



# Margaritaville Drag Brunch

FP PRESENTS CASE STUDY

## Margaritaville Pride Brunch

Sunday, June 28, 2026 | Bamboo Lounge | Winston-Salem, NC

### THE OPPORTUNITY

Test a new format on a one-week runway.

Bamboo Lounge wanted to close Pride month by testing its first drag brunch: a ticketed daytime show that could feel special, run smoothly in a compact venue, and offer guests more than the typical brunch format. With one week to plan and a limited first-event budget, every production choice needed to work hard.

### THE FP PRESENTS RESPONSE

A compact production system built for a first-time format.

FP Presents connected creative direction, mobile ticketing and check-in, show audio, lighting, decor, guest flow, branded photo sharing, and show-night operation. The plan also coordinated a local food partnership and converted the patio into a practical backstage environment for talent.



50

advance tickets purchased

~30%

added the Krankies food option

First

drag brunch produced at Bamboo



## THE EXPERIENCE SYSTEM

# Built from connected details.

### PHOTO BOOTH

Branded guest capture

### WALLET ENTRY

Mobile event access

### QR ENTRY

Fast digital check-in

### DJ

Live music programming

### COCKTAILS

Event-specific specials

### LIGHTING

Atmosphere and focus

### AUDIO

Room-filling sound

### SIGNAGE

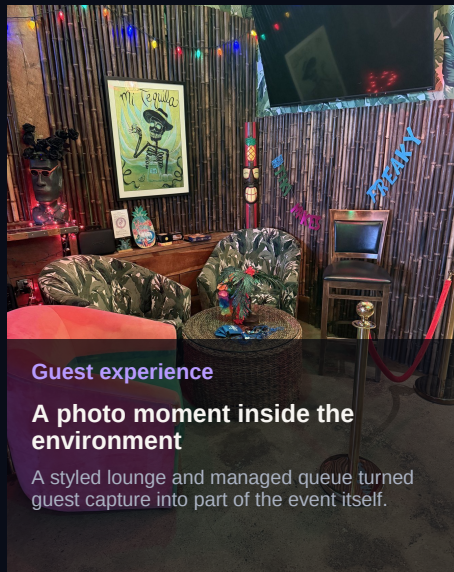
Identity in every detail



#### Prepared room

#### A venue configured for the new format

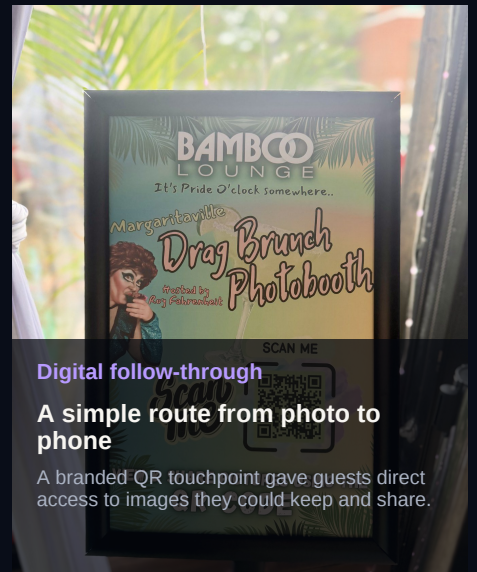
Lighting, seating, and circulation were adjusted for a ticketed daytime show in a compact room.



#### Guest experience

#### A photo moment inside the environment

A styled lounge and managed queue turned guest capture into part of the event itself.



#### Digital follow-through

#### A simple route from photo to phone

A branded QR touchpoint gave guests direct access to images they could keep and share.

## PRODUCTION APPROACH

FP Presents connected creative direction, mobile ticketing and check-in, show audio, lighting, decor, guest flow, branded photo sharing, and show-night operation. The plan also coordinated a local food partnership and converted the patio into a practical backstage environment for talent.

### CREATE THE NEXT EXPERIENCE

Give your audience a reason to show up.

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Winston-Salem, North Carolina