

## Event Details

Event Id: 895583

Event Name: Bloom x Early Spring: New Energy Drink Activation 2025

Event Description: We are creating a branded event for our Bloom client where sealed non-alcoholic canned energy drink samples will be available and shared with happy passerby for free. Bloom is a wellness brand that produces supplements canned drinks etc with health at the heart of what they do. Bloom is launching a new energy drink this November so they have hired us at Early Spring to produce an activation in NYC to drive sampling and awareness. The footprint will be approximately 300 sq ft. The items we expect to have on site are: one ice sculpture in the shape of a tall glacier at L80in x W20in x H82in with empty cans inside as decor and possibly one ice sculpture in the shape of a rectangular bar at L80in x W20in x H40in potentially with empty cans for decor as well and two branded floor signs with information about the brand and drink at L4ft x H8ft and of the sample cans to giveaway for free. Glaciers will have a thin base so they are not touching the ground and will be fully removed after.

Event Type: Plaza Event

Event SubType:

Permitting Agency: Street Activity Permit Office

Setup Date: 01/24/2026 07:00 AM

Start Date: 01/24/2026 09:00 AM

End Date: 01/24/2026 04:30 PM

Breakdown Date: 01/24/2026 05:30 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 500 to 999

Non Profit Organization: No

Received Date: 10/17/2025 10:01 AM

Application Processing by: Shaneek Meachum

## Applicant Details

Applicant Name: Kamil Tyebally  
 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	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	13/14 Gansevoort Pedestrian Plaza : 13/14 Gansevoort Pedestrian Plaza	Pedestrian Plaza	Full		Manhattan	2	6	10014

### Sponsor Details

Sponsor: Early Spring LLC  
 Sponsor Address: [REDACTED]  
 Sponsor Email: [REDACTED]  
 Sponsor EIN:  
 Sponsor Phone: [REDACTED]  
 Sponsor Cell:  
 Sponsor Fax:  
 Sponsor Website: www.earllyspring.nyc

### Producer Details

Producer/Organization: Kamil Tyebally  
 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 6,  
Affected City Council Dist: 3,  
Affected Zipcodes: 10014,

## Agency Instructions

- 1 The estimated attendance at this event is: 500 to 999.
- 2 The event will contain the following commercial branding and/or advertising elements: *Two branded banners, branded logos on 1-2 ice sculptures*
- 3 The event will be advertised. Following is the event advertising plan: *Social media.*
- 4 The event will have on-site security. Following is the on-site security plan: *Plan is to hire 1 private security person for crowd management and general safety..*
- 5 There will be a prop at this event. Following are the dimensions and description: *One ice sculpture in the shape of a tall glacier at L80in x W20in x H82in and possibly one ice sculpture in the shape of a rectangular bar at L80in x W20in x H40in and two branded floor signs with information about the brand and drink at L4ft x H8ft*
- 6 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

**No conflicting events found**