

## February 2025

### Dear Fond du Lac County Fair Concessionaires,

We hope this letter finds you well. Planning is well underway for the 2025 Fond du Lac County Fair, and we're excited to invite you to be part of another successful year. This year's fair will take place **July 16-20, 2025**, with a Sneak Peek Night on Tuesday, July 15. Contracts will begin to be sent out in late February.

### Fair Features & Expectations

The Fond du Lac County Fair continues to offer FREE general gate admission to all fairgoers, with general parking set at \$10. Returning favorites include chainsaw carving, the Ag Education and Moo-ternity Ward exhibit, and our traditional carnival. New entertainment for 2025 is still being finalized and will be announced soon.

The Tuesday Night Sneak Peek will again feature a rodeo, and we are working on additional side-stage entertainment. All outdoor vendors are required to be open during the Sneak Peek. Vendors must be set up by 4 PM, with all vehicles off the grounds by 3 PM. Operating hours will be 5 PM until after the fireworks show.

### Vendor Fees & Commission Structure

As in previous years, a **7.5% commission fee** will be charged in addition to your space rental. This fee helps support free family-friendly entertainment and quality programming that brings more people to the fairgrounds, ultimately benefiting vendors by increasing overall attendance and sales.

Here's an example of how this works:

Day	Sales	7.5% Commission Owed
Wednesday	\$400	\$0 (Below space fee)
Thursday	\$400	\$6
Friday	\$950	\$71.25
Saturday	\$800	\$60
Sunday	\$1,100	\$82.50
<b>Total Commission Owed</b>		<b>\$219.75</b>

Tuesday's sales should be reported along with Wednesday's sales by Thursday at noon.

**\*Please report daily.** An email or text to Pat will be sufficient. We do ask that you make a payment on Friday, or at least turn in your \$5 food vouchers to improve timeliness of check out on Sunday night.

### Vendor Setup & Layout Adjustments

We are analyzing the former kiddie ride area to improve traffic flow. If any layout changes affect your space, you will be contacted before setup. Please communicate your **electrical requirements** for stands and campers in advance.

If you are unable to return for 2025, your space will be assigned to a new vendor, who will then have **first right of refusal** in future years.

### **Important Vendor Guidelines**

- **Food Inspections & Fees:** All food vendors are subject to inspection and a health department fee determined by Fond du Lac County. This must be paid before arrival. Visit [fdlco.wi.gov](http://fdlco.wi.gov) for details.
- **Menus & Approved Items:** Review the menu provided with your contract. Any errors must be reported immediately. Once signed, changes will be difficult, and unapproved items will not be allowed.
- **Insurance Requirement:** Vendors must provide a Certificate of Insurance for \$1 million in general liability coverage, listing the Fond du Lac County Agricultural Society, PO Box 1466, Fond du Lac, WI 54936 as an additional insured. No vendor will be allowed to set up without a valid certificate.
- **All vendors must complete the S-240 Form, Wisconsin Temporary Event Operator & Seller Form.** No vendor may set up without completing this form.
- **Contract & Payment Deadlines:**
  - Contracts and deposits are due by April 30, 2025.
  - Late payments may incur a \$250 late fee or put your space in jeopardy.

### **Vendor Packets & Setup Times**

Vendor packets—including space assignments, parking passes, and camping locations—can be picked up during setup:

- **Monday, July 14** – 8 AM to 6 PM
- **Tuesday, July 15** – 8 AM to 3 PM (All vendors must be set up by 4 PM.)

### **Beverage Sales & Ice Distribution**

- Vendors may only sell Pepsi-branded soft drinks and water in 20-oz bottles or cups, purchased from the Fair. No outside beverages for resale are allowed. Violators will be fined \$250 and risk future space eligibility.
- Beverage pricing and order details will be released 45 days before the fair.
- Ice will be available on-site, with distribution schedules included in your vendor packet.

### **Daily Operating Requirements**

- Outdoor vendors must be open by 11 AM daily and remain open one hour after Sunday's Demo Derby ends. Closing early will impact future contract eligibility.

We appreciate your participation and look forward to another great year at the Fond du Lac County Fair. If you have any questions, please reach out. **Email and text messages** are the best ways to communicate, but phone calls are always welcome.

**Sincerely,**

Pat Immel

Executive Administrative Assistant

Fond du Lac County Fair

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