

FOR IMMEDIATE RELEASE

May 5, 2022

A New End of Summer Tradition is Coming to Indy...

Legendary Promoters, Artist Manager to Produce the

ALL IN MUSIC & ARTS FESTIVAL

A Multi-Day Music and Culture Festival at the
Indiana State Fairgrounds over Labor Day Weekend,

ALLINFestival.com



Indy Festival Partners in association with the Indiana State Fairgrounds & Event Center today announced the **All IN Music & Arts Festival**, a leading edge music and culture experience for Indy and beyond. Set to take place at the Indiana State Fairgrounds September 3-4, 2022, **ALL IN** will soon announce the highly anticipated artist line-up that will be programmed across multiple stages at the Fairgrounds. For special ticket opportunities, first-to-know information, and to get involved, visit ALLINFestival.com.

“Placing a multi-day live music festival over the Labor Day weekend will unquestionably drive tourism to Indy,” said Chris Gahl, senior vice president with Visit Indy. “Our tourism research shows pent-up demand to travel this summer specifically for live music, so our city will benefit from the caliber, timing, and location of the All IN Festival.”

All IN Music & Arts Festival is a collaboration between long-time powerhouse music industry veterans **Steve Sybesma, Paul Peck, Dave Lucas, and Kevin Browning**. This team has united to bring to the region this inaugural event and celebration as part of a new and exciting long-term agreement with the Indiana State Fairgrounds & Event Center.

“Indianapolis has always been home to me. Coming back to produce the All IN Music & Arts Festival is a full circle moment. Reuniting with Dave, and working with Paul and Kevin makes this the most exciting project of my career,” said Sybesma.

“We’ve spent a lot of time crafting the All IN vision to create something very special for Indy. We’re building an annual destination festival that Indiana can be proud of. We are keeping our capacity limited in 2022 to ensure an intimate and unforgettable first year experience. The Indiana State Fairgrounds is an amazing site and we’re gearing up to transform it into one of the premier music destinations on the planet,” said Peck.

Keep up with **All IN** at [ALLINFestival.com](https://allinfestival.com) to be among the first to hear the artist lineup and ticket availability. Now through May 9, join the All IN email list for a chance to win the ULTIMATE VIP festival experience for two, and to gain access to an exclusive and limited early bird ticket offer coming soon.

Get involved! Sponsorship, vendor, partner, and volunteer opportunities are available now for the All IN Festival. Please visit allinfestival.com/get-involved to inquire.

ABOUT THE PRODUCING TEAM

Steve Sybesma and **Dave Lucas** began their separate independent careers in the concert business in Indianapolis at about the same time in late 1971. Dave founded Sunshine Promotions and produced his first show at the Indiana State Fairgrounds Coliseum, a sold-out Isaac Hayes concert on November 23, 1971. Steve produced concerts under several different companies, his first with popular local artists at Melody Skateland on January 2, 1972. Steve joined Dave at Sunshine in the summer of '74. During the next three decades, they grew their Indianapolis based Sunshine Promotions into one of the largest concert companies in America producing thousands of concerts in Indianapolis and throughout the Midwest and Eastern United States

Together they made Indianapolis a top concert market by bringing a majority of the major concerts in the City, founding Deer Creek Music Center (Ruoff Home Mortgage Music Center) in 1989, and by securing and renovating the Murat Center in 1995.

They also founded TourDesign in 1983, purchased and renovated the Louisville Palace, and co-founded Polaris Amphitheater in Columbus, OH, both in 1994.

In 1997 Sybesma and Lucas sold Sunshine Promotions, Deer Creek Music Center, The Murat Center, Polaris Amphitheater, and TourDesign to SFX Entertainment which then sold to Clear Channel in 2000. In 2005 Clear Channel spun off to become what is now Live Nation.

Steve resigned from SFX in 2000, moved to Shanghai in 2003 and was a founding partner and CEO of China West Entertainment (2003-2009), co-owner of A2LiVE (2009-2014), co-founder of Storm Electronic Music Festival, Shanghai (2013-2014), then moved back to the US in 2014.

Dave stayed and became Executive and Co-CEO of Clear Channel Entertainment-Music division from 1999-2005, and then founded Live-360 Group (2005-2015).

Now, after 22 years, Steve and Dave - reunite for this project.

Paul Peck and **Steve Sybesma** were the founding partners of the Okeechobee Music & Arts Festival in Okeechobee, Florida in 2016. They began working together on the Indianapolis festival in 2018.

Paul Peck is a founding partner of All IN Music Festival. Formerly with Superfly Productions, Paul was part of the collective that launched Bonnaroo Music & Arts Festival in 2002 and Outside Lands in San Francisco in 2008. Paul was a key member of the festival booking and programming team, and was the creative force behind the Bonnaroo SuperJam, a perennial festival highlight under his direction.

Also, joining the team is **Kevin Browning**, an Indianapolis native and co-manager of Umphrey's McGee, the internationally-known band formed in Indiana. Kevin has a long history with Steve and is well-respected in the music industry. Forged from an engineering background, he is a longtime producer at the forefront of creating unique live events that reimagine the fan experience. Kevin is the President of the independent label, Nothing Too Fancy Music, where he continues to push the boundaries of what's possible on how music is released, consumed and enjoyed.

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FOR EDITORS/PRODUCERS

WHAT:

All IN Music & Arts Festival

A two-day music and culture festival experience taking place over Labor Day weekend at the Indiana State Fairgrounds & Event Center.

WHERE:

Indiana State Fairgrounds & Event Center

1202 E 38th St, Indianapolis, IN 46205

WHEN:

Labor Day Weekend - September 3-4, 2022

TICKETS:

Announcement coming soon - keep up with us at [ALLINFestival.com](https://www.allinfestival.com)

CONNECT:

Official Website - <https://www.allinfestival.com>

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MEDIA:

For coverage, interviews, and festival assets, please contact: PR@allinfestival.com