



2025 LAKE MILLS FALL FESTIVAL OF COLOR VENDOR APPLICATION

Sunday, October 5, 2025

9am to 3pm

Commons Park, 100 N Main Street Lake Mills, WI 53551

APPLICATION DEADLINE: September 1, 2025

Artists, crafters, and seasonal produce growers are invited to complete an application to reserve a spot at this popular annual event. We encourage homemade/handmade artisan crafts and art. We are not accepting direct sale vendors and reserve the right to decline vendors. Rain or shine.

PLEASE PRINT CLEARLY:

Vendor Name(s) _____ Business Name: _____
 Mailing Address: _____ City: _____ State: _____ Zip: _____
 Cell Phone: (____) _____ License Plate: _____ Email: _____
 Facebook Page: _____ Website: _____
 Description of ALL items to be sold (attach additional sheet if necessary): _____

LOCATION OF BOOTH: (To secure the same location as 2024, application needs to be received by May 1, 2025)

Δ Happy with last year's spot _____ Δ I would prefer a different location

BOOTH INFO:

- Size: 10 x 10 area, Vendors must provide their own table, chairs, racks, etc. Double booth are not available.
- Booth Fee: \$70 and is non-refundable & non-transferable

APPLICATION CHECKLIST: We will NOT accept incomplete applications

- Δ Completed Application
- Δ Completed Wisconsin Temporary Event Form WI 240 (see attached document)
- Δ Your payment of the \$70 booth fee. Payment may be made by cash, check payable to Legendary Lake Mills (Checks returned NSF will be assed a \$35 fee) or PayPal [paypal.com/paypalme/legendarylakemills](https://www.paypal.com/paypalme/legendarylakemills).
- Δ If applicable– permits and insurance documents. Vendors selling food or beverage of any kind must adhere to the Jefferson County Health Department Guidelines and regulations. Some vendors will need food permits and proof of insurance.
- Δ Completed applications may be mailed to: Legendary Lake Mills 200 E Water St Lake Mills, WI 53551 or emailed to: Jessica@LegendaryLakeMills.com

I, the vendor, have read, understand, and agree to abide by the Lake Mills Fall Festival of Colors rules and regulations. I agree to a production inspection by the Legendary Lake Mills: A Chamber Main Street Organization Board or committee or appropriate staff. To the fullest extent permitted by law, I agree to defend, pay on behalf of, indemnify and hold harmless the elected and appointed officials, employees and volunteers and others working on behalf of the Legendary Lake Mills, against any and all claims, demands, suits, or loss, including all costs connected therewith, and for any damages which may be asserted, claimed or recovered against or from the Legendary Lake Mills, by reason of personal injury, including bodily injury or death and/or property damage, including the loss of use thereof, which arises or is in any way connected or associated with the Lake Mills Fall Festival of Color. I affirm that all designs are my own and/or that I have legal permission for any duplications. Returning applicants are required to submit a new application and WI Temporary Event Form each year.

Applicant's Signature: _____

Date: _____

*Signing the Legendary Lake Mills Fall Festival of Colors application indicates that you have read and will abide by the event rules listed on page two of this application. If you have questions, contact the Legendary Lake Mills office at

Jessica@LegendaryLakeMills.com

Operator's Wisconsin Tax Number	Event End Date
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Part C: Vendor Information

If the vendor does not have a Wisconsin seller permit number and claims their sales are tax exempt, enter the exemption code number provided by the vendor.

- 1 - Exempt sales only or display only
- 3 - Nonprofit occasional sales exemption
- 2 - Multi-level marketing company pays sales tax
- 4 - Exempt occasional sales

Wisconsin Seller's Permit Number (15 digits starting with 456) 456- -		SSN (last 4 digits)	FEIN (last 4 digits)	Exemption Code
Legal Business Name (if not sole proprietor)		Doing Business As (DBA) Name (if applicable)		
Vendor/Contact Name (Last)	Vendor/Contact Name (First)		Vendor Phone Number	
Mailing Address		Email Address		
City	State	Zip	Multi-Level Marketing Company (if claiming Code 2 above)	

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Reproduce this page as needed to report all vendors.
Page 1 must be included with your submission.



Thank you for your interest in the 2025 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.

Rules for the day of the Fall Festival of Color:

- Set up is from 7am - 8:45am. 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 8:45am 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 3pm 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 vendor cancellation, for rain or inclement weather. This is a rain or shine event.
- Checks returned NSF will be assessed a \$35 returned check fee by the Legendary Lake Mills