

Event Details

Event Id: 764006

Event Name: Ardbeg Masters of Smoke Tour

Event Description: I am the National Tour Manager for Ardbeg Scotch Whisky/Moet Hennessy USA. We are traveling the country March December of this year marketing our brand at liquor stores/bars/restaurants/festivals along the way. We have an Ardbeg Scotch Whisky branded GMC Denali tow vehicle as well as an Airstream Trailer. Images specs of our vehicles follow below. We will never have any liquor/spirits in either of the vehicles the purpose of our visits are to park outside of accounts that carry our brand simply to advertise and allow LDA consumers the opportunity to learn more about Ardbeg. If necessary we can disconnect the truck and Airstream leaving just that in front of the account for a specified time. We invite consumers of LDA to enter the Airstream for a sensory experience. Along the back wall of the unit are 5 stations where they can learn more about our PEATY otic Table exposing them to the sights scents of what elements make our Scotch so unique again NO alcohol on board

Event Type: Street Event

Event SubType: Street event, Small

Permitting Agency: Street Activity Permit Office

Setup Date: 05/16/2024 03:00 PM

Start Date: 05/16/2024 04:00 PM

End Date: 05/16/2024 07:00 PM

Breakdown Date: 05/16/2024 08:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 75 to 199

Non Profit Organization: No

Received Date: 02/20/2024 09:57 AM

Application Processing by: Cathy Luong

Applicant Details

Applicant Name: Patricia Cheyne
 Applicant Address: 397 Madeira Circle Tierra Verde FL 33715
 Applicant Country: United States of America
 Applicant Email: patricia@cheyneofevents.com
 Applicant Phone: (860) 836-5355
 Applicant Cell Phone: (860) 836-5355
 Applicant Fax: (727) 866-3388

Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	LAFAYETTE STREET between EAST 4 STREET and ASTOR PLACE Note: To be parked in front of Astor WS for a marketing promotion. NO alcohol in vehicle visibility only	Curb Lane Only	East		Manhattan	2	9	10003

Sponsor Details

Sponsor: Cheyne of Events LLC DBA Ardbeg Scotch Whisky
 Sponsor Address: 397 Madeira Circle Tierra Verde FL 33715
 Sponsor Email: patricia@cheyneofevents.com
 Sponsor EIN: 471893060
 Sponsor Phone: (860) 836-5355
 Sponsor Cell:
 Sponsor Fax: (727) 866-3388
 Sponsor Website: <https://www.facebook.com/CheyneofEventsLLC/>

Producer Details

Producer/Organization: Patricia Cheyne
 Producer Address: 397 Madeira Circle Tierra Verde FL
 Producer Phone: (860) 836-5355
 Producer Phone: (860) 836-5355
 Producer Cell:
 Producer Fax: (727) 866-3388
 Producer Email: patricia@cheyneofevents.com

Affected Zones

Affected Borough: 2,

Affected NYPD Patrol Boro: Manhattan South Borough Command,

Affected Community Boards: 2,

Affected Precincts 9,

Affected City Council Dist: 2,

Affected Zipcodes: 10003,

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: *Parking an Ardbeg Scotch Whisky branded Airstream trailer in front of Astor Wines Spirits for promotional/marketing purposes*
- 3 The event will be advertised. Following is the event advertising plan: *On our website: www.mastersofsmoketour.com.*
- 4 Truck-mounted generators will be used at this event. **FDNY approval is required.**

Event Conflict Details Refresh to see updated conflicting events

No conflicting events found

Restaurant Conflict Details

View Conflicts on Map

1 conflicting Restaurants found

Restaurant (Business Name)	Address	Seating Choice	Applicant
INDO CHINE (SOUTH CHINA SEA RESTAURANT CO., INC.)	430 LAFAYETTE STREET, Manhattan, NY	sidewalk	MICHAEL CALLAHAN /2125055111 / mcallahanindo@aol.com