

ANCHORAGE FUR RENDEZVOUS

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

How Rondy Is Evolving

Fur Rondy is protecting the traditions Anchorage loves while building a festival prepared for the future.

- Broader audiences across generations, cultures & interests
- Relevant events that protect and honor core traditions
- Modernized operations for a 21st-century festival
- A streamlined, transparent organization
- Production costs have increased approximately 30% in five years

In partnership with the Municipality of Anchorage, Fur Rondy is building the business model to match its legacy.

Putting Anchorage on the Map

90+ years of history. One of America's longest-running

winter festivals, rooted in Alaska's mushing traditions. Authentically Alaskan. Reindeer runs, sled dog races, fur auctions and snowshoe softball create experiences visitors can't find anywhere else.

Nationally recognized. Rondy has earned repeated IFEA Pinnacle Awards and was named National Geographic Traveler's #1 Winter Carnival in the World. Community-driven. Thousands of volunteers, 30+ nonprofit partners and transit accessibility help make Rondy a celebration for everyone.

OUR CITY & STATE IMPACT

\$15M-\$30M	80-100K+	23,000+	15-25%	100+
EST. ECONOMIC IMPACT	EST. TOTAL PARTICIPANTS	TICKETED-EVENT ATTENDEES	HOTEL OCCUPANCY INCREASE	ENGAGED LOCAL BUSINESSES

Rondy activity supports hotels and lodging, restaurants and hospitality, retail and local business, and visitor spending across Anchorage.

MORE THAN A FESTIVAL

RONDY IS A COMMUNITY PLATFORM THAT DISTRIBUTES VALUE ACROSS ANCHORAGE

“Rondy is a labyrinth of giving , using the power of a major community platform to create opportunities for others.”

A Labyrinth of Giving

Each year, Rondy uses its reach to support arts, culture, nonprofits, schools, youth programs and charitable causes throughout Anchorage.

- 30+ nonprofit partners are supported through events, fundraising and community visibility.
- The Booster Pin is designed by an Anchorage student, with proceeds supporting the school art program.
- Running of the Reindeer benefits Toys for Tots.
- Melodramas, Rondy Royalty and community visibility initiatives create opportunities for charitable causes city-wide.

Recognition That Reflects Anchorage

- 2025 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 — Running of the Reindeer
 - Gold — Best Pin or Button
 - Silver — Cause-related event/program
 - Silver — Best Event Program
 - Bronze — Best Organization Website
- 2024 Visit Anchorage Seymour Award
- Philanthropic Tourism and Hospitality
- Champion 2012 National Geographic Traveler
- #1 Winter Carnival in the World

CREATED BY ALASKANS. ENJOYED BY EVERYONE.

EVERYDAY PARTICIPATION	LONG-TERM STABILITY	OUR COMMITMENT
Purchase a Rondy pin Attend our events Volunteer your time Become a sponsor Support a nonprofit partner	Corporate investment Philanthropic backing Reliable municipal funding	100% volunteer Board Responsible stewardship A safe, welcoming platform for everyone Passionate about contributing to Anchorage and Alaska

OUR GOAL: KEEP RONDY STRONG

RONDY BELONGS TO ALL OF US. ITS FUTURE RELIES ON ALL OF US