

Event Details

Event Id: 891229

Event Name: AMEX Sigma - 465 W BWAY

Event Description:

Promotion focused on the launch of a new AMEX Card. Placement of a 3D structure of the new mirror-colored card in the curblane. 8 ft w x 6 ft tall x 1 ft deep. QR Code on the Card Passersby can take a picture of the QR code to unlock the benefits of the new card..300 stick-on credit card holders that can stick on the back of a cell phone case. Value 2

Event Type: Street Event

Event SubType: Street event, Small

Permitting Agency: Street Activity Permit Office

Setup Date: 10/21/2025 05:00 AM

Start Date: 10/21/2025 08:00 AM

End Date: 10/21/2025 06:00 PM

Breakdown Date: 10/21/2025 08:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 09/19/2025 11:54 PM

Application Processing by: Halia Francis

Applicant Details

Applicant Name: Thomas Hennigan on behalf of Event Permits LLC

Applicant Address:

Applicant Country: United States of America

Applicant Email:

Applicant Phone:

Applicant Cell Phone:

Applicant Fax:

Location Details

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

Sponsor Details

Sponsor: Event Permits LLC

Sponsor Address

33913

Sponsor Email:

Sponsor EIN:

Sponsor Phone:

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

Producer Details

Producer/Organization: Thomas Hennigan

Producer Address:

Producer Phone:

Producer Phone:

Producer Cell:

Producer Fax:

Producer Email:

Affected Zones

Affected NYPD Patrol Boro: Manhattan South Borough Command,

Affected Community Boards: 2,

Affected Precincts 1,

Affected City Council Dist: 1, 2,

Affected Zipcodes: 10012,

Agency Instructions

- 1 The estimated attendance at this event is: 200 to 499.
- 2 The event will contain the following commercial branding and/or advertising elements: *The 3D 8 ft x 6 ft x 1 ft 3D Card Replica Prop will look like an American Express card*
- 3 The event will be advertised. Following is the event advertising plan: *Social Media*.

- 4 There will be a prop at this event. Following are the dimensions and description: *The 3D 8 ft x 6 ft x 1 ft 3D Card Replica Prop will look like an American Express card It sits in a special base that prevents it from tipping over*

Event Conflict Details

Refresh to see updated conflicting events

No conflicting events found