

February 2024

Dear Fond du Lac County Fair Concessionnaires:

We hope this correspondence finds you well. We are excited and planning for our 2024 Fond du Lac County Fair which is right around the corner. This year the fair dates are **July 17-21, 2024** with a sneak peak night on July 16th. We would like to invite you to be a part of making our event a success this year. Contracts will start to be sent out in late February.

The Fair will feature new additions as well as numerous time-honored traditions this year. We will again offer FREE general gate admission to ALL fairgoers. General parking for 2024 will be \$10. Returning for 2024 will be the chainsaw carving, our Ag Education and Moo-ternity ward exhibit, and the traditional carnival. NEW to the Fair will be the Dialed Action Sports BMX Bike Show and Prehistoric Dinosaur Adventure. Grandstand line-up will be released in the coming weeks, visit our website for our complete line-up as it is released.

In 2024 we will again be having the Tuesday night sneak peak. July 16th the Fair will welcome back the Rodeo. We are still working on side stage entertainment as well. ***We are requiring that all outdoor vendors are open for the sneak-peak evening.*** All vendors must be set up by 4pm and all vehicles must be off the grounds by 3pm. Operating hours will be from 5pm until after the fireworks show ends.

Again in 2024, an additional commission fee beyond the footage will be charged. This process will remain the same as in years past. The 2024 commission rate will again be 7.5%. The cost of providing national acts on our grandstand has substantially increased this year. Additionally, we continue to strive to bring in new, and additional free-family entertainment each day. Our goal is to attract more people to the grounds earlier and keep them there all day to eat, drink, and relax. The board was very determined to keep the fair admission free. These are the reasons for the commission on sales beyond the rent for the space.

Here is a reminder of what this would look like:

You have a 15 foot stand @ \$48/foot = \$720 for the space.

You will report sales by 12pm the day after (Wednesday sales will have to be reported by 12pm Thursday) Commission will not be owed until you have sales that surpass your footage fee.

	Wednesday	Thursday	Friday	Saturday	Sunday
(\$720 Space fee) Sales	\$400	\$400	\$950	\$800	\$1100
7.5% Commission owed	\$0	\$6	\$71.25	\$60	\$82.50

Total Commission owed to the Fair = \$219.75

**Tuesday sales should be reported on Thursday with Wednesday sales.

The fair uses the commission revenue stream toward free entertainment programming to ensure a quality event that will draw fairgoers to the grounds to continue to help increase your business volume.

We are analyzing the area that formerly housed the kiddie rides as that space is under utilized and affects traffic flow. If this new layout will affect anyone's space, you will be contacted prior to set up. We ask that you please be sure to communicate which electrical connection type your campers and stands need.

If you are unable to return for the 2024 Fair, the spot you have occupied in previous years will be filled with a new vendor. The new vendor will have the first right of refusal for that space going forward.

Please take the time to read through the remainder of this letter, the rules and regulations, and the contract. Your signature on the contract binds you to all the items in this letter and the contract whether you read them or not!

- All food concessions will be inspected and assessed a fee yet to be determined by the County Health Department. Be advised that FDL County can change the fee they charge and that the fair board has no control over this fee. The health department permit and fee must be paid before you arrive at the fair. Visit <https://www.fdlco.wi.gov/departments/departments-f-m/health-department> for more details.

- **Please review the information on the contract and read it thoroughly. If there are any needed changes please communicate those and you will be reissued a new and accurate contract.**

- You MUST review the menu provided with your contract. If there is an error, please let us know as soon as you recognize it. Once your contract is signed and your menu is reviewed, changes will be difficult. Items not on your approved food list will not be allowed to be sold at the fair. If you do not submit a menu, the items you wish to sell may be limited this year.
- All vendors shall furnish Certificates of Insurance for general liability with limits of \$1 million per occurrence, naming 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 until a valid Certificate of Insurance has been filed and acknowledged. No exceptions.
- You will receive receipt of payment and fully executed contract when it is complete and signed.
- Your contract must be returned and deposit paid by April 30 if you plan to return (returning vendors). If full payment is an issue, please contact Pat to discuss. *Deposits not received by 4/30 will be charged a \$250 late fee.*
- Your vendor packets – which include your parking tickets, space location, camping location (if applicable), and payment receipt – can be picked up during the following designated set-up times:
 - Monday July 15 from 8:00am to 6:00pm.
 - Tuesday July 16 from 8:00am to 3:00pm.

ALL VENDORS MUST BE SET UP BY 4PM TUESDAY 7/16.

- All vendors will be required to sell soft drinks and water in 20-oz bottles or cups. ONLY beverage products from the beverage distributor contracted on the grounds will be allowed to be sold at the Fair. ALL beverages to be sold must be purchased from the Fair. Absolutely no carry-ins of beverages for resale will be allowed. Failure to comply with this rule will result in a \$250 fine and potential loss of space in future years. Your beverage bill must be settled before leaving on Sunday. Distribution of soft drink and water products will still be handled on site by the fair personnel. Case prices available 45 days prior to the event. The Board will set prices accordingly. Distribution of beverage products will be available daily based on a schedule that will be released closer to the fair. Pepsi is the official soda of the 2024 Fond du Lac County Fair.
- Ice will be available on the grounds. Distribution schedules will be in check-in packets and will follow a similar format from 2023.
- Outdoor Vendors MUST REMAIN SET UP AND OPEN one hour after the Demo Derby lets out on Sunday. Failure to do so will negatively affect future contract eligibility. All outdoor Vendors must be open by 11:00am daily.
- At this time, camping will remain the same as it was in 2023.

Again, welcome to the Fond du Lac County Fair. We hope this year is very successful for you. If you have any questions do not hesitate to contact Pat Immel. Email and text messages are the best ways to communicate, but you are always welcome to call. We look forward to seeing you all in July.

Sincerely,

Pat Immel
Fond du Lac County Fair
Executive Administrative Assistant
vendors@fonddulaccountyfair.com

Pat: 920.923.0278

Enclosure