

RONNY

**THEN & NOW
HONORING TRADITION,
Embracing what's next!**

How Are We Evolving?

"A BELOVED TRADITION DOESN'T STAY RELEVANT BY STANDING STILL."

- Broader audiences across generations, cultures & interests
- Relevant events that protect and honor core traditions
- Modernized operations for a 21st -century festival
- Streamlined, transparent organization
- Production costs: +~30% in five years
- In partnership with the Municipality of Anchorage, Fur Rondy is building the business model to match its legacy.

"WE KNOW HOW TO PRODUCE A GREAT FESTIVAL. NOW WE'RE BUILDING THE BUSINESS MODEL TO SUSTAIN IT."



Putting Anchorage on the Map

Winter Tourism? We're Already Embracing It!

- A Rich Legacy: Over 90 years of history, hosting one of America's longest -running winter festivals, rooted in Alaska's mushing traditions.
- Authentic Adventures: Enjoy reindeer runs, sled dog races, fur auctions, and snowshoe softball, experiences unique to Alaska and rooted in our history.
- Recognized Excellence: Our festival is celebrated nationally and internationally, with award -winning community initiatives.
- Community -Driven: Thousands of volunteers, 30+ nonprofit partners, and transit accessibility make Rondo a celebration for all.

★ 20 YEARS OF AWARD & RECOGNITION PLACEHOLDERS ★

2025 INTERNATIONAL FESTIVALS & EVENTS ASSOCIATION (IFEA) PINNACLE AWARDS

GOLD – BEST COMMUNITY OUTREACH PROGRAM — PEOPLE MOVER RIDE PROGRAM

GOLD – BEST PIN OR BUTTON

SILVER – BEST HAT

BRONZE – BEST FACEBOOK SITE

2024 IFEA PINNACLE AWARDS

GOLD – BEST EVENT WITHIN AN EXISTING FESTIVAL — RUNNING OF THE REINDEER

GOLD – BEST PIN OR BUTTON

SILVER – BEST EVENT/PROGRAM WITHIN AN EVENT TO BENEFIT A CAUSE — RUNNING OF THE REINDEER

SILVER – BEST EVENT PROGRAM

BRONZE – BEST ORGANIZATION WEBSITE

2024 VISIT ANCHORAGE SEYMOUR AWARD

PHILANTHROPIC TOURISM AND HOSPITALITY CHAMPION — ANCHORAGE FUR RENDEZVOUS

2012 NATIONAL GEOGRAPHIC TRAVELER – # 1 WINTER CARNIVAL IN THE WORLD

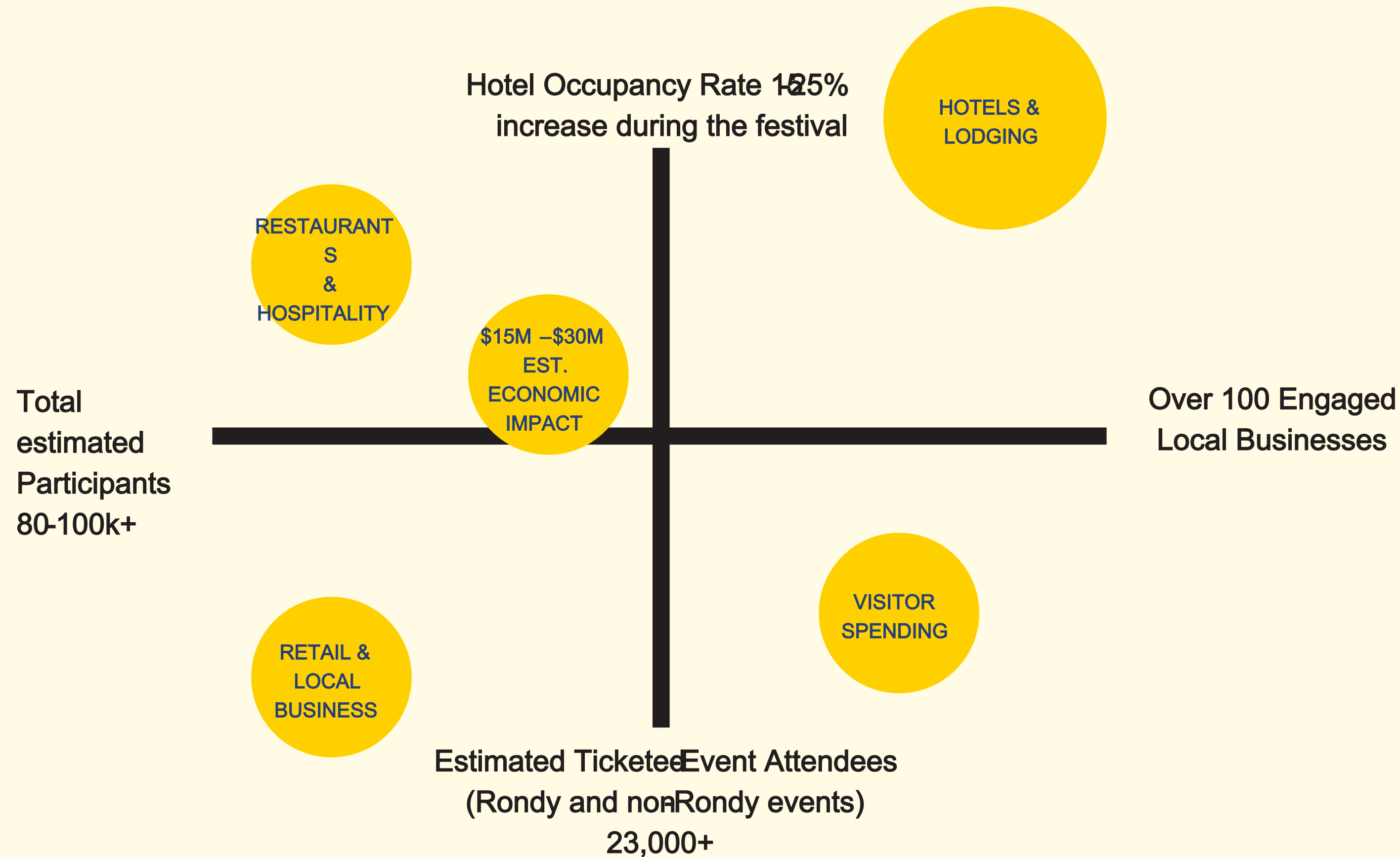
2008 IFEA PINNACLE AWARD

GOLD – BEST PIN OR BUTTON

2007 IFEA PINNACLE AWARD

SILVER – BEST EVENT PROGRAM.

Our City & State Impact



A Labyrinth of Giving

Fur Rondy is more than a festival, it's a community platform that distributes value across Anchorage every year.

- Arts & Culture | 30+ Nonprofit Partners | Schools & Youth programs supported annually through Rondy events and fundraising.
- Booster Pin designed by an Anchorage student, proceeds support the school art program, Running of the Reindeer benefits Toys for Tots.
- Melodramas, Rondy Royalty, and Community Visibility initiatives create charitable causes and opportunities city -wide.

"Rondy is a labyrinth of giving —using the power of a major community platform to create opportunities for others."



OUR GOAL: KEEP RONDY STRONG

Created by Alaskans, Enjoyed by Everyone

EVERYDAY PARTICIPATION

- Purchase a Rondy pin
- Attend our events
- Volunteer your time
- Become a sponsor
- Support a nonprofit partner

LONG-TERM STABILITY

- Corporate investment
- Philanthropic backing
- Reliable municipal funding

OUR COMMITMENT

- 100% volunteer Board
- Passionate about contributing Anchorage and Alaska
- Responsible stewardship
- A safe, welcoming platform for everyone
- Rondy belongs to all of us. Its future relies on all of us.

