



# The Queen's Ball: A BRIDGERTON EXPERIENCE

shondaland | NETFLIX fever

ONE-OF-A-KIND EXPERIENCE THAT COMBINES FREE ROAM IMMERSIVE SPACES WITH A THEATRICAL PERFORMANCE IN A SCALABLE FORMAT THAT ENVELOPS BRIDGERTON FANS IN THEIR FAVORITE ASPECTS OF THE SHONDALAND HIT SERIES ON NETFLIX

## OBJECTIVE:

Following the record-breaking success of Bridgerton seasons 1 & 2, *The Queen's Ball: A Bridgerton Experience* was created as a unique fan experience designed to immerse attendees in the lavish world of Bridgerton and bring this exclusive world to them wherever they are.

## SCALE:

*The Queen's Ball: A Bridgerton Experience* launched in March 2022 in Los Angeles and has also made stops in Washington, D.C., Chicago, Montreal, San Francisco, and Atlanta. The Queen's Ball will traverse the globe into 2023 and beyond to reach as many fans as possible. In just a few short months, the experience has already brought joy to over 152,000 guests!

## DESCRIPTION:

Netflix and Shondaland effortlessly transported Bridgerton viewers into a reimagined Regency-era London, capturing hearts around the globe as fans connected with every aspect of the series – from its delightful characters to the costume design, art and set direction to the unforgettable soundtrack, and clever voice over. During the 90-minute experience, *The Queen's Ball* brings these elements to life for fans in full regal fashion with a combination of free-roam immersive spaces AND a theatrical performance unlike anything else of its kind.

Highlights include:

- Guests can pay a visit to Madame Delacroix's Modiste to admire the Ton's most brilliant fashion trends and series costumes.
- A Regency-era Portrait Studio allows guests to not only share their photos on social, but to see themselves in the gallery of portraits throughout the experience.
- Additional photo opportunities emulate iconic themes or moments from the series such as a beautifully lit wisteria tunnel and a rain scene reminiscent of the final episode of season 1.
- Guests are led through the experience and performance via a live audio broadcast from "Lady Heartell," who shares clever and regal remarks but who's identity remains a mystery until the end of the experience.
- During the performance in the main ballroom, production elements include a live quartet playing Bridgerton's memorable soundtrack, beautiful scenery, and theatrical lighting that accompany our professional dancers who share their Bridgerton inspired love story through modern and acrobatic dance.
- With over 80% of attendees identifying as female, *The Queen's Ball* caters to an often underserved audience of experience goers.
- While a dress code is not enforced, over 90% of guests chose to dress up in some form, many spending hours on handmade, exquisite regency themed masterpieces.
- Four identical touring units have been built to simultaneously tour the U.S., Canada, and beyond to reach as many fans as possible.

## CONSUMER RATING: 4.58/5



"Most beautiful experience ever! seeing everyone dress up made it even better!"



"One of my favorite moments was when the Diamond of the Season was able to have her moment to shine, it was so beautiful and it genuinely brought me to tears seeing how happy she was in that moment."



"The Bridgerton experience is truly unique interactive theatre."

