



FP PRESENTS CASE STUDY

Pride Patio Party

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

THE OPPORTUNITY

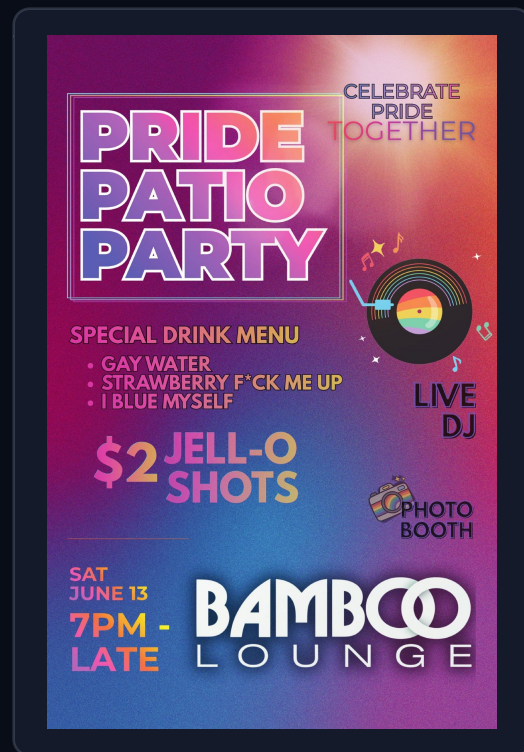
Turn festival traffic into a destination.

Bamboo Lounge sits directly on Trade Street, at the center of Winston-Salem's Annual Pride Parade & Festival. With the street closed and thousands of guests moving through downtown, Pride Patio Party was designed to make the venue an essential part of the celebration - not simply a bar beside it.

THE FP PRESENTS RESPONSE

One identity, carried through the entire day.

FP Presents shaped the event from months-out planning through implementation, pairing the venue's character with a purpose-built Pride experience designed for flow, participation, visibility, and sales.



14

hours of continuous programming

Thousands

of guests through the doors

Record

revenue for Bamboo Lounge



THE EXPERIENCE SYSTEM

Built from connected details.

PHOTO BOOTH

Branded guest capture

DJ

Live music programming

COCKTAILS

Event-specific specials

LIGHTING

Atmosphere and focus

AUDIO

Room-filling sound

SIGNAGE

Identity in every detail

WRISTBANDS

Branded credentials

DECOR & SCENIC

A transformed environment



Daylight

A room transformed before nightfall

Lighting and decor brought Pride color into Bamboo Lounge while preserving the venue's intimate, tropical character.



Cocktail program

Specials built for the occasion

Illuminated point-of-sale signage made the featured cocktail visible, legible, and tempting at the bar.



Experience

The reason for every detail

A welcoming, high-energy environment gave guests a place to celebrate together from late morning into the early hours.

PRODUCTION APPROACH

FP Presents shaped the event from months-out planning through implementation, pairing the venue's character with a purpose-built Pride experience designed for flow, participation, visibility, and sales.

CREATE THE NEXT EXPERIENCE

Give your audience a reason to show up.

FPPRESENTS.COM

Winston-Salem, North Carolina