WELCOME TO Sundown
ALASKAN MUSIC & ARTS FESTIVAL
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)
Bauuer (1000+ Patrons)
Snakehips (1000+ Patrons)
Adventure Club (2000+ Patrons)
Cashmere Cat (1000+ Patrons)
Portugal the Man (1000+ Patrons)

MEDIA REACH

INSTA : 14K + Followers
FACEBOOK : 7.8K+ Followers
TWITTER : 500+ Followers
TIK-TOK : 33K+ Views
WEBSITE VISITS PER MONTH : 8K
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
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)

LIVE ARTIST MURALS FROM LOCAL ARTISTS

EXPECTED ATTENDANCE PER DAY: 7,000

LARGER NATIONAL HEADLINERS

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

LOCAL FOOD & MERCHANDISE VENDORS FROM ALL OVER ALASKA

LATER HOURS (FESTIVAL OPEN UNTIL MIDNIGHT)

OUT OF STATE ARTIST / PRODUCTION CREW TRAVEL PARTIES: 150-165 (60 IN 2022)
## THE NUMBERS...

<table>
<thead>
<tr>
<th>2023:</th>
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<tbody>
<tr>
<td>FOOD TRUCKS: 14</td>
<td>LOCAL STAFF: 30</td>
<td>HOTEL ROOMS: 160 (FESTIVAL RELATED)</td>
<td>OUT OF STATE VISITORS: 800</td>
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<tr>
<td>VENDORS: 20</td>
<td>LOCAL CONTRACTED COMPANY STAFF: 30</td>
<td>AIRBNB NIGHTS: 30</td>
<td>IN-STATE VISITORS (OUTSIDE OF ANCHORAGE): 1000</td>
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<tr>
<td>VENDORS: 25</td>
<td>LOCAL CONTRACTED STAFF: 45</td>
<td>AIRBNBS: 40</td>
<td>IN-STATE: 1500</td>
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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.
Youth engagement and retention in Anchorage - This is what we are all building towards!

**What currently happens**

- **SHOWDOWN All Ages Shows**
  - Anchorage benefits from permit revenue
  - Economic stimulus for bars and restaurants
  - Quality use of local spaces and parks
  - Local year-round and gig jobs
  - Events that rival those in the lower 48

**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

**Revenue Leaves Alaska**

- Ticketmaster / Live Nation etc. Outside Promoters

**Music Tourism**

(Great for Anchorage as it is a driver to ‘city activities’)
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.