



FP PRESENTS CASE STUDY

Pride Patio Party

Saturday, June 13, 2026 | Bamboo Lounge | Winston-Salem, NC

THE OPPORTUNITY

Make a small venue impossible to miss.

Bamboo Lounge sits directly on Trade Street, at the center of Winston-Salem's Annual Pride Parade & Festival. With an estimated 65,000 to 70,000 people attending the surrounding festival, Pride Patio Party needed to turn the venue from a neighboring bar into a destination within the celebration.

THE FP PRESENTS RESPONSE

One event identity, carried through every touchpoint.

FP Presents owned the creative, technical, and part of the operational delivery, supplying the equipment, branding, and programming needed to transform a compact venue despite space, weather, and power constraints. The result paired Bamboo Lounge's tropical character with a purpose-built Pride experience designed for visibility, participation, guest flow, and sales.



504

photo-booth memories captured

1,000

custom event wristbands distributed

Record

biggest revenue day of the year



THE EXPERIENCE SYSTEM

Built from connected details.

PHOTO BOOTH

Branded guest capture

PHOTO ACCESS

QR delivery for guest photos

DJ

Live music programming

COCKTAILS

Event-specific specials

DIGITAL MEDIA

Campaign and event content

LIGHTING

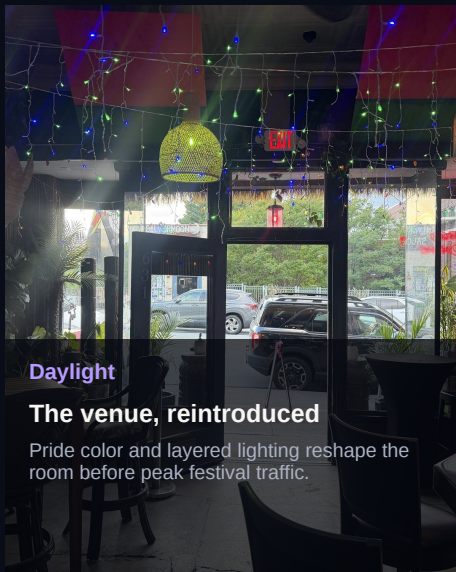
Atmosphere and focus

AUDIO

Room-filling sound

SIGNAGE

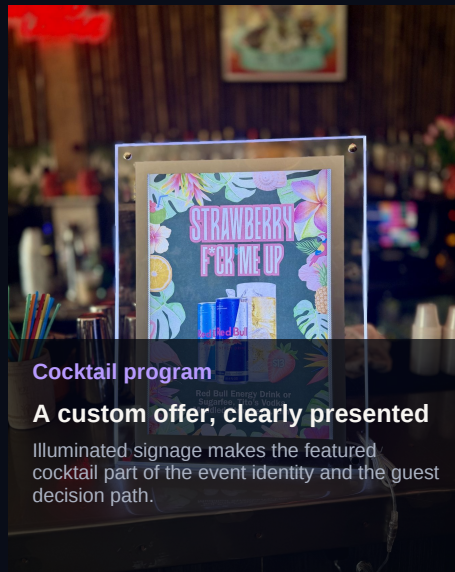
Identity in every detail



Daylight

The venue, reintroduced

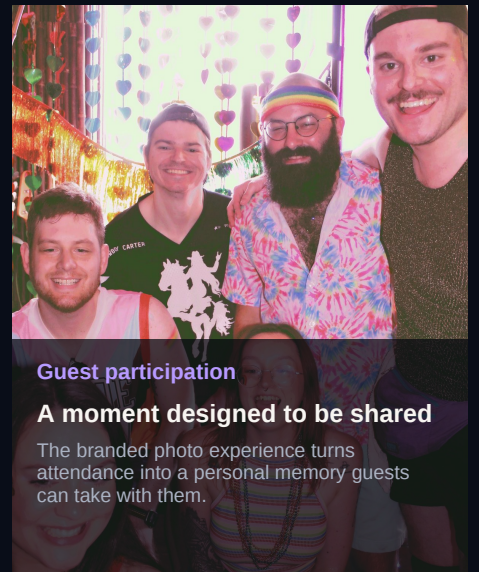
Pride color and layered lighting reshape the room before peak festival traffic.



Cocktail program

A custom offer, clearly presented

Illuminated signage makes the featured cocktail part of the event identity and the guest decision path.



Guest participation

A moment designed to be shared

The branded photo experience turns attendance into a personal memory guests can take with them.

PRODUCTION APPROACH

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CREATE THE NEXT EXPERIENCE

Give your audience a reason to show up.

[FPPRESENTS.COM](https://fppresents.com)

Winston-Salem, North Carolina