

# Music @ the Market



**DOWNTOWN TOPEKA FARMER'S MARKET  
MAY-NOV. 2010, 9-11 A.M.**



**seveneightfive**  
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**Music at the Market** is a new program conceived by Heartland Visioning and put into play by Leah Sewell and Suki Willison, members of Heartland Visioning's Entertainment Alliance. It features live music at the Downtown Topeka Farmer's Market every Saturday from 9-11 a.m., May through November. Performers from the Topeka area, along with out-of-town, nationally acclaimed artists, have and will play at this weekly event.

The Farmer's Market has swelled in popularity in recent years and is a symbol of social interaction and community identity for Topekans. What better way to enhance the market than to present the community with live music to shop and dance to? When you are at the market, interacting with neighbors, friends and local growers, the addition of an echoing bass line or the

sight of a keyboard player's rhythmic fingers serve to add a liveliness to the experience of downtown Topeka and Topeka as a whole.



**Music at the Market** needs the support of the community to succeed as a sustainable and ongoing program. In recent times, budgets for popular live music programs throughout the city have been cut, leaving fewer options for outdoor, community entertainment. While we are working with the Topeka Farmer’s Market and Parks and Recreation of Topeka toward a future partnership, the program still needs a little push to get it running on steady footing in its first year.



**BUDGET PER EVENT**

While a full set-up is not needed every weekend, we strive to book larger acts at least once per month to “headline” at Music at the Market. These once-a-month performances need equipment and personnel.

Equipment Rental and staffing, including sound mixer, stage, backdrop, PA system and amplifiers to accomodate any size band, provided by: Jim Beilman Frontiersound 3815 SE Illinois Ave Topeka, Ks 66609 785-230-9867	\$200
Surplus to hold toward the rental of equipment at future events	\$50
Total	\$250 with check made payable to <b>Future Heritage of Topeka Fund</b> with “Music at the Market” in the memo line.

# EXPOSURE

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**The Topeka Farmer's Market attracts nearly a thousand** people to downtown Topeka every Saturday, and when the sweet corn and watermelons are at the booths, that number can double! A single visit to the market can show that it is truly a popular weekly event, with wall-to-wall traffic along the aisles of goods in peak season.

**As a sponsor of a Music at the Market event, your business or organization will have great exposure to a mass audience.**



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- a banner with your logo in any size, provided by you, can be accommodated and will be placed prominently behind the performers.
  - your sponsorship of the event will be announced four times over the microphone, twice during the first hour and twice during the second hour.
  - your sponsorship will be noted in all publicity materials, including press releases, Facebook and Twitter posts and website and print representation by Topeka Blues Society and *seveneightfive* magazine

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## CONTACT

**To become a sponsor of a headlining Music at the Market event, please contact either:**

• Leah Sewell  
leah@seveneightfive.com  
785-230-1623

• Suki Willison  
suki@unclebos.com  
785-554-5478

**WE APPRECIATE YOU TAKING THE TIME TO  
CONSIDER SPONSORSHIP AND HOPE TO SEE YOU AT  
THE MARKET!**