



# BRAND PARTNERSHIPS

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## WE ARE TOPEKA

We create Music Vacations. We build a space where everyone belongs, where people and music come together, because the sparks from these shared moments have the power to fuel compassion and support for our communities.

Spend your days on the beach and your evenings under the stars listening to your favorite artists!

What makes our Music Vacation unique? Food and drink delivered to your reserved Cove, accommodations within walking distance of the beach AND the venue, air-conditioned restrooms; it's the best of all worlds.

**"THIS IS NOT THE MUSIC BUSINESS FOR US.  
THIS IS THE HOSPITALITY BUSINESS."  
- ANDY LEVINE**



A large outdoor concert at night. In the foreground, a large crowd of people is seated, facing the stage. The stage is illuminated with bright lights, and a band is performing. To the left of the stage, there are trees with blue and orange lighting. The background is dark, suggesting a night setting. The overall atmosphere is festive and energetic.

**TOPEKA**

TOPEKA CREATES INCLUSIVE, U.S. BASED  
3-NIGHT ANNUAL VACATION EXPERIENCES  
IN A TRULY UNIQUE 5,600 CAPACITY VENUE  
AT THE BEACH THAT SETS THE STAGE FOR  
FANS, BANDS & BRANDS TO CONNECT.

CREATED BY THE FOUNDER OF SIXTHMAN FESTIVALS AT SEA







# A FEW OF OUR VACATIONS





# A FEW OF THE ARTISTS WE'RE FORTUNATE TO SERVE





# WHO ARE OUR MUSIC VACATION GUESTS?



The majority of our guests traveling to Miramar Beach, FL are visiting from all over North America.



The average age of our guests is 35-65 years old.



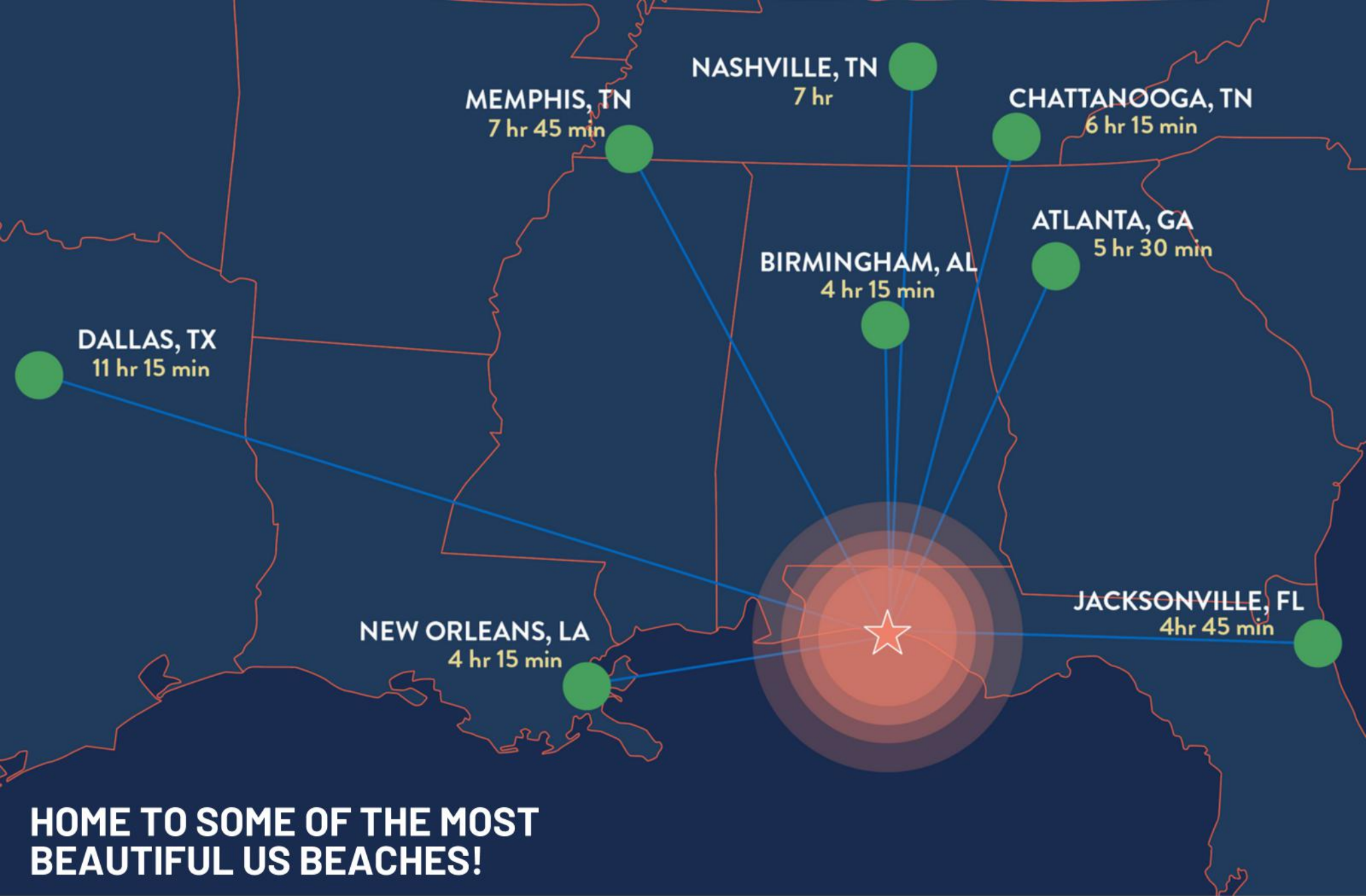
Guest average income is \$150k+ per household.



Guests are spending an average of \$2000 per person on cove, condo, food & drink.







A SHORT DRIVE OR FLIGHT TO THE EMERALD COAST



# BRAND PARTNERSHIP OPPORTUNITIES

**Viewing Deck Suite Packages  
(10 person max capacity per suite)**

**Stage Branding**

**Viewing Deck Branding**

**Box Office Branding**

**:30 Commercial and Logo on Video Walls**

**Logo on Venue Banner + Digital Event Guide**

**B-Stage and Beach Bonfire Branding**

**Integrated In Venue Activations  
(10x10, 20x20 Tent + custom options)**

**Co-Branded Vacation Coolers,  
Seat Cushions, and other merch**

**Cove + Vacation Giveaway Promotions**

**Brand Promotion in Venue, Socials, and Emails**

**Branding Integrated Guest Vacation Activities  
(Yoga, Pickleball, Fishing, Bonfire)**

**Post Event Survey inclusion**

**Digital Cross Promotional Opportunities**

**\*Customizable Brand Packages, from \$10k to \$150k**



# SAMPLE BRAND PARTNER PACKAGES

## PROMOTING/STAGE SPONSOR

**Stage Branding**

**30 Commercial and Logo on Video Walls**

**Logo on Venue Banner + Digital Event Guide + Sponsor swag**

**Digital & Onsite Cross Promotional Opportunities**

**Cove Giveaway Promotion**

**Viewing Deck Suite (10 passes/day) (10 person max capacity per suite)**

**10x10 Tent Activation in Venue for product samples and sales**

**Post Event Survey Inclusion**

## SUPPORTING SPONSOR

**B-Stage or Branding Integrated Guest Vacation Activities (Yoga, Pickleball, Fishing, Bonfire)**

**Co-Branded Vacation Coolers, Seat Cushions, and other merch**

**Brand Promotion in Venue, Socials, and Emails**

**Logo on Venue Banner + Digital Event Guide + Sponsor swag**

**Cove Giveaway Promotion**

**10x10 Tent Activation in Venue for product samples and sales**

**In Venue Lounge**

**Photo Activation**

**\*Customizable Brand Packages, from \$10k to \$150k**







# TOPEKA ARTIST BACKSTAGE



food truck | blackjack | tiki bar |  
oyster experience | dressing room trailers  
all steps away from the stage and bus







# TOPEKA BRAND PARTNERS



Lost Pizza Co.



TRINCHERO  
*Family Estates*

BALLAST



# WHAT OUR GUESTS ARE SAYING...

**Customer service is unbelievably great. Never experienced anything like it! The coves are fantastic - never have to compete for space! Food and drink delivery in minutes! So laid back - great people. Oh and the music!**

-Moon Crush Pink Moon  
Guest 2024

**The entire concept just ruins other festivals. Brilliant from beginning to end. From the moment you buy tickets until AFTER you leave it's always a great experience. And Andy and the staff are 100% the reason why!**

-Moon Crush Pink Moon  
Guest 2024

**This was our first time experiencing this venue and it was absolutely wonderful! Exceptional service by all the staff!! Not only can you get your food and beverages delivered to your seat with no extra cost, but they even passed out free ponchos when it began to sprinkle. These people take good care of the patrons!! The vibes and atmosphere were immeasurable!**

-Sun, Sand and Soul  
Guest 2024

**There is no comparison to other festival experiences here. What Topeka has done is taken the Woodstock campfire jam and elevated it to include exceptional customer service with heartfelt talent and artistry. Instead of camping we have luxury condo living during the day and beach bonfires at night to gather and jam with old and new friends. You wouldn't believe me and have to experience it for yourself.**

-Mothership Guest 2024

**The venue was welcoming and exceeded our expectations. We loved having our POD and space to call home base. The four of us kept looking at each other and asking "Are we really having this much fun?" We decided on the spot we will be returning next year for another epic girls trip. Thank you! You thought of everything and we made memories that will last a lifetime.**

-Mothership Guest 2024





The Journal of Roots Music

# NO DEPRESSION

## THROUGH THE LENS: Could Two Southern Roots Music Festivals Be the Wave of the Future?

Amos Perrine POSTED ON MAY 7, 2024

### Moon Crush Pink Moon by Boom Baker (April 18-21)

This year's Moon Crush Pink Moon was another amazing four days of music. While the main stage performances began late afternoon, this year there were morning and afternoon Storyteller shows with three performers sharing a small indoor stage for each session. Going with the music vacation theme, there was morning yoga along with beach fun and games.

Moon Crush is the brainchild of Andy Levine. He named the company Topeka not after the city but a line from the movie *Almost Famous* when a fan asked Billy Crudup's Russell Hammond character if he wanted to "hang with some good people looking to have a good time. We're just real Topeka people, man." Topeka, thus, became shorthand for people connecting in a real and meaningful way, beyond the lights and stages.

Looking like they would have been recording for Sun Records back in the '50s, The Red Clay Strays won us over on Day 1 with their "gothic country" downhome vibe. Six-foot-six lead singer Brandon Coleman bore a striking resemblance to an Elvis Presley-Johnny Cash combo. Friday night kicked off with a wonderful set from London-based band The Wandering Hearts, followed by a blistering performance from Larkin Poe, who burned down the stage with their stinging guitars and a powerful connection with the audience. Then came Marcus King's stratospheric tribute to Dickey Betts, a soul-stirring version of "In Memory of Elizabeth Reed." That evening's lineup was a favorite for many festival goers.

Saturday night was perhaps the most eclectic, with The Wood Brothers, Trombone Shorty, and The Revivalists. Having mastered the circular breathing technique that jazz saxophonist Rahsaan Roland Kirk perfected, Shorty stunned us with his virtuosity and ability to sustain notes for an extended time.

Sunday night drew the largest crowd, with many there to see Noah Kahan. It seemed that every teen knew all the words to his songs. Drew Holcomb and the Neighbors delivered an dazzling high-energy set that had folks dancing. As we walked out of the venue the final night, "Tiny Dancer" was playing over the sound system and hundreds of concertgoers were singing along, bringing another scene from *Almost Famous*, when Hammond, after that drug-fueled good time in Topeka, gets on the band's bus and everyone sang this song. What a way to end a fest.



Wednesday, April 24th

Coachella launched what was already being dubbed [a meh festival season](#) with an [up-and-down](#) experience built more for the conversation and the streams than the music. Seeing the reactions from attendees and Coachella watchers, I really started thinking about what my colleague Wren Graves wrote last month regarding the [four niche strategies](#) dominating the music festival market.

Look, I've been in this game a long time and my body knows it. As much as I adore Bonnaroo, I don't know if that's the scene for me at this point. (I always hold the caveat that with the right lineup, I'd find myself back on the Farm again.) These days, I much prefer something smaller, targeted, unique – something niche, per our Features Editor.

Fitting, then, that my first fest of 2024 was a mix of those four strategies he wrote about back in March. [Moon Crush Pink Moon](#) is an Americana-focused event (genre) that targets a specific demographic of middle-aged fans (lifestyle) by inviting them to a beach vacation resort (destination) for a relatively intimate concert experience where the artists are staying in the same hotels and watching sets from the same pit you are (selfies). It's unsurprising that the folks behind the Moon Crush series also started the company launching music cruises like [Creed's Summer of '99](#) and [Emo's Not Dead](#).

The numbers already proved events like these are onto something; now having experienced one of these niche festivals myself, I can give first hand confirmation. Not that it's hard to say, "I'd love a four-night beach vacation with a nightly concert," but even working to pay my way (stay tuned for the amazing content we captured at the festival), the vibes were immaculate. Not every performer was everyone's favorite, and the coved-off seating arrangements could make for a "strange audience," as one artist relayed backstage. Still, even at its worst, everything was perfectly chill. Everyone had themselves a ball (shoutout especially to newlyweds Grace and Chase), hanging by the water during the days, ordering drinks delivered to their seats at the shows.

Maybe I'm just old/er, and certainly I'm spoiled by my level of access – but I believe more than ever that a well-curated experience really is just as important as a strong lineup. I sincerely hope the big players find ways to stay exciting, but right now, it's personally more exciting to see what everyone else is doing to separate themselves from the classic festival format. [Cap your audience at 5k, put it in an interesting place to visit, and book at least two top-tier talents, and I'm there.](#)

– Ben Kaye Editorial Director



What is Topeka? [VIDEO](#)

Topeka Vacations Deck [HERE](#)

List of [ARTISTS](#) we've been fortunate to  
serve since our first vacation in 2021

**SEE YOU AT  
THE BEACH!**

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