



Vendor Application Info Packet

Food Vendors

July 9-13, 2025

Thank you for your interest in being a food/beverage vendor at the Jefferson County Fair! To help you plan for your experience with us, we have provided a General Information Packet for you.

General Fair Event Information

- 2025 Fair Theme: There's No Place Like Fair! Any "Wizard of Oz" reference is encouraged. Vendors are encouraged to have booth décor and/or sell products relating to the theme to further the excitement of the week.
- 6 FREE Grandstand Events: Jefferson County Tractor Pull, Badger State Tractor Pull, Badger Truck Pull, Brew City Professional Wrestling, a mid-day tribute band performance (Sat) and Demolition Derby.
- We are adding two nights of a rodeo show in our Draft Horse Arena this year. These shows will take place on Wednesday and Thursday evening.
- Coors Light Entertainment Tent: Featuring three tribute bands, each with an opening act, on each night Thursday – Saturday.
- A Community Stage has been added to our Heart of the Park. It will feature local/regional performances by groups who sing, dance, entertain, and more! Acts will perform 11 am – 7pm.
- Carnival: Mr. Ed's Magical Midway will feature more than 20 rides in addition to numerous games. The layout will follow the pattern similar to last year's and is included on the fair map.
- Family Fun Entertainment: Four free-standing acts will be assembled in the Kidz Zone (just east of the Daybreak/Poultry barn. This concentrates the area to a general location encouraging engagement to all of the acts. Several will present shows throughout the day.
- Some adjustments to the Fair layout has happened since last year. A map of the Fair is available on the website and will be included in your on-boarding information should you be selected as a vendor.
- Admission: Anyone entering the Fair Park will need a Fair admission ticket to enter.
 - General Admission at the Gate - \$12 per person.
 - Senior Citizen (62 & older) & Children (6-12) Admission at the Gate - \$8 per person
 - Children 5 and Under - Free.
 - Admission Promotions:
 - Fair Fun 5 Pack admission tickets - \$35
 - Vendor Admission Tickets - \$30 (Vendors receive 10 admission tickets with booth space.)
- All entertainment inside the grounds of the Fair is INCLUDED with a general admission ticket.

Food Vendor Information/Agreement Packet

Thank you for your interest in joining the 2025 Jefferson County Fair! We look forward to reviewing your application and potentially working together to create one of the state's best county fairs! This packet includes general information about the Jefferson County Fair, rates and detailed information to make your participation simple and straightforward. Please read the packet in its entirety before completing and submitting the application.

Submitting an application will allow you to be considered for space. It does NOT constitute a contractual agreement between our organizations. Please DO NOT send payment at this time.

VENDOR SPACE

Jefferson County shall grant approved applicants a limited license to use Vendor Space under the terms and conditions set forth herein. No lease, leasehold interest, or tenancy is created. Vendors must provide and install their own furniture, lighting, and other display materials. Jefferson County Fair Park staff will not assist vendors with setting up or decorating their displays/booths.

Our outdoor food & beverage spaces are located on the main roadway of the Fairgrounds. There are a variety of configurations available. Please keep in mind that outdoor space agreements are for the ground, as-is.

The Jefferson County Fair Park will assign all vendor spaces in cooperation and in communication with you. No display/booth location or layout is guaranteed. Jefferson County Fair Park reserves the right to change any vendor display/booth locations and layouts as needed.

- Displays must not obstruct neighboring displays nor project out further than neighboring booths.
- Aisles and pedestrian walkways must not be obstructed in any way.
- No overhangs or awnings will be allowed to protrude/extend out of your rental area.
- Tent pegs used for securing tents must be included in the footage of the total rental space.
- Space is still not guaranteed, but returning vendors will be given preference.

New Vendor. MUST attach a list of two (2) events they have participated in during the past year, a reference sheet with at least two (2) references, photos of exhibit set-up in its entirety, a list and description of all products to be sold or displayed (i.e. menu, price list, brochure, etc.). Food Vendors must submit a menu. Food vendors may not sell/serve any items that have not been approved by Fair management in advance.

Returning Vendor. MUST attach a list and description of all products to be sold or displayed (i.e. menu, price list, brochure, etc.), Food Vendors must submit a menu. Food vendors may not sell/serve any items that have not been approved by the Fair Park in advance. Photos of exhibit set-up in its entirety should be submitted ONLY if set-up has changed.

COSTS

Vendors will be provided a designated space. The costs associated are considered for the entire run of the 5-day fair:

Frontage Foot	\$40/foot
Non-profit Frontage Foot	\$30/foot

Electricity	110 V	\$68
	240V, 20 – 50 amp	\$166
	240V, 60-100 amp	\$208

8' Table	\$10/each
Folding Chairs	\$2/each

Camping \$40/night *(includes water and electric hook-ups)*

Tickets	Fair Five Pack for Vendor staff/support	\$30 (for five tickets)
	Single Day Gate admission	\$7 (individual ticket)

As a reminder, we offer complimentary Wi-Fi for everyone. There is a designated Vendor Wi-Fi Network that you will be provided password information for upon arrival.

INSURANCE

Jefferson County Fair requires that each accepted Vendor secure a General Liability policy of not less than \$1,000,000 per occurrence for July 8-13 (including set up day). Insurance Certificates **must name JEFFERSON COUNTY, a quasi-municipal corporation, d/b/a JEFFERSON COUNTY FAIR**, 503 N. Jackson Ave., Jefferson, WI 53549 as an additional insured. All insurance certificates must include coverage for the dates of the fair and have the same business name(s) as listed on the vendor contract. The legal business name must also be listed for proper identification. All Vendors must have Vehicle and Worker's Compensation insurance as required by law. For accepted vendors, a current Certificate of Insurance is **due to the Fair office prior to July 1st** to qualify for set-up.

LICENSE, PERMITS, TAXES

All vendors selling products must obtain a Seller's Permit and be in good standing with the Wisconsin Department of Revenue prior to setting up or operation at the Jefferson County Fair. A Health Department permit is required for all food vendors. You can arrange for this by calling the Watertown Health Department (920-262-8094). All permit numbers must be included in your application. Vendors are responsible for obtaining all licenses and permits as required by the law. All sales of tangible goods in the State of WI are subject to a 5.5% sales tax unless specifically exempted.

S-240 FORM

As a temporary event, the Jefferson County Fair is required to submit the S-240 Form to the WI Department of Revenue immediately following the close of the Fair. Accepted vendors will receive a S-240 Info Collection page to complete prior to your arrival at the fair. This information is then used to provide a collective report to the WI Department of Revenue.

CHECK-IN & SET-UP

Sunday: By Appointment Only **Monday:** Noon – 9:00 pm **Tuesday:** 8:00 am – 9:00 pm

- Vendor setup must be completed by the Tuesday prior to the Fair at 9:00 p.m.
- No vendor will be allowed to set up until their Certificate of Insurance has been received, filed, and acknowledged for accuracy. (*No exceptions*).
- All vendor vehicles must be removed from inside the fairground by 9:30 a.m. on Wednesday unless prior arrangements have been made with the Fair Park Office.
- Any vendor wanting to park any "storage" truck and/or trailers, inside the Fair Park, must pay a fee and have a visible, clearly written sign with full vendor name and working phone number on dashboard or back door and register with the Fair Park Office. You will be required to park your storage units in assigned parking spots.
- Any trucks or trailers needing electrical hook-up must pay the appropriate fees for the amount of electricity required.

HOURS OF OPERATION

All vendor booths must be open the following hours and have a representative in the booth. Longer hours are allowed, with the coordination of Fair management.

Wednesday – Saturday 11:00 am – 9:00 pm

Sunday 11:00 am – 6:00 pm

CHECK-OUT & REMOVAL

- All vendor spaces must stay intact until Sunday at 6:00 pm
- Any vendor taking down their booth before 6:00 pm on Sunday will be in default of their contract and may be fined, asked not to return next year and/or both.
- All exhibits must be removed from the fairground by noon Monday following the fair, unless prior arrangements have been made with the Fair Park Director.
- Please be courteous to remove all of your materials/items as well as any remaining trash or debris that may have accumulated.

RECYCLING & CLEAN UP

- To keep our park clean and tidy, please place glass, plastic bottles and can in marked recycling containers.
- Cardboard needs to be flattened and stacked in the appropriate collection container.
- Clean your general area both daily & at the time of check-out – We ask all vendors to be responsible for keeping their area clean.
- Cooking Grease must be emptied into designated barrels only. Please coordinate any grease you intend to leave behind at the Fairgrounds, as we can coordinate disposal from there.

FOOD VENDORS

- All food stand vendors must comply with state and local health regulations. Jefferson County Health Department personnel will inspect each food stand. A food stand/mobile unit must have one of the following licenses:
 - Retail Food Serving Meals Transient (prepackaged, Non-TCS, or TCS)
 - Mobile Retail Food (Serving Meals or Not Serving Meals)
 - Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) or a local health department jurisdiction (county or city in Wisconsin) will be accepted, however, a Jefferson County Health Department local inspection fee is required for completing the inspection.
- Health Department fees must be prepaid before the fair starts or must be paid by cash or check at the time of your inspection. Credit card readers may be available, but a convenience processing fee will also be added to license or inspection fees.
- Contact the Jefferson County Health Department (920-262-8094) with any questions about licensing and inspections.
- All Storage trailers/trucks with refrigerator/freezer must have contact name and working phone number on back door for emergencies and on file in the Fair Office. This information must be filed at time of check-in. You will be required to park your storage units in assigned parking spots. All storage units (stock trucks) **MUST** have a visible, clearly written sign with contact phone number and full vendor name for emergency purposes, additional fees apply.
- Food Vendors will be required to report on their previous day's gross sales to the Fair Office by 10:00 am the following day. This can be done by printing a copy of your daily report and dropping it off at the Fair Office. To assist, envelopes will be provided to you at the time of check-in. This is for reporting and recordkeeping purposes only. No commissions will be taken.
- Failure to comply will result in not being allowed to return as a vendor in future years, fined or both.

BEVERAGES & ICE

- ALL soda, water and ice must be purchased through the Fair Office. The process for this will be provided at the time of check-in, along with order forms and an explanation of prices.
- You can purchase either bottles or fountain syrup
 - Fountain soda MUST be ordered through: WP Beverages, LLC Call: 608-846-1200
Place order under: Jefferson County Fair Park
- Only "Pepsi" branded products are allowed to be sold. The only exception is fruit juices.
- Only "Pepsi" signage is allowed, nothing from a competing soda beverage vendor.
- NO carry-in beverages to sell or give away are allowed without prior approval in writing.
- Violators may be fined and/or asked to shut down and leave.

WATER SUPPLY

- A back flush valve is required on all intake water supply lines
- Second back flush valve is required for all soda machines which need a water hook-up for making carbonated water.
- Hoses must be FDA or NSF approved for drinkable water, per local and state health regulations.
- There can be no grey water draining onto the ground. Grey water must be disposed of properly.
Violators may be fined and/or removed from the premises.

PARKING AND ADMISSION

- Vendors will receive – Ten (10) courtesy fair admission tickets + two (2) parking passes PER PAID BOOTH SPACE
- No replacement passes will be issued.
- Additional admission passes or wristbands can be purchased at the Fair Park Office.
- Vendor parking is designated in the lot east of Jackson Ave, across the street from Gate #1, or in the regular general admission parking lot.
- Parking is allowed on the Fairgrounds inside the fence for a fee. Please contact the Fair Office to reserve your parking space.
- We cannot offer refunds, exchanges, or cash value for tickets/passes.

SMOKE FREE FACILITY

All Jefferson County Buildings are Smoke Free Per State Statute section 101.123.

PROHIBITED ITEMS

The Jefferson County Fair reserves the right to deny display, distribution and/or sale of any items which in the Fair Office's sole judgment are inappropriate. The following is a list of items/actions that are prohibited:

- Weapons of any kind
- Display, sale or distribution of any weapons, including knives
- Vendor Booth Subletting
- Selling merchandise not approved in contract
- Selling merchandise outside your booth – No roaming grounds selling – including Political Campaigns, without a secondary vendor merchandising agreement to allow for this (*See Fair Office*)
- Handing out brochures, coupons, yard signs, etc. outside vendor's booth (*including Political Campaigns*)
- Smoking in any building or tent
- Drugs or drug paraphernalia
- Selling or using laser light pens, silly string, poppers, weapons, fireworks, and exploding bags, etc.
- Awards, prizes, gifts, or sales of any items deemed hazardous, unsafe or unsuitable
- Bikes, scooters, skateboards, mopeds, motorcycles, golf carts or any other unauthorized motorized vehicles are not allowed inside Fair Park (NO EXCEPTIONS)
- Using nails, staples, tape (except for Painters Tape) or other types of fasteners to Fair Park property

CONDUCT

The vendor agrees to conduct all its business in an orderly and lawful manner and to obey all applicable federal, state, and local laws and regulations, including all rules of the Jefferson County Fair Park now in existence or which hereafter may be made and to abide by the rules and regulations and ordinances of Jefferson County, the Jefferson County Health Department, Fire Department and other such departments whose duties embrace regulations of exhibits. Disorderly conduct, including use of profanity, is prohibited.

DEFAULT

If a vendor is noncompliant with any section of this contract, or fails to adhere to the standards or supervisory directions established by the Jefferson County Fair, Fair Management shall notify vendor of such noncompliance or failure and vendor shall be given a specific time to remedy such noncompliance or failure, which may require immediate action if the Fair is in, or about to begin, production. In the event that the vendor does not remedy such conditions in the time indicated in the notice, the Fair may refuse applications, terminate this contract, expel the vendor from the location and offer to rent the location to another vendor without any further liability or obligation to vendor.

DELIVERIES

All deliveries should be directed to:

- Jefferson County Fair Park, Attn: (Your vendor name), 503 N Jackson Ave, Jefferson, WI 53549
- CODs will not be accepted unless the check is delivered to the Fair Office in advance.
- The Fair Park is not allowed to accept cash for deliveries.
- The Fair Park will not accept responsibility for any materials received and/or stored.
- Daily deliveries to commercial vendors must be done prior to 9:30 a.m. to the Fair Park Office.

LIMITED LIABILITY The Jefferson County Fair Park shall not be liable for any loss or damage to the property of the vendor or of its employees, agents, patrons, or guests due to fire, smoke, water from any source, theft, criminal mischief, accident of any kind or from any other cause whatsoever and will not be liable for injuries to the vendor, his employees, agents, patrons, or guests. Vendor agrees to indemnify and hold harmless Jefferson County, its agents, officers, employees and insurers from any and all claims for bodily injury, disease, personal injury, property damage or loss of use from damage resulting thereto arising out of or in any way connected with vendor's use of the property, buildings, and/or equipment, unless such claim is based on the sole negligence of Jefferson County or its employees.

FORCE MAJEURE

Jefferson County shall not be liable for failure to perform any or all obligations hereunder due to force majeure events beyond its control including, but not limited to, natural disasters, acts of war, government action or moratorium, strikes, inability to procure materials, etc. Jefferson County shall not be liable for any claims for loss or damage by reason of failure to hold the Fair or unavailability of Vendor space.

RIGHTS

Violators may be fined and/or removed from Fair Park property. The Jefferson County Fair Park reserves the right to deny display, distribution and/or sale of any items which in the Fair Office's sole judgment are inappropriate. All contracts may be canceled by Fair Park at any time if vendor does not comply with Fair Park rules outlined in this agreement. No refunds will be offered.

NOTICE

A person who observes or participates in an agricultural tourism activity on this property assumes the risks inherent in the agricultural tourism activity. Risks inherent in the agricultural tourism activity may include conditions on the land, the unpredictable behavior of farm animals, the ordinary dangers associated with equipment used in farming operations, and the potential that a participant in the agricultural tourism activity may act in a negligent way that may contribute to injury or death. The agricultural tourism provider, Jefferson County, its agents, officers, employees and insurers, is not liable for the injury or death of a person involved in an agricultural tourism activity resulting from those inherent risks.

The Jefferson County Fair is not responsible for any loss or damage suffered by anyone or his employees or guests from any act of theft, vandalism, or accidental injury.

Any attempt at fraud or misrepresentation will be considered sufficient cause for immediate contract revocation, removal from the premises and/or fine.

Please send product/service details, photos and other information to:

Jefferson County Fair Park Office

Attn: Vendor Coordinator

vendor@jeffersoncountywi.gov

Office: 920-674-7148