



Our Programming Purpose:

Through our signature series called **Sunset Presents**, we enrich our community and drive economic impact by presenting up to 25 world-class touring artists in a variety of genres each season.

PROGRAMMING 101: *Achieving Artistic Excellence*

Christine Sandin, Artistic Director

Programming is Vital to our Success



- Programming attracts our **audiences** and **supporters**.
- Without a core program, there is no “**heart & soul**” within the physical space of this beautiful facility.
- **Variety** and **diversity** in programming are important for servicing all market segments of the region and for remaining relevant and accessible to audiences.
- Performances provide **community value**: attracting visitors, boosting local businesses, and positioning Carmel-by-the-Sea as a cultural destination — with opportunities for education and access programs.
- **Programs** are the **essential** element for receiving financial support from individual **donors** and granting organizations.
- **Sunset Presents** is the most visible reflection of our mission and operating principles.

Merle Haggard

Sunset Presents SEASONS' HITS

- **Authors/Celebrities:** Ann Lamott, David Sedaris, Garrison Keeler, Fran Lebowitz
- **Broadway:** Cabaret, Beautiful, Footloose, Rent, The Simon & Garfunkel Story
- **Comedy:** Brian Regan, Lily Tomlin, Marc Maron, Margaret Cho, The Second City
- **Theatre:** The Acting Company: Of Mice & Men, Aquila Theatre: Pride & Prejudice
- **Blues, Folk, Jazz & More:** Anoushka Shankar, Bela Fleck, Buddy Guy, Chris Botti, Chu Cho Valdez, Emmylou Harris, Jonathan Baptiste, Kingston Trio, Mavis Staples
- **Country:** Dwight Yoakum, Merle Haggard, Trace Adkins, Willie Nelson, Wynonna
- **More Music:** Bonnie Raitt, Burt Bacharach, Harlem Gospel Choir, The Chieftains, The Irish Rovers, Kenny Loggins, Michael Bolton, Neil Sedaka, The Temptations, Van Morrison, Vienna Boys Choir
- **Dance:** Alvin Ailey, Martha Graham Dance, MOMIX, Pilobolus, Twyla Tharp

How It Works: Programming Basics

There is no one “formula” for successful programming.

We balance well-known headliners with fresh discoveries across music, comedy, dance, and family events for variety and broad appeal.

There is no way to avoid financial risk in presenting.

Artist fees, travel, and production make touring pricey. Some shows are profitable and others are mission-driven. Ticket sales, sponsorships, and fundraising keep the mix sustainable.

Talent booking occurs 12 to 24 months out for tours.

Key Components to Successful Programming

- Market Expertise & “Product Knowledge”
- Positive Relationships with Artist Representatives
- Utilizing Professional Networks & Industry Resources
- Calculated Risk Taking

MARKET EXPERTISE

Understand Basic Market Demographics

- Age, Education, Income & Propensity for Attending Live Events

Know the Competition

- Local Arts Organizations & Non-Performance Competition

Maintain Awareness of Potential Impact of Large Events

- JazzFest, Concours D'Elegance, AT&T Tournament, Laguna Seca, etc.

PRODUCT KNOWLEDGE

Expertise/Familiarity with Internationally Touring Artists

- Utilize Venue Historical Data
- Be Informed on Overall Pop Culture

Expertise with Agency Artist Rosters

- Stay Abreast of New Signings (Emerging Artists)
- Utilize Records of Past Performances to Determine Best Practices

Relationships with Artist Representatives

Successful Presenters:

- Have a Multitude of Industry Contacts
- Possess a Proven Track Record
- Operate With Integrity
- Demonstrate Financial Capacity
- Execute Events Professionally

Understand How Agencies Work:

- Know the Agency Rosters and the Appropriate Representatives
- Know the Role of an Agent
- Understand the Process of Building Tours
- Help Make the Agent's Job Easier

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PROFESSIONAL NETWORKS & INDUSTRY RESOURCES

Maintain Industry Association Memberships

- California Presenters
- Western Arts Alliance
- Association of Performing Arts Presenters



California
PRESENTERS



western arts alliance

Maximize “Block Booking” Opportunities with Colleagues

- Luther Burbank Center
- Gallo Center
- CalPoly PAC & others



Association of
Performing Arts Presenters

CELEBRITYACCESS®
EventWire



www.celebrityaccess.com

Research Touring Histories and Average Ticket Prices

- Celebrity Access
- Pollstar



POLLSTAR

CALCULATED RISK TAKING: The Art of the Deal

Deal Basics

- Everything is based on gross potential at full capacity. (Agents do not acknowledge break-even points.)
- The artist operates on the fact that they are the sole driver of ticket sales. Therefore, they want to retain as much of the gross potential as possible.
- Deal Types: Flat Guarantees, Split Deals & More

Submitting an Offer

- Once an offer goes in, you cannot take it back, you are committed if the artist accepts.
- Prepare: request technical riders and calculate projected production expenses as realistically as possible.

Negotiating Elements Beyond the Fee

- Production, Travel, Support, Etc.

Await the Coveted Confirmation!

- On-sale dates and marketing plans must be coordinated and approved with the artist representative.

Sunset Presents 2025-26 Season

- Frankie Avalon September 13
- W. Kamau Bell September 20
- Branford Marsalis October 5
- Reelin' in the Years: Steely Dan Tribute October 11
- Griffin Theatre Company: In To America October 24
- Las Cafeteras: Hasta La Muerte November 2
- Legends: A Tribute to Taylor Swift January 23
- Tango After Dark January 29
- Jazz at Lincoln Center Live: Crooners February 6
- Samantha Bee: How to Survive Menopause February 7
- All Things Equal: The Life & Trials of RGB March 6
- Il Divo March 24
- Cirque Mechanics March 26
- Matthew Morrison: Rhythms & Revelations March 27
- The Wizard of Oz on Ice April 10
- Life on Our Planet: Live with Dan Tapster April 26
- Meshell Ndegeocello May 8
- The Mystical Arts of Tibet May 22

