

Event Details

Event Id: 914879

Event Name: DKNY x lil sweet treat

Event Description: lil sweet treat and DKNY are partnering to host a small scale brand activation ahead of Valentines Day to bring some extra sweetness to our community with complimentary treats ahead of the holiday.

Event Type: Street Event

Event SubType: Street event, Small

Permitting Agency: Street Activity Permit Office

Setup Date: 02/07/2026 11:00 AM

Start Date: 02/07/2026 01:00 PM

End Date: 02/07/2026 07:00 PM

Breakdown Date: 02/07/2026 07:30 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 01/23/2026 06:58 PM

Application Processing by: Halia Francis

Applicant Details

Applicant Name: Eugean Choi

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	MERCER STREET between SPRING STREET and	Curb Lane	West		Manhattan	2	1	10012,

BROOME STREET

Only

10013

Sponsor Details

Sponsor: lil sweet treat

Sponsor Address: [REDACTED]

Sponsor Email:

Sponsor EIN:

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

Producer Details

Producer/Organization:

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,

Affected Zipcodes: 10012, 10013,

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: *Yes, the candy truck will be co-branded by DKNY and lil sweet treat. There will be informational signage via sandwich boards near the truck. Please see images of the truck in submitted documents.*
- 3 The event will be advertised. Following is the event advertising plan: *Timeline: February 1-5DKNY Publish one Instagram Story on the official DKNY Instagram account @dkny tagging @lil.sweet.treat. Deploy one email blast to DKNYs end-user database announcing and supporting the activation. Pitch the activation to local NYC media outlets via DKNYs internal PR team to drive awareness and potential coverage. Promote the event on-site through Instagram Stories during the activation. Lil Sweet Treat Repost DKNYs social media content across @lil.sweet.treat channels to amplify reach. Promote the activation through in-*

store postcards displayed and distributed during the first week of February.Promote the event on-site through Instagram Stories during the activation.No VIPs/Celebrities/Influencers are invited or are advertising via their personal social media..

- 4 There will be red carpet, rope and/or stanchions used at this event.
- 5 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