

SUNSET SESSIONS™ A Year in Review...

What Exactly is Sunset Sessions?!

The Sunset Sessions Events are music industry “conventions” that bring together two sects of our industry that don’t intersect otherwise. Attendees include radio programmers, music supervisors from film, television, ads, games & sports, along with artists managers, major & independent record labels, press, booking agents, and dozens of artists. It’s main purpose is to expose the tastemakers of the music business to the freshest new talent and treat them to performances by some legendary favorites. Sunset Sessions primary purpose is to “Give Artists a True Chance to be Heard”. We actually take roll call at the Main Stage Shows.

“Sunset Sessions is the only convention where 95% of the audience has the potential to break your band when they get home from the show” -Bill Armstrong / SideOneDummy

"It was the 1st music/
label/radio conference I have
attended since the '99 Gavin. We add-
ed "Dead Sara" in sub power yesterday...
Please don't let me miss another Sunset
Sessions!" Jack Daniels / WEND

"Sunset Sessions is bringing
together opinion leaders from radio, Film and
TV music supervisors, record labels and New Media to
share insight. Its most important goal is to remind all of
us of our love for music. True artist development finds
daylight every year at the Sunset Sessions"
-Sky Daniels, KCSN

"had the best time at a
convention in almost 20 years. You
can count me in for all future Sunset
Sessions Rock."
-Robert England /
Bob UK

"It's
a real community of
people in the industry that care
about the music" - Livia Tortella
Warner Brother Records

"It
was by far the best
convention I have ever attend-
ed..." -Tommy DeBenedictis/
Sony/Red

"She
gathers
an amazing
mix of artists,
radio folks and
label execs who
represent what is
new and exciting
in the A3 world."
-Cliff Chenfeld /
Razor & Tie

OUR ILLUSTRIOUS ATTENDEES "THE TROUBADOURS OF NEW MUSIC"

"Sunset
Sessions makes
it easy to hear new
music. It gives great
exposure to talent
that deserves that
extra bit of
attention."
- Kasey Truman/
Chop Shop

"Amaz-
ing experience all
around! How Michele is able to
get so many industry "heavy hitters"
in one place at the same time is a
mystery to me, but she does
it!" -Paul Jarvis WBOS

"I'm
dying right
now!! You've giv-
en me the opportunity
not only to hear music
we've ended up using in
our shows/promos, but
you've given me the chance
to meet and hear from
some of my biggest influ-
ences. It's really such
an honor" -Melyssa
Hardwick

"Big
fans of Tyler Bryant
and JJAMZ now. We've done a
lot with Alpha Rev in the past and
will likely continue to do so now!
Elliot Root was great as well!"
Paul Logan VH1

"I immediate-
ly went home and Added
Michael Bernard Fitzgerald."
-Mookie Kx93.5

Look Who's Still Talking ...

"Jason Mraz had a barbecue at his house and studio at Sunset Sessions 2008 and invited the attendees to listen to the premiere of (the album) 'We Sing, We Dance, We Steal Things. Those programmers were the first to embrace his song 'I'm Yours,' and they became the first of four pop-radio formats in America to take the song to No. 1 with their listeners. Jason even had the chance to take a few of the programmers out surfing"

Bill Silva

"Sunset Sessions was an amazing experience for me. I met some really great artists and hopefully will be able to work with them on future Fox promos."

Mamie Coleman / Fox

"Michele Clark has figured out how to bring together radio programmers, artists, managers, music supervisors and record company people in a dynamic stew that re-energized my feelings about the music business again. The Sunset Sessions are the proverbial light at the end of the tunnel."

Danny Goldberg / GoldVE Entertainment

I always come away from Sunset Sessions with artist discoveries that I & put into our shows "

Russell Ziecker / LIONSGATE

"Sunset Sessions is the only one I do. Its the best music conference I've ever been too!"

Janine Kerr / Fox Sports

"You continue to defy the "How do they do that " brigade with your amazing events, that truly allow the some of the best new musical talents to be heard and discovered. Music is about joy, passion and love and Sunset Sessions Distills those emotions into a single place and time". Kenny Carrow / KDBB

"Needtobreathe launched from Sunset Sessions," said Brian Corona, director of national promotions for Atlantic Records. "it all came together there. Sunset Sessions was the catalyst."

"We get to meet the artists and we get to see them perform, which allows to get a sense of whether or not our audience will respond," Bob Hughes, owner of KPRI said to the San Diego Union "We get so smitten with some of the artists, we can't wait to get them on the radio or in front of our listeners."

Isaac Heymann credits the band's initial success to Mike Karolyi, program director for Connecticut radio station WCCC. "We did 'The Sunset Sessions' and all we said was we wanted to come out with one program director that wants to add the record," he said. "Mike Karolyi ran up to me, freaking out. He saw them soundchecking (at La Costa) and said, 'What the hell is that? I've never heard anyone sing like that before.' ... I gave him an advance copy of the CD. He went back, started playing 'Weatherman' on his radio station and said 100% of the feedback was positive. And it took off from there."

from Billboard Magazine

"This really was different (than any other convention). There was a sense of camaraderie among attendees. It was intimate. It was at a first-rate location. I got to visit with so many programmers and artists (often at the same time!)."

-Tim Johnstone / KRVB

"I've heard a lot of bands this weekend and I'm very excited about taking them back to the station. Thanks to Michele and to everyone at sunset sessions for bringing us all this music every year."

- Dennis Constantine / KFOG

"It's intimate, it's warm, it's interactive. I am so happy to be a part of it."

- Ben Fong-Torres

"This is the best possible way to showcase a performer. No other event creates such a positive, attentive environment in which a young act can show best what they can do. Once again the best event!" -Mike Mullaney / WBMX

Even The Artists Love Sunset Sessions

"They need to see a face with the music, that's what Michele taught me"- John Eddie

"We keep that Sunset attitude all day long. Sunset Sessions is timeless... This is a timeless event, put on by a good friend Michele Clark- a hot lady of rock & roll. I'm very grateful to be here" - Jason Mraz

"I'm having a F***ing ball here. I've never seen a group of happier people." FUN.

"That's what I love about it, meeting new and interesting people. Michele Clark is doing a great job"- Lucinda Williams

"Just amazing all around. I really can't thank you enough for your willingness to give us a high profile shot as a relatively new band. We feel incredibly lucky to have been a small part of such a great event and I will never forget the opportunity that you extended to us." - Jason Spooner

"It was great. I always think it's going to be dreadful but it was wonderful"- Wayne Coyne The Flaming Lips

"Had a frickin' blast this weekend - everyone just had a great time & stuff like that makes them proud of their pop which is amazing. All these great people came up to us the whole weekend and were so complimentary about the movie..... Another great event!!" - Jim Lindberg Leadsinger Pennywise and star of The Other "F" Word

"By the end... we were all ONE." - Jimmy Cliff

"Michele Clark, I love her. If I was to ever be a woman, an amazing human being- I would want to be her." - Bushwalla

"Sunset Sessions... it's overwhelmingly amazing. I'm surrounded by fame."- SLATER

Sunset Sessions Waves of Success

MICHELE CLARK'S

SUNSET SESSIONS

February 2012 San Diego, CA

- Jason Mraz launched his new album "Love is a Four Letter Word" from our stage and has since sold 400,000 copies!
- "I Won't Give up" has sold over 2 million total and has 20 million YouTube views
- Jason was nominated for a People's Choice award and had been featured on numerous television shows include VH1 Storytellers
- Fun. was launched at February's Sunset Sessions since then:
- "We Are Young" has sold over 5.9 million and was #1 on the Hot 100 Chart for 7 straight weeks
- "Some Nights" has sold over 3.2 million and peaked at #3
- Fun. was nominated for a People's Choice and Teen Choice Award
- Vintage Trouble was introduced to the US in Feb. and has had a huge year at radio and with tours opening for The Cranberries, Lenny Kravitz, Joss Stone and The Who
- They have had significant TV appearances
- Lucinda Williams joined us for an intimate Storytellers performance that had people talking all weekend!
- Jimmy Cliff joined us and treated our attendees to an amazing performance that brought the room to their feet
- Gary Clark Jr. after performing at Sunset Sessions received several video game syncs and also had a huge year at Triple A Radio
- LP made waves with her extensive touring success after her performance at Sunset Sessions and also wrote some amazing songs for other artists
- Band Sunset Sessions introduced that you should keep an eye on: ZZ Ward, Brandon and Leah, Lukas



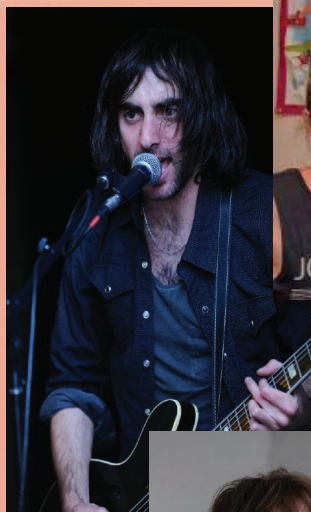
March 1st - 2nd, San Diego, California

MICHELE CLARK'S

SUNSET SESSIONS ROCK!

June 2012 Palm Springs, CA

- Sunset Sessions 2011 launched Dead Sara and we were pleased to bring them back as a headliner hot off the Warped Tour
- Richie Sambora launched his new solo abuzz with his poolside performance of "Dead of Alive"
- P.O.D. debuted their 8th album from the Sunset Sessions ROCK! stage and "Murdered Love" flew to #1 on multiple format charts
- Billy Corgan engaged attendees with his frank and honest discussion with MTV's Matt Pinfield
- Jim Lindberg and Art Alexakis brought "The Other "F" Word" for an intimate screening and acoustic performance for the third time
- Serj Tankian joined the attendees for special Q and A and listening party for his new album
- Sunset Sessions Rock! introduced newcomers A Silent Film, Beware of Darkness, Cheating Daylight, Courier, The Royalty



La Quinta Resort & Club, Palm Springs, California

JUNE

21-23

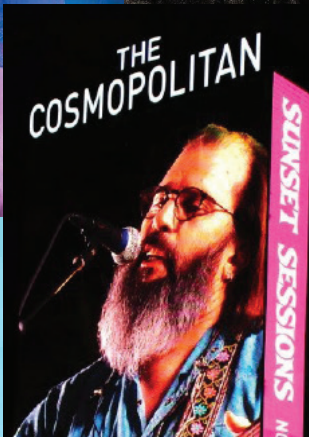
2012

Michelle Clarke

SUNSET SESSIONS

THE COSMOPOLITAN™

OF LAS VEGAS



November 2012 Las Vegas, NV

- Faulkner was Most Added the first week after Sunset Sessions Vegas
- Michael Bernard Fitzgerald has been getting a ton of love from VH1 and many stations already
- Beware of Darkness followed up their June launch and didn't disappoint
- Alpha Rev, second time alumni, blew everyone away with their Late Night Lounge and rush released "Sing it Loud" just for us!
- Stevie Nicks returned to Sunset Sessions, this time with Dave Stewart and her new documentary to treat attendees to a special screening and intimate experience hosted by Dennis Constantine
- Santana sat down with radio legends Zeb Norris and Jonathan Clarke for an inside look into this icons career
- Sunset Sessions Vegas launched Courier, Doris, Michael Bernard Fitzgerald, Tyler Bryant and The Shakedown

NOVEMBER

8-10

2012

Sunset Sessions

Keynotes, Movies and Listening Parties



Livia Tortella,
COO Warner Bros Records



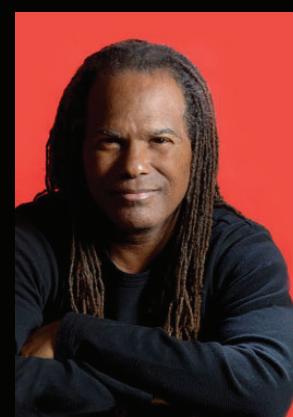
Wayne Coyne,
The Flaming Lips



Dennis Constantine,
KFOG



Ben Fong-Torres,
San Francisco Chronicle



Michael Bernard
Beckwith



Billy Corgan
Smashing Pumpkins



Matt Pinfield,
MTV



Serj Tankian



"The Other F Word" w/
Jim Lindberg and Art Alexakis



Carlos Santana



Stevie Nicks
and Dave Stewart



"In Your Dreams"
Documentary

Sunset Sessions Panelists



Alex Patsavas,
Chop Shop



Danny Goldberg,
Gold VE Entertainment



Kevin Lyman,
Warped Tour



Marianne Goode,
All Media Music
Group



Tom Davis,
WYDT



Gary Chetkof,
WDST



Beau Gunn,
WUIN



Bill Armstrong,
SideOneDummy
Records



Kevin Zinger,
Suburban Noise
Records



Chris Mays,
KINK



Allen Kepler,
Broadcast Architecture



Peter Katsis, co founder
of Prospect Park



Tom "Grover" Biery,
The Collective



Gregg Latterman,
Aware Records



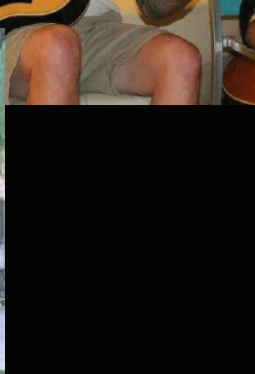
Rita Houston,
WFUV



Ron Spaulding

Sunset Sessions Alumni Songwriters Retreat Kick Off

October 2012, Las Vegas, NV



15 Alumni gathered for 3 days in a luxurious mansion in Las Vegas to write connect and record amazing songs!

TOUR DATES

November 8 – 10 | Sunset Sessions | Las Vegas, NV

November 13 | The Soiled Dove Underground | Denver, CO

November 15 | Legion Arts | Cedar Rapids, IA

November 17 | SPACE | Evanston, IL

November 18 | The Basement | Columbus, OH

November 20 | World Café Live | Philadelphia, PA

November 21 | The Sinclair | Cambridge, MA

November 23 | The Gramercy Theatre | New York, NY

November 25 | Birchmere | Alexandria, VA

November 27 | The Soapbox Laundrolounge | Wilmington, NC

November 28 | 3rd & Lindsley | Nashville, TN

November 29 | Smith's Older Bar | Atlanta, GA

November 30 | 5 Points Pub | Columbia, SC

December 1 | Oyster Festival | Charleston SC

December 2 | Workplay Theater | Birmingham, AL

December 4 | Paramount Theatre | Austin, TX

December 5 | Kessler Theater | Dallas, TX



Sunset Sessions Tours will include alumni artists hitting all of the major cities including Vegas, Denver, New York, Philadelphia as well as very important music markets that have valuable community oriented Triple A Radio stations such as Wilmington NC, Columbia SC and many more. The goal of the tour is to give the radio stations that are involved in each market an opportunity to choose charity or cause that is important to them or their community and we would use this evening of talent to be supportive of that charity & radio station in any ways we can collectively come up with – ie, bring a toy for a “toys for tots” or bring a canned good, or do a fix override to benefit a local school, do an artist meet-n-greet, or beach clean up together etc. The vision is to have these alumni artists tour together, sharing resources, like tour bus, road manager, merch person, publicists, promo people, labels, managers etc to benefit each other, the radio station and the community however we can!

Sunset Sessions ... Hot Off The Presses

San Francisco Chronicle

"Sunset Sessions, founded by music industry wonder woman Michele Clark, is a promotional vehicle for new and established artists to get their music in front of the undercover bosses of the business: the very people who respond to the quality of the music and the artists themselves." The Examiner

The logo for The Hollywood Reporter, featuring the word "Hollywood" in a large, red, stylized script font, with "THE" in small black letters above it and "REPORTER" in a smaller, black, sans-serif font below it.The logo for Skope, featuring the word "Skope" in a white, bold, sans-serif font on a black background. A red vertical line with a small circle at the top and bottom passes through the letter 'o'.The logo for GRAMMY 365, featuring the word "GRAMMY" in a grey, sans-serif font and "365" in a white, sans-serif font inside an orange rounded rectangle.

Michele Clark is a one woman show. This Angeleno has helped unknown talents thrive and flourish in the music business for years with her successful creation Sunset Sessions. The Examiner



"Like American Idol but without the fluff and commercials, Sunset Sessions shines a light on undiscovered talent. Last year, The Zac Brown Band opened the three-day event, then went on to win the Grammy for best new artist." San Diego Magazine

The logo for The Las Vegas Informer, featuring the words "THE LAS VEGAS" in a small, black, sans-serif font above the word "INFORMER" in a large, black, serif font.The logo for The San Diego U-T, featuring the words "THE SAN DIEGO" in a black, sans-serif font above the letters "U-T" in a large, blue, stylized serif font.

"This unique event offers new and established artists the opportunity to perform for select AAA radio programmers from around the country, as well as high-profile music supervisors, and provides them intimate exposure to key people in the industry. What makes this conference so cool is that it's really music driven; each meal and evening centers around artist/band showcases. The Chapter would like to extend a special thanks to the event's founder and producer, Michele Clark, for inviting us to participate in Sunset Sessions and for all the fantastic music showcased throughout the events." The Recording Academy



PARTNERS

