

Event Details

Event Id: 717998

Event Name: Maybelline National Lipstick Day Pop Up Tour

Event Description: Maybelline New Yorks National Lipstick Day 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. This event is free to the public and they can interact with a variety of activities within the trailer with makeup artists.

Event Type: Plaza Event

Event SubType:

Permitting Agency: Street Activity Permit Office

Setup Date: 07/27/2023 05:00 AM

Start Date: 07/27/2023 10:00 AM

End Date: 07/27/2023 04:00 PM

Breakdown Date: 07/27/2023 08:00 PM

Event Status: Submitted

Recurring Event: No

Event Other Details:

Attendance: 1000 to 4999

Non Profit Organization: No

Received Date: 05/19/2023 03:43 PM

Application Processing by:

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 Closure |
|---|---|------------------|
| 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/data4m64m51m14e21m21m11s0x89c259bfee6a2ae1:cAhWGEFkFHfSRDLMQwwV6BAglEAg | 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 and swag is branded for Maybelline.*
- 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 small Ryder box truck nearby to unload product and set pieces that are 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 2ft x 3ft makeup vanity.*