

City of New York/Parks & Recreation
Special Event Permit Application



Michael R. Bloomberg, Mayor
Adrian Benepe, Commissioner

PERMIT NUMBER 07-9043013

APPLICANT INFORMATION

Applicant The A Team LLC rKrisburg@ateamprmo.com
 NAME E-MAIL ADDRESS
475 Fifth Ave NY NY 10017 (212) 239-0499
 ADDRESS ZIP CODE TELEPHONE NUMBER
 Date of Application 5/6/07 Borough: Bx Bk Qs SI (circle one) Sponsor _____
 Organization (if applicable) Emmi (USA), Inc. 845 268 9990
 TELEPHONE NUMBER

Names, Addresses, and Daytime Telephone Numbers of Two Organization Officers Besides Applicant (if applicable)
 1. _____
 2. _____
 List any previous Park events organized by applicant/organization (include locations and dates) N/A

EVENT INFORMATION

Type of Event Cheese Sampling Date of Event Oct 07 Raindate TBD
 Name of Park Union Square Location in Park TBD
 (If appropriate) Start Location _____ Finish Location NORTH PLAZA
 Route through Park _____
 Number of Participants TBD Number of Spectators TBD
 Set-Up Begins TBD Clean-Up Ends TBD
 Time Event Begins 11 am Time Event Ends 7:00 pm
 * Will participants or spectators be charged? YES NO _____ If so, how much? _____
 * Will there be vendors at the event? YES NO _____ If so, what is the vendor permit fee? _____
 * Will there be merchandise available for sale YES NO _____ If so, provide a list of items and prices. _____

If the answer to any of the above questions is yes, please see section 2-08 (l) on reverse and contact Parks' revenue division at 212-360-1397 to apply for a Temporary Use Authorization vending permit.

Describe in detail activities planned. List all items to be distributed. (Sale or distribution of food, products, promotional material, celebrities, speeches, ceremonies, etc.) See attached

Will the event be advertised? YES NO If so, describe advertising plan including dates and media outlets. TBD

Will any pamphlets, handbills, or advertising matter of any kind be distributed at the event? Yes

Do you plan to drive vehicles into Parkland (vehicle permits are required as per section 2-08 (n) on reverse) YES NO

Will you need water or electrical connections? (See section 2-08 (o) on reverse) YES NO

Have you made any provision for on-site medical services? YES NO

Have you made any provision for on-site security? YES NO

Do you have insurance? Seneca YES NO

If so, with whom? Insurance 278 (See section 2-08 (q) on reverse)

Do you plan to have amplified sound at your event? (See section 1-05 (d) on reverse) YES NO

A permit from the local police precinct is required for all amplified sound.

As the applicant, I hereby certify that the information I have provided on this form is complete and accurate to the best of my knowledge. I agree to abide by the terms set forth in this application, and the Rules & Regulations of the City of New York/Parks & Recreation. I understand that failure to do so may result in the cancellation of the event, the denial of future permit applications, or other legal action by Parks.

People
SIGNATURE OF APPLICANT

THIS FORM IS NOT A PERMIT
THERE IS A \$25 NON-REFUNDABLE ADMINISTRATIVE PROCESSING FEE
CHECKS OR MONEY ORDERS SHALL BE PAYABLE TO:
CITY OF NEW YORK/PARKS & RECREATION

Handwritten notes:
8/25
07-9043013
5/20/07

Handwritten note: 10/14/07

Stamp: SPECIAL EVENTS RECEIVED

07-9043023



A Marketing/Promotion Agency

May 18, 2007

RE: Proposal for event at: Union Square Park

Laura Finklehoffe, Account Manager
 The A Team
 475 Fifth Avenue, Ste. 600
 New York, NY 10017
 Tel: 212.239.0499 Fax: 212.239.0575
 Email: lfinklehoffe@ateampromo.com

WHO: The A Team, LLC will represent Emmi (USA) Inc, ("Client")

WHAT: To kick off the fondue season, the Client will create an event centered on an impressively large fondue pot that holds 2,000 pounds of cheese using a classic Emmi recipe.

The event will include working large fondue pot (Diameter 5.6 ft, Height: 4.9 ft). Inside the space there will be a stage, signage, music (possibly live) and an MC, event staff in traditional Swiss dress, trip to Switzerland giveaway. Possible celebrity Swiss chef.

WHERE: Union Square Park

WHEN: September 2007 - Date TBD

- 11:00am to 12:00pm:
 - Swiss themed music and collateral materials about Emmi cheese
 - Trip giveaway to Switzerland provided by the Swiss Tourism Office
- 12:00pm to 2:00pm:
 - Sampling, fondue single serve bread and cheese, TBD if wine will be served in a sectioned area. Samples of other Emmi products such as yogurt.
- 2:00pm - 3:00pm:
 - Swiss themed music and collateral materials about Emmi cheese
 - Trip giveaway to Switzerland provided by the Swiss Tourism Office
- 3:00pm - 7:00pm:
 - Signage and branding to remain in space until 7:00pm

WHY: Raise brand awareness of Emmi as a premium and authentic Swiss cheese producer.

HOW: Client has hired Agency to assist with overall event management and logistics. Agency will oversee campaign, including invited press

EAST
 WEST

475 FIFTH AVENUE, NEW YORK, NY 10017 phone 212.239.0499 fax 212.239.0575
 8000 IRVINE CENTER DR, IRVINE, CA 92618 phone 949.754.3022 fax 949.754.4001