

EventId: 892749

Halia Francis 09/30/2025 12:38 PM

Event Details

Event Id: 892749

Event Name: BOJ Matcha Cart Activation - Union Square

Event Description: Event Description: Outdoor activation with a branded cart that will be sampling free matcha lattes and Day Dew Sunscreens to pedestrians on the street. Product/Items to be Sample Day Dew Sunscreen expected 2000 per dayHot Iced Coffee expected 2000 per dayBunny Stickers

Event Type: Street Event

Event SubType: Street event, Small

Permitting Agency: Street Activity Permit Office

Setup Date: 11/01/2025 08:00 AM

Start Date: 11/01/2025 10:00 AM

End Date: 11/01/2025 07:00 PM

Breakdown Date: 11/01/2025 07:30 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: Unknown - we have enough samples for 2000 people,

Non Profit Organization: No

Received Date: 09/29/2025 03:21 PM

Application Processing by: Halia Francis

Applicant Details

Applicant Name: Francesca LaSalla

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	EAST 14 STREET between UNIVERSITY PLACE and BROADWAY Note: wed like to be as close as possible to the sephora on 40 E 14th St, New York, NY 10003	Curb Lane Only	South		Manhattan	2, 5	13, 6	10003
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Sponsor Details

Sponsor: Mother Sauce Creative LLC

Sponsor Address: [REDACTED]

Sponsor Email:

Sponsor EIN:

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

Producer Details

Producer/Organization: Lauren Durden

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: 5, 2,

Affected Precincts 6, 13,

Affected City Council Dist: 2,

Affected Zipcodes: 10003,

Agency Instructions

- 1 The event will contain the following commercial branding and/or advertising elements: *yes, a branded coffee cart*
- 2 The event will be advertised. Following is the event advertising plan: *yes, there is an instagram campaign that will go live on october 27th.*
- 3 The estimated attendance at this event is: *Unknown - we have enough samples for 2000 people, however.*

Event Conflict Details

Refresh to see updated conflicting events

2 conflicting events found

819952 (SAPO - Street Festival) 874125 (SAPO - Embargo)