

## Event Details

Event Id: 762192

Event Name: Sephora Sidewalk Activation

Event Description: Small activation on the sidewalk hosted by Sephora. The activation includes small branded pieces to promote a beauty product launch. No celebs. Giveaways will take place inside the Sephora store. No sound. No food.

Event Type: Street Event

Event SubType: Street event, Small

Permitting Agency: Street Activity Permit Office

Setup Date: 03/08/2024 09:00 AM

Start Date: 03/08/2024 10:00 AM

End Date: 03/08/2024 09:00 PM

Breakdown Date: 03/08/2024 10:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details: WEST CURB LANE FOR A PRODUCTION TRUCK TO LOAD/UNLOAD. WEST SIDEWALK FOR PLACEMENT OF A PROMOTIONAL STAND PROP, FLORAL CART, AND AN A-FRAME. 5FT PEDESTRIAN WALKWAY MUST BE MAINTAINED AT ALL TIMES. PERMIT ONLY VALID WITH APPROVED ATTACHMENT.

Attendance: 75 to 199

Non Profit Organization: No

Received Date: 02/07/2024 12:54 PM

Application Processing by: Cathy Luong

## Applicant Details

Applicant Name: Amir Shayegan

Applicant Address: 999 South Oyster Bay Ste 307 Bethpage NY 11714

Applicant Country: United States of [REDACTED]

Applicant Email: [REDACTED]

Applicant Phone: [REDACTED]

Applicant Cell Phone: [REDACTED]

Applicant Fax:

## Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	BROADWAY between PRINCE STREET and WEST HOUSTON STREET	Sidewalk and Curb Lane Closure	West		Manhattan	2	1, 5	10012

## Sponsor Details

Sponsor: IDEKO Productions

Sponsor Address 999 South Oyster Bay Ste 307 Bethpage NY 11714

Sponsor Email: [REDACTED]

Sponsor EIN:

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

## Producer Details

Producer/Organization: Amir Shayegan

Producer Address: 999 South Oyster Bay Ste 307 Bethpage NY

Producer Phone: [REDACTED]

Producer Phone: [REDACTED]

Producer Cell:

Producer Fax:

Producer Email: amir@ideko.com

## Affected Zones

Affected Borough: 1, 2,

Affected NYPD Patrol Boro: Manhattan South Borough Command,

Affected Community Boards: 2,

Affected Precincts 5, 1,

Affected City Council Dist: 1, 2,

Affected Zipcodes: 10012,

## Agency Instructions

- 1 The estimated attendance at this event is: 75 to 199.
- 2 The event will contain the following commercial branding and/or advertising elements: *Branding will be present for beauty brand*

promotion.

3 The event will have on-site security. Following is the on-site security plan: *Sephora store security will be present.*

### Event Conflict Details Refresh to see updated conflicting events

**1 conflicting events found** 713138 (SAPO)

### Restaurant Conflict Details

View Conflicts on Map

**1 conflicting Restaurants found**

Restaurant (Business Name)	Address	Seating Choice	Applicant
MANGIA (M588 CATERING CORP)	588 BROADWAY, Manhattan, NY	sidewalk	Sasha Muniak /2125825882 / elena@mangia.nyc