

EventId: 715708

Christopher Lorient 05/23/2023 04:06 PM

Event Details

Event Id: 715708

Event Name: Maybelline Pride Pop Up Tour

Event Description: Maybelline New Yorks Pride 2023 Pop-Up will provide consumers an opportunity to explore Maybelline products and allow them to let Maybelline help celebrate and express oneself. The pop-up offers a variety of opportunities to discover learn interact with various product lines and learn more about the Brave Together and Trevor Project x BornWithIt partnerships. This event is free to the public and they can interact with a variety of activities within the trailer with make up artists and our other partnership with the Little Words Project.

Event Type: Plaza Event

Event SubType:

Permitting Agency: Street Activity Permit Office

Setup Date: 06/20/2023 05:00 AM

Start Date: 06/20/2023 10:00 AM

End Date: 06/21/2023 05:00 PM

Breakdown Date: 06/21/2023 05:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 1000 to 4999

Non Profit Organization: No

Received Date: 05/10/2023 06:49 PM

Application Processing by: Christopher Lorient

Applicant Details

Applicant Name: Jamie Behrent

Applicant Address: [REDACTED]

Applicant Country: United States of America

Applicant Email: [REDACTED]

Applicant Phone: [REDACTED]

Applicant Cell Phone: [REDACTED]

Applicant Fax:

Location Details

#	Location	Street Closures
1	13/14 Gansevoort Pedestrian Plaza : 13/14 Gansevoort Pedestrian Plaza Note: Gansevoort Plaza located in front of Lucid. Gansevoort/13 Gansevoort Pedestrian Plaza aka Gansevoort Plaza https://www.google.com/maps/dir//39GansevoortStNewYorkNY10014/data4m64m51m14e21m21m11s0x89c259bfee6a2AhWGEFkFHfSRDLMQwwV6BAglEAQ	Pedestrian Plaza

Sponsor Details

Sponsor: Youth Marketing Connection LLC

Sponsor Address: [REDACTED]

Sponsor Email:

Sponsor EIN:

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website: <https://youthmarketing.com/>

Producer Details

Producer/Organization: Youth Marketing Connection LLC

Producer Address:

Producer Phone:

Producer Phone:

Producer Cell:

Producer Fax:

Producer Email:

Affected Zones

Affected Borough: 3,

Affected NYPD Patrol Boro: Manhattan South Borough Command,

Affected Community Boards: 2,

Affected Precincts 6,

Affected City Council Dist: 3,

Affected Zipcodes: 10014,

Agency Instructions

- 1 This event has been held previously. Following are details of the previous occurrence(s): *Maybelline National Lipstick Day Tour Hudson Yards NYC July 2022 2019.*
- 2 The estimated attendance at this event is: 1000 to 4999.
- 3 The event will contain the following commercial branding and/or advertising elements: *The trailer is branded for Maybelline and the swag we have is Maybelline x Trevor Project branded as well. The Little Words Project will also have a booth set up.*
- 4 The event will be advertised. Following is the event advertising plan: *Maybelline social media platforms will likely be advertising the event throughout their corporate offices. This will be all for advertising..*
- 5 There will be red carpet, rope and/or stanchions used at this event.
- 6 Truck-mounted generators will be used at this event. **FDNY approval is required.**
- 7 There will be oversized vehicles that exceed 13'6" in height, 8' in width and 55' in length. Following are the details: *Will will have a Ryder box truck small nearby to unload product and set pieces that is 7 FT wide. The trailer will be pulled by a pickup truck. The trailer is 8ft wide.. **A DOT Over-dimensional Vehicle Permit is required.***
- 8 There will be a prop at this event. Following are the dimensions and description: *Unsure if this qualifies as a prop but in addition to our 26ft x 20ft trailer when stage folds out we will have a 8ft x 4ft swag hut and a 4ft x 1ft booth for Little Words project and a 2ft x 3ft makeup vanity.*

Event Conflict Details

Refresh to see updated conflicting events

6 conflicting events found

689335 (DOT) 713521 (DOT) 713525 (DOT) 717318 (SAPO) 717534 (SAPO)
 717541 (SAPO)

Restaurant Conflict Details

[View Conflicts on Map](#)

2 conflicting Restaurants found

Restaurant (Business Name)	Address	Seating Choice	Applicant
Kobrick Coffee Co. (Rehandari, LLC)	24 9th Avenue , Manhattan, NY	both	Steven Kobrick [REDACTED] / [REDACTED]
CATCH (LUCKY 13 ASSOCIATES LLC)	2127 9 AVENUE, Manhattan, NY	roadway	Peter Phyo [REDACTED]