

EventId: 884106

Christopher Lorient 09/04/2025 01:36 PM

Event Details

Event Id: 884106

Event Name: Knix Pop-Up

Event Description: Knix will host a one-day promotional pop-up activation featuring a custom mobile cart serving complimentary light refreshments and branded giveaways to the public. The activation is designed to introduce passersby to Knix's leakproof underwear collection in a fun approachable way. Branded signage and decor will be set up alongside a staffed cart with no performances or sales on site. All materials will be removed at the end of the day.

Event Type: Street Event

Event SubType: Street event, Small

Permitting Agency: Street Activity Permit Office

Setup Date: 09/19/2025 07:00 AM

Start Date: 09/19/2025 11:00 AM

End Date: 09/20/2025 06:00 PM

Breakdown Date: 09/20/2025 09:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: There will be approximately 6 staff members on loc

Non Profit Organization: No

Received Date: 08/19/2025 03:47 PM

Application Processing by: Christopher Lorient

Applicant Details

Applicant Name: Daniela Ponzo

Applicant Address: [REDACTED]

Applicant Country: Canada

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	SPRING STREET between CROSBY STREET and CLEVELAND PLACE	Curb Lane Only	South		Manhattan	2	5	10012

Sponsor Details

Sponsor: Knix

Sponsor Address 242 Lafayette Street New York NY 10012

Sponsor Email:

Sponsor EIN:

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website: https://knix.ca/nb_adtypenb_apnb_fiinb_kwdknixnb_li_msnb_lp_msnb_minb_mtenb_pcnb_

Producer Details

Producer/Organization: Daniela Ponzo

Producer Address: [REDACTED]

Producer Phone: [REDACTED]

Producer Phone: [REDACTED]

Producer Cell:

Producer Fax:

Producer Email: [REDACTED]

Affected Zones

Affected NYPD Patrol Boro: Manhattan South Borough Command,

Affected Community Boards: 2,

Affected Precincts 5,

Affected City Council Dist: 1,

Affected Zipcodes: 10012,

Agency Instructions

- 1 The event will contain the following commercial branding and/or advertising elements: *Knix Logo Branding will be vinyl'd / painted onto the non-mobile trailer. Branding will also be on food packaging and merchandise that will be handed out and worn by event staff.*
- 2 The event will be advertised. Following is the event advertising plan: *The event will be advertised on social media via Knix channels*

on Instagram Tiktok. No other form of advertising will be done for the event specifically..

- 3 The estimated attendance at this event is: *There will be approximately 6 staff members on location during the event. We expect to serve up to 500 guests passing by and engaging with the activation during the hours of operation. Guests will not be not permitted to linger after receiving free food and merchandise..*
- 4 There will be red carpet, rope and/or stanchions used at this event.
- 5 The event will have on-site security. Following is the on-site security plan: *We will have 1 security guard on site..*
- 6 There will be amplified sound. **An NYPD Sound Permit is required from the local precinct.**
- 7 Truck-mounted generators will be used at this event. **FDNY approval is required.**
- 8 There will be a prop at this event. Following are the dimensions and description: *2 x A-Frame Signs 24 x 36*
- 9 Food and/or beverages will be sold or distributed at the event. **A DOHMH Temporary Food Service Establishment Permit (via DCA) is required.**

Event Conflict Details

Refresh to see updated conflicting events

1 conflicting events found

885175 (SAPO - Street Event)