



## POMP, SNOW & CIRQUEumstance Makes Impressive Strides in Partnerships and Residency Shows

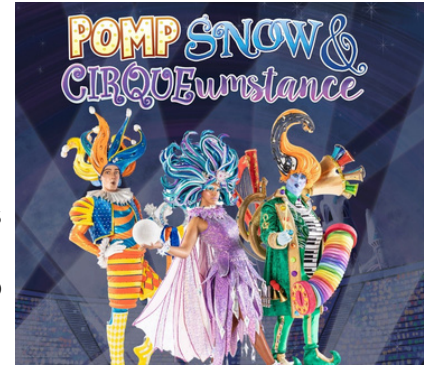
*POMP, SNOW & CIRQUEumstance have made a name for themselves in the industry. The brand is exhibiting at Licensing Expo 2025 and can be found at booth #O243.*



Alex Markovich, Sponsored Content Editor  
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Pomp, Snow & CIRQUEumstance (PSC) originated as a book series and live entertainment experience centered around three dynamic characters. It has quickly grown into a global brand and garnered partnerships and the attention of licensees such as Crayola Experience and family-oriented resort destinations, including Gaylord Hotels and Atlantis Resort. These partnerships are an impressive feat, as PSC made its licensing debut only a year ago at Licensing Expo. However, these partnerships are not only noteworthy but also strip PSC's brand description from 'new' and 'up-and-coming' to a brand with an established authority, widespread positive impact and a captivating presence.

"PSC has been continuing to engage a large and diverse audience and major players in the licensing sector because our values are pure, our focus is intentional and our mission is authentic," says Neil Goldberg, founder and author, PSC.



### Driving Innovation Through Creativity, Integrity and Engagement

With shared commitments to creativity, imagination and inspiring self-expression, the partnership between PSC and Crayola Experience was a natural strategic fit. Their aligned values made the collaboration mutually reinforcing and demonstrates how the right collaboration can foster long-term brand equity and deepen consumer trust for both brands.

The partnership started in December 2024 when PSC created a weekend engagement titled 'A Magical Circus Adventure,' which was customized for and integrated within Crayola's Crayola Experience – an indoor family-friendly attraction located in the city of Orlando, Fla – and merged the universes of PSC and Crayola Experience into a single, holistic one. The event also featured appearances from the book's characters, photo opportunities, PSC themed activities and crafts, interactive book readings, PSC book giveaways, a magic performance and circus acts. The event was well-received by visitors, and the two companies have already set the date for their next collaboration. In fact, fans do not have to wait long. PSC will transform Crayola Experience once again into a 'A Magical Halloween Adventure with POMP, SNOW & CIRQUEumstance' this coming October.

"The Crayola Experience is passionate about the power of creativity and provides opportunities for families to engage in creative expression," says Kristin Luise, director of marketing and retail, Crayola Experience. "The PSC entertainment brand aligns with our values and is a wonderful collaboration for us."



PSC at Crayola Experience



PSC at IT'SUGAR

PSC has also partnered with IT'SUGAR, a retail chain known for its confectionery shopping environments. Together, they've created themed in-store activations and engaging experiences that blend sweet indulgence with creative storytelling. With its partnership with Armed Forces Entertainment, PSC has taken its mission of encouraging individuality and creativity on the road by touring U.S. military bases around the globe to deliver live performances, interactive book experiences and more to service members and their families. This mission is also deeply personal for the PSC founder, as Goldberg's upbringing inspired a passion for creating spaces where creativity and self-expression can flourish.

**Transforming Stories into Lasting Memories**

Another reason for PSC’s quick success in the licensing industry is its consistent and purposeful focus on producing colorful theatrical family shows and experiences that create joyful and lasting memories and moments. A Broadway director and producer, Goldberg is no stranger to large-scale theatrical productions. Before launching PSC, he founded and built the Cirque Dreams entertainment franchise, which he eventually sold to Cirque du Soleil. Goldberg continues his high standard of showmanship, through PSC’s new multi-year residency shows that begin this November at Gaylord Palms Resort in Orlando, Fla, Gaylord Opryland Resort in Nashville, T.N and Atlantis Paradise Island in the Bahamas.

“We’re thrilled to introduce the PSC immersive show to our guests as part of Christmas at Gaylord Palms, alongside ICE! and our beloved holiday attractions,” says Ross Barker, general manager, Gaylord Palms Resort.

The live holiday shows will be based on the PSC book series that follows three friends – Pomp, Snow and Cirqueumstance – in their adventures as they study music, magic and circus arts at a secret university. Woven into a multi-million-dollar theatrical production, guests will be transported into an enchanting universe through circus acts, illusions, original music, animation, costumes and innovative stagecraft. It’s projected that over one million guests from around the world will engage with the shows and the retail experience this year.



PSC Show Cast



PSC Stage Performance

"This new show enhances our ability to deliver even more magical, holiday experiences that captivate and delight guests of all ages," says Tom Petrillo, general manager, Gaylord Opryland Resort.

These holiday shows will also be filled with valuable lessons that are meant to encourage people of all ages to embrace diversity, use their creativity and make choices that have a positive impact on the people and environment around them. "Use your talents for good in the season of smiles. You’ll soon learn that doing so makes life worthwhile,” says Goldberg.

**"What’s Next?**

2025 is, no doubt, an exciting year for PSC as it takes its now-established brand authority, voice and power to continue diversifying its presence in the global licensing marketplace. And, it has been doing so at an amazing operating speed. Only five months into the year, PSC has completed various brand targets and goals. For instance, the brand has already acquired additional entertainment partnerships and is in development on a Broadway engagement. PSC is also currently exploring AR experiences and various product collaborations – ranging from seasonal makeup and party décor to back-to-school collections, character-themed merchandise and more. Yet, the brand is still prioritizing the development of new retail products and actively seeking long-term strategic partnerships that amplify the brand’s cultural impact across categories such as toys, games, apparel, publishing, television and animation.

As part of its growing cultural influence, PSC has experienced a significant surge in global interest for its live shows and immersive experiences. The demand spans theaters, theme parks, shopping centers, cruise lines and family entertainment venues across key territories including the Middle East, Asia and the U.S. Additionally, PSC is actively exploring opportunities to license theatrical touring rights of the IP.

With 2025 projections exceeding 1 million live show engagements, a 5% retail conversion rate among attendees and daily foot traffic of 2,000 at location-based retail activations, PSC anticipates continuing annual brand growth of approximately 30%.

“We will use this momentum to establish PSC as a year-round lifestyle brand with a robust global footprint – spanning retail, media, live entertainment, experiential activations and a diverse portfolio of licensed products," says Goldberg.

**POMP, SNOW & CIRQUEumstance Website**

**Brand Video Link:** <https://vimeo.com/1070104740/837e2f33a3>

**Show Video Link:** <https://vimeo.com/920171112>