

2011 WILLY STREET FAIR GENERAL INFORMATION AND VENDOR REGULATIONS

2011 marks the 34th year of the Willy Street Fair. Please find below general information about vending for the traditional Sunday event, the Saturday “Warm-up,” and all vendor regulations.

SUNDAY, SEPTEMBER 18

Times: 11:00 am to 7:00 pm
Location: 800, 900, & 1000 Blocks of Williamson St.
Vendor Set-up: 8:00 am to 10:30 am
Vendor Tear: 7:30 pm to 10:00 pm

VENDING REGULATIONS (BOTH DAYS):

ARTS AND CRAFT VENDORS—From baskets, jewelry, woodworking and kites to South American woolen goods and batik clothing, we’ve seen a fantastic variety in years past. All interested vendors are welcome; in particular, area residents and businesses.

NON-PROFIT ORGANIZATIONS AND INFORMATION BOOTHS—Introduce yourself to the neighborhood. Educate visitors about your organization, your issues, and your services and let them know how to help. Non-profits **MAY NOT** sell merchandise other than with their organization logo on the item. The selling of raffle tickets by non-profits or any organization is strictly prohibited. Non-profits may display a donation jar. **Non-profits who volunteer for clean up are eligible for a booth fee rebate. (Contact the Wil-Mar Neighborhood Center at 257-4576 for details.)**

FOOD VENDORS—Visitors to the Fair have come to expect a variety of terrific food. Thus, Fair representatives reserve the right to limit the number of vendors that sell a given food. Fair representatives also reserve the right to give preference to neighborhood businesses, community groups and residents. **Beer sales are strictly reserved. In addition, hot dog, hamburger and brat sales are strictly reserved. Important Note: Per Madison City Health Code, all food service areas must have a canopy or tent and hold a Temporary Restaurant Permit.**

ELECTRICITY—Electricity is available for some vendors. We cannot guarantee more than 12-15 amps (1440 to 1800 watts.) Area residents supply electricity. We **MUST** know either the amperage or wattage required for each of your appliances. If this information is not supplied on this application, we do not guarantee meeting your electrical requirements. **NO GENERATORS** are allowed.

LICENSING— Vendors selling items **MUST** have a State of Wisconsin Seller’s Permit. The Permit # is required on your registration.

TO RESERVE SPACE FOR SUNDAY—Complete all applicable sections on the registration form. Date and sign your registration and if you plan to sell items, include your seller’s permit number. Then mail your registration form with your check or money order made payable to Common Wealth Development to the Wil-Mar Neighborhood Center @ 953 Jenifer St., Madison, WI 53703.

TO BE CONSIDERED FOR THE SATURDAY “WARM-UP” EVENT—Complete all applicable sections on the Interest Form. Then mail the form along with your Sunday registration form and Sunday fee. Vending will not be allowed on Saturday only.

REGISTRATION FEES/CANCELLATION—Booth types and fees are listed on the registration form. Completion/submission with applicable fee of a registration form does not guarantee space. Registrations will be reviewed and applicant will be notified upon approval. Preference is given to local vendors on a first-come first-served basis. Once approved, this registration form and the information contained on this document, exists as the sole agreement between the vendor and Willy Street Fair representatives (Common Wealth Development and the Wil-Mar Neighborhood Center.) This agreement is subject to cancellation and nullification by Willy Street Fair representatives in the event that the Fair is cancelled. Fair representatives have complete discretion to cancel the Fair for any reason whatsoever. In the event of cancellation, booth fees are non-refundable and Fair representatives are not liable for any damages. Examples of reasons Fair representatives may cancel the Fair include, but are not limited to, inclement weather, riot, national disaster, or accident/sickness. For information regarding cancellation contact either Common Wealth Development at 608-256-3527 or the Wil-Mar Neighborhood Center at 608-257-4576 prior to 9:00 am on the dates of the Fair. Keep this page for your records. Thank you.

SATURDAY “WARM-UP” SEPTEMBER 17

Times: 2:00 pm to 9:00 pm
Location: 900 Block of Williamson
Vendor Set-up: 12:00 to 1:30 pm
Vendor Tear: 9:00 pm to 11:00 pm

VENDOR SELECTION PROCESS—Given that the “Warm-Up” will take place on one block, **SPACE IS LIMITED.** Preference is given to local vendors on a first-come, first-serve basis. Additionally, visitors to the Fair have come to expect a variety of terrific food and colorful arts and crafts. Thus, Fair representatives reserve the right to limit the number of vendors based on selection and space constraints. **Finally, vendors who wish to participate on the “Warm-Up” date only will not be provided space.**

BOOTH LOCATION—Location preference is not guaranteed. **Important Note: Vending location on Saturday will not be the same as Sunday. You must tear-down your booth on Saturday before 11:00 pm.**

VENDOR NOTIFICATION/FEE DUE—Upon receipt of Interest Form, vendors will be notified by August 15, 2011 of acceptance and sent a registration form with fee due upon receipt.

SUBMITTING AN INTEREST FORM—If interested in vending, complete the interest form. **DO NOT SEND A FEE AT THIS TIME.** Completing the form does not guarantee vending acceptance.

FEES—	By Aug. 15	After Aug15
Food and Beverage	\$180	\$220
Arts and Crafts	\$100	\$130
Other	\$130	\$160
Fee for Electricity	\$ 60	\$ 60

**NOTE—
DO NOT SEND A FEE WITH
YOUR INTEREST FORM!!**