

***Once Upon a Mattress* Groups Guide**



Once Upon a Mattress, the iconic musical comedy, is back on Broadway for the first time since 1996. Two-time Tony® winner Sutton Foster gives what The New York Times calls an “ebullient, joyful, perfectly goofy” performance as Princess Winnifred the Woebegone.

Direct from its record-breaking New York City Center Encores! run and newly adapted by Amy Sherman-Palladino (*The Marvelous Mrs. Maisel*), this New York Times Critic’s Pick introduces the unapologetically eccentric Winnifred to a repressed kingdom, where she charms, delights, and dances her way to the top... of a stack of mattresses. Book your tickets now to this uproarious production – “it will restore your fealty to the throne!” (Observer).

How to buy a group

If you have 10 or more people, you can buy tickets as a group! Groups for *Once Upon a Mattress* start at just 10 ticket buyers attending the same performance, booked by one group leader. Group tickets start at just \$59 for student groups and \$69 for groups of adults, Broadway Inbound can get you started.

- **SOCIAL/LEISURE CLUBS:** Many people belong to clubs and social organizations, like fraternal organizations, book clubs, and hobby enthusiast groups.
- **CORPORATIONS:** Employee outings and client events are hugely popular. Law offices love using group rates to take their summer associates to a show.
- **RELIGIOUS ORGANIZATIONS:** Many houses of worship organize monthly outings, Wednesday matinee clubs, and annual fundraisers.
- **FUNDRAISING:** Many non-profit organizations book groups as fundraisers, a unique way to generate donations.
- **SCHOOL GROUPS:** School trips to Broadway have never been more popular. In addition, we see a lot of groups from alumni associations, fraternities and sororities, PTAs, drama clubs, etc.

The benefits of booking as a group

- There's more flexibility. When you request group tickets, your order is reserved, and you pay later. You may even be able to increase or decrease the number of tickets before you commit.
- The Broadway Inbound website makes it easy to book a group, with shareable content, tons of info, and a streamlined shopping experience that make the process a breeze.
- We're here to help. For more personal service, our dedicated team of experts can help you book, plan, and promote your group.

How to get started

- Go to <https://www.broadwayinbound.com/shows/once-upon-a-mattress> to visit the *Once Upon a Mattress* show page on Broadway Inbound and get more info.
- Check out the calendar to view performance dates and pricing options, and easily place a request for tickets.

For personal assistance, contact the expert group sales team at Broadway Inbound at groups@broadwayinbound.com or over the phone at 212-302-0995.