



**2025 WINTER MARKET**  
**Saturday, December 6th, 2025**  
**9 am-2 pm**

St Paul Lutheran Church and School 1530 South Main Street Lake Mills, WI  
**APPLICATION DEADLINE: October 1, 2025**

**PLEASE PRINT CLEARLY:**

**Vendor Name(s)** \_\_\_\_\_ **Business Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Cell Phone:** \_\_\_\_\_ **License Plate:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Facebook Page:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**ALL** items you wish to vend must be listed and described in order to be sold: (Attach extra sheets if needed)

**BOOTH INFO**

- Size: 10x10 area. **Vendors must provide their own tables, chairs, racks, etc.** All chairs and table legs need padding to protect the gym floors. (Double booths are not available)
- Cost: \$70
- There is no electricity available for purchase in the building.

**EVENT INFO:**

- We encourage homemade/handmade artisan crafts and art. Locally sourced.
- We have rolling acceptance. Each application/photos will be reviewed and selected by the Winter Market Committee when the application is received. Applicants will be notified of their acceptance status after review. All applications must be received by October 1, 2025.
- The Winter Market Committee will curate the final decision on applicants.

**APPLICATION REQUIREMENTS/CHECKLIST—We will NOT accept incomplete applications.**

- Completed Application**
- WI S240 Form**
- Your payment of the \$70 booth fee** (payment may be made by cash, PayPal or check payable to Legendary Lake Mills. Checks returned NSF will be assed a \$35 fee)
- Three Electronic photos** of your work are required for the acceptance process.
  - Photos should accurately reflect the diversity of your work and will be used by the committee to choose our Winter Market participants, so please provide clear photos.
  - Do not send PDF's or word documents with photos contained.
  - Photos must be emailed to [programassistant@legendarylakemills.com](mailto:programassistant@legendarylakemills.com).
- If applicable, permits and insurance documentation.** 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.

**I, the vendor, have read, understand, and agree to abide by the Lake Mills Winter Market 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 and/or the St Paul Lutheran Church and School 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 St Paul Lutheran Church and School and/or 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 Winter Market. I affirm that all designs are my own and/or I have the legal permission for any duplications. **Returning applicants are required to submit a new application, seller's permit and photos each year.**

**Applicant's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

\*Signing the Legendary Lake Mills Winter Market application indicates that you have read and will abide by the event rules listed on page two of this application. If you have any questions, please contact Legendary Lake Mills at [programassistant@legendarylakemills.com](mailto:programassistant@legendarylakemills.com) or 920-648-3585. Mail forms to: 200E Water St Lake Mills, WI 53551

## **2025 LEGENDARY LAKE MILLS WINTER MARKET RULES & REGULATIONS:**

- Booth set-up will be the evening of Friday, December 5th, 2025. More information will be communicated about this closer to the event date.
- Vendors may unload at the front and rear of St Paul Lutheran Church and School. Vehicles **MUST** be moved immediately after unloading to the rear parking. Vendors must move their vehicles to the parking lot behind St Paul Lutheran Church and School before 8:45AM. Trailers must be kept at Lakeside Lutheran's Parking lot after unloading and during the event. Lakeside Lutheran is located at: 231 Woodland Beach Rd, Lake Mills, WI 53551. More information will be communicated about this closer to the event date.
- Early breakdown of your booth before 2 pm is highly discouraged and can lead to not being invited back.
- Vendors must remove all of their items from the gym by 3 pm on the date of the market.
- **All designs must be original creations or legally authorized for use. You may be required to provide proof of legal permission prior to or during the event. Products displayed or sold must not contain profanity, political messages or affiliations, or derogatory images, language, or meanings. All products must be appropriate for all ages.**
- Each booth space is 10x10. Booth numbers and location will be emailed one 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 inclement weather.
- Checks returned NSF will be assessed a \$35 returned fee by the Legendary Lake Mills.
- Legendary Lake Mills does not carry insurance coverage for individual vendors. All vendors will be held liable for damage caused by their product, equipment, etc. Vendors are responsible for their own general liability and product and liability insurance.

**Please mail application, tax form and payment to:**

**Legendary Lake Mills  
200 E Water Street  
Lake Mills WI 53551**

**\*Pictures should be emailed to: [programassistant@legendarylakemills.com](mailto:programassistant@legendarylakemills.com)**

Operator's Wisconsin Tax Number

Event End Date

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
- 2 - Multi-level marketing company pays sales tax
- 3 - Nonprofit occasional sales exemption
- 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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