

Event Details

Event Id: 944896

Event Name: Oreo Cakesters NYC Pop-up event

Event Description: We are producing an Oreo Cakesters brand pop-up event in NYC to promote the Oreo Cakesters product line featuring all four cookie flavors. The activation will be open to press on the first day followed by general public access on the remaining event days. As part of the experience we would like to park our branded Airstream vehicle near the event footprint for guests to interact with and take photos in while the pop-up is open. There will be a dedicated Brand Ambassador onsite managing the Airstream and allowing guests to enter the vehicle for photo opportunities throughout operating hours. Following the NYC event the Airstream will continue on a 7-week national tour traveling to various street fairs and music festivals across the U.S.

Event Type: Street Event

Event SubType: Street event, Medium

Permitting Agency: Street Activity Permit Office

Event Status: Pending

Recurring Event: Yes

Event Other Details:

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 05/12/2026 04:52 PM

Application Processing by: Halia Francis

Applicant Details

Applicant Name: Dorit Jaffe

Applicant Address: [REDACTED]

Applicant Country: United States of America

Applicant Email: [REDACTED]

Applicant Phone: [REDACTED]

Applicant Cell Phone: [REDACTED]

Applicant Fax:

Event Dates

Setup Date: 06/11/2026 09:00 AM
 Start Date: 06/11/2026 05:00 PM
 End Date: 06/14/2026 08:00 PM
 Breakdown Date: 06/14/2026 08:00 PM
 Recurring Dates: Thu 06/11/2026 09:00 AM - 08:00 PM Fri 06/12/2026 09:00 AM - 08:00 PM
 Sat 06/13/2026 09:00 AM - 08:00 PM Sun 06/14/2026 09:00 AM - 08:00 PM

Recurring Days Notes: The airstream would be parked here and locked during hours the pop-up event is closed and the airstream would only be open when the pop-up is open to the public and press.

Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	W 12 STREET between GREENWICH STREET and WASHINGTON STREET Note: Wed like to park the airstream on the street in front of this address- Address of Storefront where we would like to park airstream in front of : 18 Little W 12th St New York NY. Wed also like to have our queue area outside of our pop-up permitted as well and the Oreo brand pop-up address is Oreo Brand Pop-up Address: 22 Little W 12th St New York NY.	Curb Lane Only	North		Manhattan	2	6	10014
2	WEST 12 STREET between GREENWICH STREET and WASHINGTON STREET Note: Wed like to park the airstream on the street in front of this address- Address of Storefront where we would like to park airstream in front of : 18 Little W 12th St New York NY. Wed also like to have our queue area outside of our pop-up permitted as well and the Oreo brand pop-up address is Oreo Brand Pop-up Address: 22 Little W 12th St New York NY.	Partial Sidewalk Closure	North		Manhattan	2	6	10014

Sponsor Details

Sponsor: Svedvik Collective
 Sponsor Address: [REDACTED]
 Sponsor Email: [REDACTED]
 Sponsor EIN:
 Sponsor Phone: [REDACTED]
 Sponsor Cell:
 Sponsor Fax:
 Sponsor Website:

Producer Details

Producer/Organization: Dorit Jaffe

Producer Address:

Producer Phone:

Producer Phone:

Producer Cell:

Producer Fax:

Producer Email: [REDACTED]

Affected Zones

Affected NYPD Patrol Boro: Manhattan South Borough Command,

Affected Community Boards: 2,

Affected Precincts 6,

Affected City Council Dist: 3,

Affected Zipcodes: 10014,

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 airstream will be wrapped in a graphic with Oreo branding*
- 3 The event will be advertised. Following is the event advertising plan: *Press releases and social media.*
- 4 There will be red carpet, rope and/or stanchions used at this event.
- 5 Portable and/or tow-hook generators will be used at this event. **FDNY notification is required.**
- 6 Liquid fuels will be used and/or stored at the event. **An FDNY Fuel Permit is required.**

Event Conflict Details

Refresh to see updated conflicting events

No conflicting events found