



**Sunday, October 3, 2021 9:00 am - 3:00 pm**  
**Commons Park, Lake Mills, Wisconsin**

Artists, crafters, and seasonal produce growers are invited to complete an application to reserve a spot at this popular annual event. The fee for a 10' x 10' booth space is \$45. Because the event is held in Commons Park, some prime spots may have trees. Please let us know if you need an open area for a tent. We anticipate selling out well before the event, so return your completed application as soon as possible! **One spot per vendor.** We are not accepting direct sale vendors and reserve the right to decline vendors.

**Please Print Clearly**

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

Phone (with area code): \_\_\_\_\_

Description of ALL items to be sold (attach additional sheet if necessary): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

I prefer an open area for a tent

I was happy with my spot last year       I would prefer a different spot

**NOTE: To secure the same spot as last year application needs to be received by May 1<sup>st</sup>**

I have completed and attached the Wisconsin Department of Revenue Sellers Form (S-240) **REQUIRED**

I have included a check or money order for \$45 payable to the LM Area Chamber of Commerce

**Complete Rules for the event can be found on Page 2**

By signing this application and enclosing my check or money order for \$45, I understand that a 10' x 10' booth space will be secured for me, on a first-come, first-serve basis. I also understand that all booth spaces will be pre-assigned and marked in Commons Park. I understand that full payment and completion of the WI DOR Sellers Form must be received by the Lake Mills Area Chamber of Commerce before my booth space will be reserved. Set up is from 7-9am on the day of the event. I have read and agree to the Rules for the Day of the Event. Refunds will not be given for inclement weather.

**SIGNED:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

Check or money order payable to: Lake Mills Area Chamber of Commerce, 200C Water Street, Lake Mills, WI 53551  
[chamber@lakemills.org](mailto:chamber@lakemills.org) 920-648-3585



Thank you for your interest in the 2020 Lake Mills Fall Festival of Color. Each year during our Fall Festival of Color, historic Commons Park in downtown Lake Mills is full of artists, crafters, local produce and fall flower vendors. It's truly a family event--local food vendors, pumpkin decorating, kid's events, and live music performed in the restored gazebo add to the festivities and contribute to heavy shopping traffic for our vendors all day.

To be accepted to Fall Festival, the Lake Mills Chamber of Commerce must receive a completed application, complete WI DOR Temporary Sellers Form (S-240), and payment of \$45 in the form of check or money order.

### **Rules for the day of the event:**

- Set up is from 7-9 AM. Booths may not be set up the night before.
- Booths must be set up at least three feet back (to allow better traffic flow on the sidewalk) and facing the sidewalk.
- Vendors may park near their booth to unload. Vehicles **MUST** be moved immediately after unloading and no later than 8:45 AM to provide adequate customer parking. Vendor parking is available in designated locations. Failure to remove your vehicle from the square will result in one warning. If you do not comply you may be asked to leave the event with no refund.
- Early breakdown of your booth before 3 PM is highly discouraged and can lead to not being invited back.
- Each booth space is 10x10. Booth numbers and location will be emailed 1 week prior to the event.
- Refunds are not given
- Vendor spaces are non-transferable
- After the event, your vendor spot must be cleaned, taking waste with you. You may not leave cardboard boxes (even if broken down).
- Refunds will not be given for rain or inclement weather.
- Checks returned NSF will be assessed a \$25 returned check fee by the Lake Mills Chamber of Commerce.

Signing the Fall Festival application form indicates you have read and will abide by these event rules.

If you have any questions, contact the Chamber office at [chamber@lakemills.org](mailto:chamber@lakemills.org) or 920-648-3585.