

EventId: 964058

07/24/2026 03:45 PM

## Event Details

Event Id: 964058

Event Name: ChapStick New Product Ativation

Event Description: A single day activation erecting a 30 tall ChapStick container  
 replica inflatable with 6 brand ambassadors giving new product  
 samples away free to the general public

Event Type: Plaza Event

Event SubType:

Permitting Agency: Street Activity Permit Office

Setup Date: 08/26/2026 06:00 AM

Start Date: 08/26/2026 10:00 AM

End Date: 08/26/2026 07:00 PM

Breakdown Date: 08/26/2026 11:00 PM

Event Status: Submitted

Recurring Event: No

Event Other Details:

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 07/23/2026 12:54 PM

Application Processing by:

## Applicant Details

Applicant Name: JOE GIOVANNI

Applicant Address: [REDACTED]

Applicant Country: United States of America

Applicant Email: [REDACTED]m

Applicant Phone: [REDACTED]

Applicant Cell Phone: [REDACTED]

Applicant Fax: [REDACTED]

## Location Details

| # | Location                                                                                                              | Street Closure   | Street Side | Closure | Boro      | CB's | Pct | Zipcode |
|---|-----------------------------------------------------------------------------------------------------------------------|------------------|-------------|---------|-----------|------|-----|---------|
| 1 | Astor Place Plaza : Lafayette St / 4 Ave (North)<br><b>Note:</b> A single day activation erecting a 30 tall ChapStick | Pedestrian Plaza | Full        |         | Manhattan | 2, 3 | 9   | 10003   |

|                                                                                                                  |  |  |  |  |  |  |  |
|------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|
| container replica inflatable with 6 brand ambassadors giving new product samples away free to the general public |  |  |  |  |  |  |  |
|------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|

## Sponsor Details

Sponsor: Gio-Art Promotions on behalf of ChapStick

Sponsor Address: [REDACTED] New York NY 10007

Sponsor Email: [REDACTED]

Sponsor EIN: [REDACTED]

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

## Producer Details

Producer/Organization: Joe Giovanni

Producer Address: [REDACTED] 202 New York NY

Producer Phone: [REDACTED] 0

Producer Phone: [REDACTED]

Producer Cell:

Producer Fax:

Producer Email: [REDACTED]

## 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: *ChapStick*
- 3 The event will be advertised. Following is the event advertising plan: *Various social media outlets.*
- 4 The event will have on-site security. Following is the on-site security plan: *D Sterling Security.*
- 5 There will be amplified sound. **An NYPD Sound Permit is required from the local precinct.**
- 6 Portable and/or tow-hook generators will be used at this event. **FDNY notification is required.**

