

Event Details

Event Id: 918742

Event Name: Malbon x Knicks Block Party

Event Description: A block partystyle promotional event celebrating the launch of our second collection collaboration with the New York Knicks hosted adjacent to our retail location. The event is designed as a controlled family-friendly experience that blends basketball and golf culture in a New York Cityinspired atmosphere.Activations will include a golf simulator Dryvebox basketball hoops for casual participation branded Knicks content displayed on an inflatable screen promotional giveaways and live DJ music. Complimentary beverages coffee and water and light food bites will be offered by Los Tacos. A staffed and permitted bar will serve cocktails in compliance with local regulations.The event will be professionally managed with appropriate staffing safety measures and crowd control to ensure an organized and enjoyable experience for guests.

Event Type: Street Event

Event SubType: Street event, Large

Permitting Agency: Street Activity Permit Office

Setup Date: 04/04/2026 06:00 AM

Start Date: 04/04/2026 01:00 PM

End Date: 04/04/2026 07:00 PM

Breakdown Date: 04/04/2026 10:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 02/11/2026 03:35 PM

Application Processing by: Halia Francis

Applicant Details

Applicant Name: Melissa McLeod

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	CROSBY STREET between GRAND STREET and BROOME STREET Note: Malbon Store address: 37 Crosby StreetNew York NY 10013	Full Street Closure	Full		Manhattan	2	5	10013

Sponsor Details

Sponsor: Malbon Golf Inc.
 Sponsor Address 37 Crosby Street New York NY 10013
 Sponsor Email:
 Sponsor EIN:
 Sponsor Phone: [REDACTED]
 Sponsor Cell:
 Sponsor Fax:
 Sponsor Website:

Producer Details

Producer/Organization: Melissa McLeod
 Producer Address:
 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 5,

Affected City Council Dist: 1,
Affected Zipcodes: 10013,

Agency Instructions

- 1 The estimated attendance at this event is: 200 to 499.
- 2 There are plans to include live entertainment and/or celebrity appearances. Following are the live entertainment and/or celebrity appearance components: *We will feature a live DJ providing music throughout the event. We are also exploring the potential for appearances by New York Knicks players TBD. Additionally notable guests from the golf community are expected to attend.*
- 3 The event will contain the following commercial branding and/or advertising elements: *Featuring official Malbon and New York Knicks co-branded logos, as well as LALO Tequila and Los Tacos branding.*
- 4 The event will be advertised. Following is the event advertising plan: *The event will be promoted through a coordinated digital marketing campaign. This will include the creation of a branded event flyer shared across our social media platforms. We will also support promotion through paid media placements to targeted audiences. Additionally outreach will be conducted through our CRM channels including email SMS and push notifications to our subscriber base. All promotions will be digital no physical street advertising or flyering is planned..*
- 5 There will be amplified sound. **An NYPD Sound Permit is required from the local precinct.**
- 6 There will be a stage, press platform or scaffolding at the event. Following are the dimensions and description: *10 W x 8 D x 12 H Allows DJ equipment*
- 7 There will be a tent or a canopy at this event. Following are the dimensions and description: *Standard 10x10 tents, weather permitting.*
- 8 Food and/or beverages will be sold or distributed at the event. **A DOHMH Temporary Food Service Establishment Permit (via DCA) is required.**
- 9 Alcoholic beverages will be sold, consumed or distributed at this event. **This will require eligible restaurants/businesses/caterers to obtain a Temporary Beer and Wine Permit from the NYS Liquor Authority.**

Event Conflict Details

Refresh to see updated conflicting events

No conflicting events found