

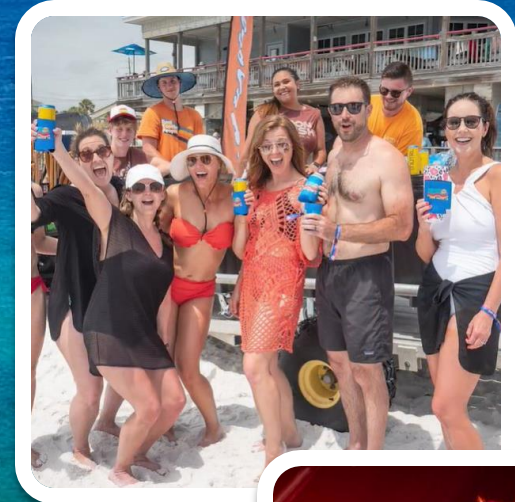


TOPEKA

LIVE MUSIC MADE EASY.

ABOUT TOPEKA

Topeka creates inclusive, U.S. based, 3-night weekend, vacation experiences. Our unique 5,600 capacity venue at the beach sets the stage for fans, bands, and brands to connect in meaningful ways over multiple days.



**SPEND YOUR DAYS ON THE BEACH
AND YOUR EVENINGS UNDER THE STARS
LISTENING TO YOUR FAVORITE ARTISTS!**

ABOUT TOPEKA

Why Topeka is different – and Why It Matters for Brand Partners

- **Immersive Brand Integration**

Guests spend 3 to 4 full days in a curated environment where brand partners can be woven into food, beverage, games, and beach activations – not just logo placement.

- **Captive, High-Value Audience**

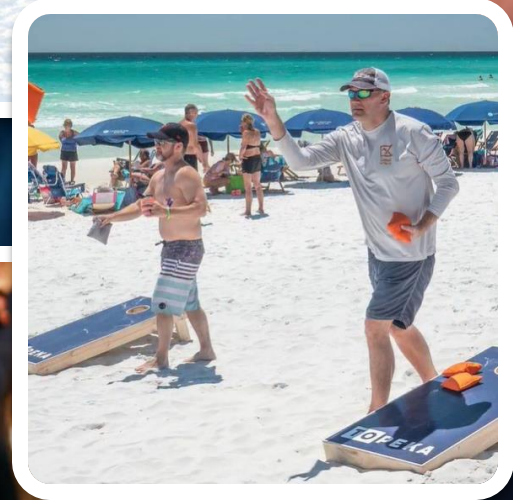
Attendees are on-site all day at the beach and all night at the venue, giving brands unmatched dwell time and multiple touchpoints.

- **Day-to-Night Engagement**

Brands can activate across two distinct atmospheres: relaxed daytime beach activities and high-energy night concerts, providing flexibility and extending exposure.

- **Turnkey On-Site Integration**

Our infrastructure allows for sampling, wellness activations, and digital content hubs — seamlessly supported by Topeka staff.



ABOUT TOPEKA

Why Topeka is different – and Why It Matters for Brand Partners

- **High Artist Equity**

Partnerships connect directly with headliners like Luke Combs, Old Dominion, and Brandi Carlile — delivering cultural credibility and social amplification.

- **Premium Guest Experience**

Reserved Coves, private accommodations, and upgraded amenities (like air-conditioned restrooms) reinforce an elevated feel.

- **Community + Traveler Reach**

Events attract both locals and out-of-market festival travelers, letting partners build regional impact and visitor engagement simultaneously.



2026 EVENT CALENDAR

SPRING

FALL

CATCH THE SET YOU'LL NEVER FORGET

JOE BONAMASSA'S
SOUNDWAVE
BEACH WEEKEND
APRIL 10-12, 2026
MIRAMAR BEACH, FL

JOE BONAMASSA
GOV'T MULE
KENNY WAYNE SHEPHERD
JJ GREY & MOFRO · GRACE POTTER
LITTLE FEAT · LARKIN POE · SAMANTHA FISH
JOANNE SHAW TAYLOR · ROBERT JON & THE WRECK

TWO UNIQUE JOE SHOWS AND EXCLUSIVE ARTIST JAMSET

PRESENTED BY TOPEKA · SOUNDWAVE.TOPEKA.LIVE

TEDESCHI TRUCKS BAND presents

SUN SAND AND SOUL

APRIL 23-25, 2026
MIRAMAR BEACH, FL

WEDNESDAY, APRIL 23
TEDESCHI TRUCKS BAND
TAJ MAHAL & PHANTOM BLUES BAND
HONEY HOUNDS

THURSDAY, APRIL 24
JASON ISBELL AND THE 400 UNIT
DRIVE-BY TRUCKERS
ELLES BAILEY

FRIDAY, APRIL 25
TEDESCHI TRUCKS BAND
THE MAVERICKS
JAIME WYATT

MOON CRUSH

Odie's
BEACH VACATION

HOSTED BY
OLD DOMINION

OCTOBER 1-3, 2026
MIRAMAR BEACH, FL

TOPEKA
LIVE MUSIC MADE EASY

ROCKIN' IN PARADISE

WITH
STUX
& FRIENDS

OCTOBER 8-10, 2026
MIRAMAR BEACH, FL

TOPEKA
LIVE MUSIC MADE EASY

SHINEDOWN'S
LUNATIC BALL
BEACH WEEKEND

SHINEDOWN
BUSH

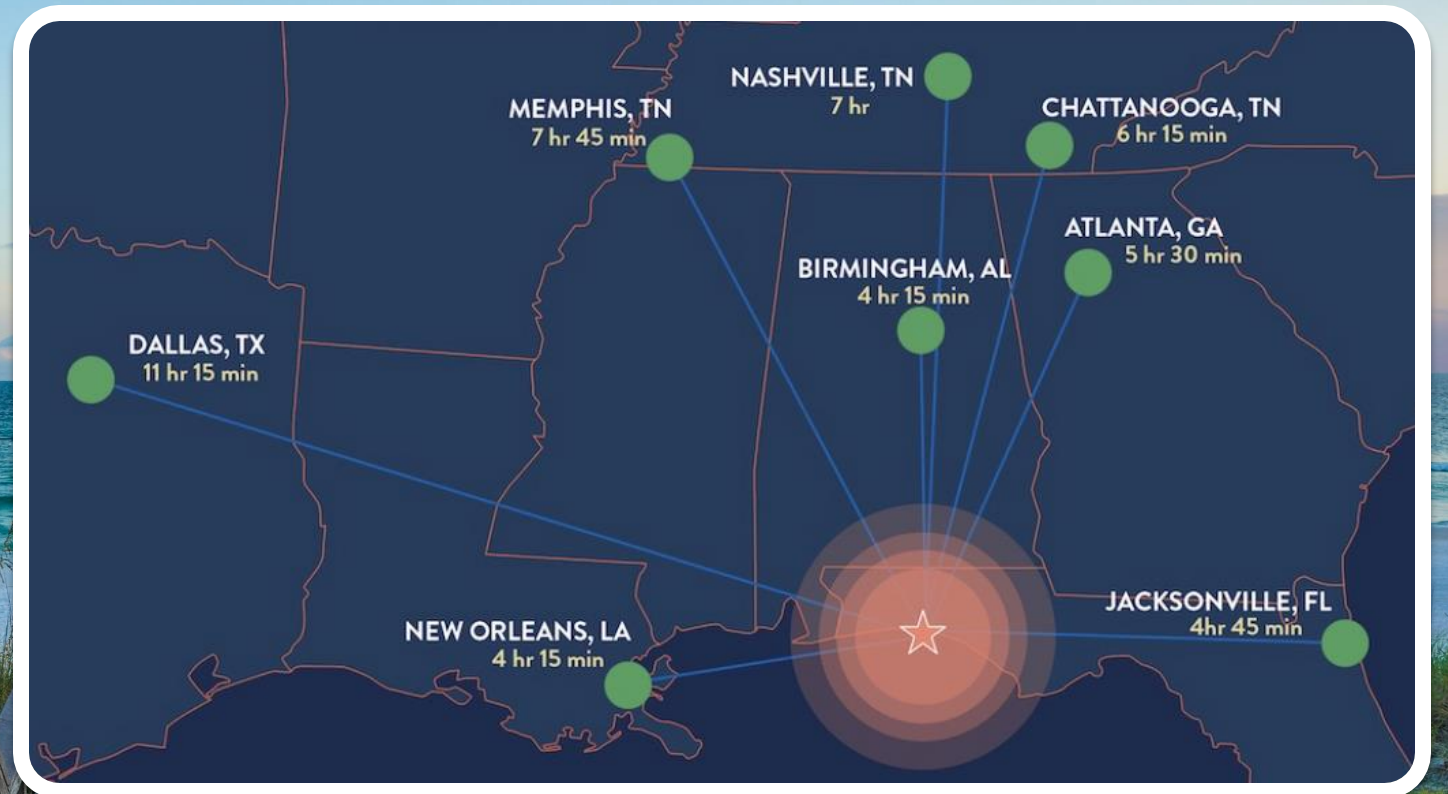
LIVING COLOUR · FROM ASHES TO NEW
GUARDIANS OF THE JUKEBOX
NEON MOONERS

BONFIRE, COMEDIANS, DJS & MORE TO DO

TOPEKA
LIVE MUSIC MADE EASY

WHO ARE OUR MUSIC VACATION GUESTS?

- Most of our guests are from North America.
- The average age is 35-65 years.
- The average household income is \$150k+.
- Guests spend an average of \$2,000 per person on cove, condo, food & drink.



PARTNERSHIP OVERVIEW

Topeka looks forward to working with like-minded brands interested in thoughtful and highly integrated partnerships. Sponsorship benefits may include:

- Event sponsorship with category exclusivity
- On-site signage and naming rights
- Direct product sampling
- Concession integration
- Experiential marketing activations
- Branded spaces and guest service areas
- Digital integration across e-mail, website, in-app, and social channels
- Lead generation
- Artist Gifting
- Hospitality
- And more!

*Note: Brand alignment and some partnership elements may be subject to final host artist approval.





TOPEKA

CONTACT

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