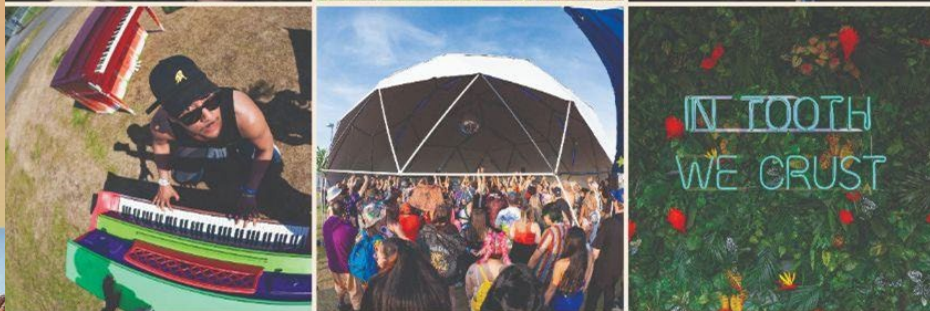
# Sundown

ALASKAN MUSIC & ARTS FESTIVAL<sup>®</sup>

# 2024 JUNE 7<sup>TH</sup> - 9<sup>TH</sup>

ALASKA'S 3RD ANNUAL SUNDOWN FESTIVAL

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



[SUNDOWNALASKA.COM](http://SUNDOWNALASKA.COM)

