

A New Brand Joins the Licensing Community

POMP, SNOW & CIRQUEumstance is a book series, live show and growing brand looking to share its story and values to the licensing industry.

Alex Markovich, Content Editor
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Created in 2021 by Neil Goldberg, POMP, SNOW & CIRQUEumstance (PSC) is a children's book series and live show experience that is capturing the attention of multiple generations and gaining enormous traction as an up-and-coming global brand. It is centered around three best friends who work to spread the power of creativity and imagination while teaching valuable lessons in humility, service to others and more. As the innovative and authentic brand continues to climb the ladder of success, PSC is opening its doors to collaborations, partnerships and expansion in new marketplaces, industry categories and consumer products such as toys, video games, TV and animation and educational software and apps.

The Beginning of Something New

The idea for PSC originated quite unconventionally. At the time, Goldberg was not a young professional trying to break into the entertainment industry. He already had successfully done so and is known for being a Broadway director and founder of the Cirque Dreams entertainment brand, which he sold to Cirque du Soleil in 2018. Neil is also widely known for heavily influencing the contemporary circus and theatrical entertainment landscape.

Having established a respected career, in 2019, the idea of retirement started to trickle in. However, as he was presented with the opportunity to explore other creative platforms like book publishing during the emergence of the pandemic, retiring was quickly put on hold.

Goldberg worked diligently with his co-author, Niko Nickolaou, and illustrator, John Kelly, to produce the stories and characters of Pomp, Snow and Cirqueumstance who learn music, magic and circus skills at a secret university. After their graduation, the three friends embark on a mission and use their individualistic skills to spread Christmas joy and the excitement of other global holidays such as Ramadan, Diwali, Passover and Mardi Gras.

“Our goal with POMP, SNOW & CIRQUEumstance is to create a world of color with engaging characteristics that spark young imaginations with the vibrant spirit of holidays and adventure,” says John Kelly, illustrator, POMP, SNOW & CIRQUEumstance.

Along their adventures, the characters share valuable lessons and wisdom that encourage kids to embrace diversity, use their creativity and imagination and make positive choices. The lessons and wisdom shared throughout the content was developed in conjunction with top educators and child development experts to ensure the lessons had a constructive and uplifting effect on the audience.

One of the ways the brand has showcased its dedication to promoting the benefits of positive decisions is its service to U.S. military men and women and their families. Copies of the award-winning book, “POMP, SNOW & CIRQUEumstance” were shared with U.S. military bases worldwide to help provide entertainment during the COVID-19 pandemic — a period of isolation and restricted activity. In addition to the book, PSC produced a Telly-winning virtual 30-minute branded holiday television special, followed by a world tour. By doing so, the brand has provided happiness and engaging entertainment to over 100,000 service members and their families and has been inducted into United Service Organization's (USO) Bob Hope Legacy Reading Program & Libraries. The brand continues to celebrate stewardship and its tradition of serving others by giving children at military bases worldwide copies of its second book, “HOLIDAYS ALL YEAR with POMP, SNOW & CIRQUEumstance”.



[Preview PSC Animation & Product Reel](#)

Jumping Off the Page

The POMP, SNOW & CIRQUEumstance story and brand has also been conveyed through richly colored live shows and immersive experiences. The strategic incorporation of the bright color palette and illustrated projections help create a sense of playful energy for parents and children and elevates the overall show experience. These successful performances are put together thoughtfully and meticulously with a handpicked international cast, custom-made costumes and an original music score. In fact, the first ticketed live show in the U.S. was attended by 35,000 people (about twice the seating capacity of Madison Square Garden).

“The rich content of POMP, SNOW & CIRQUEumstance attracts a wide audience and spans multiple generations. The show is a fresh synthesis of 21st century marvel with a splash of magic and an abundance of entertaining splendor,” says Goldberg.

Neil has also successfully produced other shows in over 500 cities across five continents on Broadway and at venues like the Kennedy Center, the Grand Ole Opry House and MoMA.

More Adventures to Come

As the brand has developed a strong and consistent audience, it is looking to diversify its presence in the marketplace by breaking into the licensing industry and creating strategic partnerships that will increase its brand awareness.

“PSC is interested in exploring its potential in toys, apparel, animation, television content, video games and other interactive digital content while introducing our products and services to manufacturers, distributors, producers, event organizers, theme parks, parades and educational institutions,” says Goldberg.

POMP, SNOW & CIRQUEumstance will be attending Licensing Expo 2024 from May 21st to May 23rd in Las Vegas, NV and will be at booth # A185.