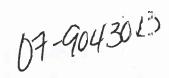
City of New York/Park & Recreation Special Event Permit A plication

212-408-0236



Michael R. Bloomberg, Mayor Adrian Benepe, Commissioner

			or Double
		PERMIT NUME	BER 04-40431
	APPLICAN	T INFORMATION	
Applicant "The	A Team LLC	rkrisburge	atempromo.
N/	ME	E-MAIL ADDRESS	
475 FIFTH	Ive my my	1001-7 (313) 3 ?	39-0499
Α., Α.Γ.	DRESS	ZIP CODE T	ELEPHONE NUMBER
Date of Application 5	607 Borough: I	Bx Bk (Mn) Qx SI (circle ane) Sponsor	
Organization (if : pplicable)	Emmi (USA)	Frc. 845 26	8 9990
		TELEPH	ONE NUMBER
Names, Addresses, and Dayi is	ic Telephone Numbers of Two	Organization Officers Besides Applicant (if app	licable)
1	1.		
2			— wv_
List any previous Park event:	rganized by applicant/organizat	tion (include locations and dates) NA	*****
			40-
N 4 71 4		INFORMATION	
Type of Event Chee:	e Sampling	Date of Event Oct 07 Raine	date TBD
Name of Park 10000	square	Location in Park T 30	
	1	11-00-1	CAZA
	Park		
	TBD	Number of Spectators T39	
Set-Up Begins 7	Ω	_ Clean-Up Ends T3D	
Time Event Begins 1)	Am	Time Event Ends 7 5: 00 pm	
* Will participar 13 of spectat >	s be charged? YES (NO	O) If so, how much?	
* Will there be vendors at the	vent? YES (NO	of so, what is the vendor permit fee?_	
* Will there be rurchandise t	ailable for sale YES NO		
If the an wer to any o	the above questions is yes, plea	asc see section 2-08 (I) on reverse and contact P	1764
212-360-1397 to app	/ for a Temporary Use Authoriz	ation vending permit,	
Describe in detail activities pla	nned. List all items to be distrib	outed. (Sale or distribution of food, products, pt	romotional material.
	s, etc.) See att		7.75
Will the event be advertised?	YES NO If so, dead	cribe advertising plan including dates and medi	a outlets. TBD
Will any permulais handbille	or advertising matter of any king	d be distributed at the event?	
		re required as per section 2-0% (n) on reverse)	(VEG NO
			(YES) NO
	til connections? (See section 2-0)	8 (o) on reverse)	YES NO
Have you made my provision.	or on-site medical services?		YES NO
Have you made any provision	or on-site security?		(YES) NO
Do you have insurance?	Seneca		VER NO
(7)	Insurance ZJSod pooding	on 2-98-(a) on reverse)	YES NO
Do you plan to have amplified	ound at your event? (See section	n 1-05 (d) on fev L007	YES NO
	1 police precinct is required for		140
As the applicant 1 has a second of	ËŪ	1111111111 J	
and accurate to the bell of for knowled	to information I have provided on the fort		5
innegratione that thitun to do so may I	s of the City of New York/Parks & Recr at to the esnectiation of the event, the	rention. INVIII	>
denial of future permi, applications, or	ther legal action by Parks	SIGNATURE OF APPLICA	NT





May 18, 2007

RE: Proposal for event a: Union Square Park

Laura Finklehoffe, \*\*account : lanager The A Team 475 Fifth Avenue, Ste. 600 New York, NY 10017

Tel: 212.239.0499 • Fax: 212.239.0575 Email: Ifinklehoffe@ateamp omo.com

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

**WHAT:** To kick off the fond to 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

- 11:00#m to 12:00pm:
  - Swiss hemed music and collateral materials about Emml cheese
  - Trip gi 'eaway to Switzerland provided by the Swiss Tourism Office
- 12:00:m to 2 10pm:
  - 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 I hemed music and collateral materials about Emmi cheese
  - Trip gir eaway 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