

Event Details

Event Id: 918119

Event Name: Planet Oat: Hot vs. Iced

Event Description: The hot vs. iced coffee debate is very real and everyone has an opinion. Some swear by their cozy morning mug others wont touch anything but ice-cold caffeine. Ritual mood weather vibes - whatever the reason one things certain: Planet Oat is a choice for allThe activation consists of two styled sets: one set drenched in cool blues and for ICED the other glowing with warm reds and sunny yellows for HOT.Consumers are asked the all-important question: Are you Team HOT or Team ICED Once they choose theyre handed a sample of their preferred coffee and invited to customize it with their Planet Oat of choice.Consumers kick back on their side of the set coffee in hand and snap a photo showing their HOT or ICED loyalty. Each consumer gets their photo wheat-pasted to the outside of the container plus a digital copy sent straight to their phone via text ready for social sharing and friendly debate.

Event Type: Plaza Event

Event SubType:

Permitting Agency: Street Activity Permit Office

Setup Date: 03/26/2026 12:01 AM

Start Date: 03/26/2026 08:00 AM

End Date: 03/26/2026 04:00 PM

Breakdown Date: 03/26/2026 11:59 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 02/05/2026 02:48 PM

Application Processing by: Shaneek Meachum

Applicant Details

Applicant Name: Ben Turk

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	Astor Place Plaza : Lafayette St / Cooper Sq 8 St (South)	Pedestrian Plaza	Full		Manhattan	2, 3	9	10003

Sponsor Details

Sponsor: Whats Your Twenty LLC

Sponsor Address: [REDACTED]

Sponsor Email: [REDACTED]

Sponsor EIN: [REDACTED]

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website: wy20.com

Producer Details

Producer/Organization: Jen Cwik

Producer Address: [REDACTED]

Producer Phone: [REDACTED]

Producer Phone: [REDACTED]

Producer Cell:

Producer Fax:

Producer Email: [REDACTED]m

Affected Zones

Affected NYPD Patrol Boro: Manhattan South Borough Command,

Affected Community Boards: 2, 3,

Affected Precincts 9,

Affected City Council Dist: 2,
Affected Zipcodes: 10003,

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 event is branded for Planet Oat*
- 3 The event will be advertised. Following is the event advertising plan: *TBD Maximum will be Planet Oat social media but mainly a surprise and delight moment..*
- 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: *Our provided security will be licensed and will at least have 1 security guard for line management with additional staff..*
- 6 There will be a prop at this event. Following are the dimensions and description: *We will be creatig a 20x20 space for sampling and photos to be taken.*
- 7 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

3 conflicting events found 799793 (SAPO - Embargo) 799795 (SAPO - Embargo) 801203 (SAPO - Embargo)