



2024 Downtown Fond du Lac Farmers Market Application

May 18, 2024 - October 26, 2024*~ Saturdays, 8:00am – 12:00pm ~ Main Street, Fond du Lac

*Excludes Saturday, September 7, 2024 for Fondue Fest.

A separate Fondue Fest application is available and required for all vendors wishing to participate.

<input type="checkbox"/> Returning Vendor	<input type="checkbox"/> Downtown Fond du Lac Business
<input type="checkbox"/> New Vendor	<input type="checkbox"/> Non-Profit Organization

Business and Contact Information:

Name: _____ E-mail: _____

Farm/Business Name: _____

Farm/Business Street Address - (Primary point of production – No P.O. Boxes):

Street _____ City _____ State _____ Zip _____

Mailing Address: Same as Street Address

Street _____ City _____ State _____ Zip _____

Personal Phone: _____ Business Phone: _____

Emergency Contact Name: _____ Phone Number: _____

Business website (for marketing purposes): _____

Farmer's Only: Please indicate the number of acres in each category below as it applies to your farm/products:

Acres Owned: _____ Acres Leased: _____ Acres Grazed: _____ Acres Cultivated: _____

Tax Information:

Wisconsin Seller's Permit Number: 4 5 6 - _____ - _____

Last 4 digits of:

Social Security # _____ OR Federal Identification Number (FEIN): _____



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Product Information:

Check one box indicating the type of activity you intend to engage at this event:

<input type="checkbox"/> Selling Taxable Merchandise or Service <input type="checkbox"/> Selling Exempt Merchandise or Service <input type="checkbox"/> Direct Sellers, Company Name:	<input type="checkbox"/> Display Only <input type="checkbox"/> Exempt under Occasional Sales Rule <input type="checkbox"/> Non-Profit Organization
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Check any certifications, licenses, or permits and submit copies with your application:

Copies of all licenses must be on site during market days.

<input type="checkbox"/> Certified Organic <input type="checkbox"/> Certified Biodynamic Establishment License <input type="checkbox"/> Meat Plant License <input type="checkbox"/> Wisconsin Sellers Permit	<input type="checkbox"/> Food Alliance Certified <input type="checkbox"/> Temporary Food Stand License <input type="checkbox"/> Food Processing Plant License <input type="checkbox"/> Certified Naturally Grown	<input type="checkbox"/> Mobile Retail Food <input type="checkbox"/> Commercial Feed License <input type="checkbox"/> Other: <input type="checkbox"/> Other:
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Please provide a description of products /goods you plan to sell at the market. All items for sale must be handmade or homegrown.

Identify the types of products that you will sell at the Downtown Fond du Lac Farmer's Market in 2024.

Check all that apply:

<input type="checkbox"/> Fruits & Vegetables <input type="checkbox"/> Meat & Seafood <input type="checkbox"/> Nuts & Legumes	<input type="checkbox"/> Dairy <input type="checkbox"/> Eggs <input type="checkbox"/> Plants & Flowers	<input type="checkbox"/> Arts/Crafts/Services <input type="checkbox"/> Value Added Food* <input type="checkbox"/> Prepared Food**
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* **Value-added** refers to products with two characteristics: The farmers make the foods from raw ingredients and primarily from ingredients that they plant, grow or care for, and harvest. They process the foods through baking, cooking, canning, drying, fermenting, preserving, or spinning techniques (honey, maple syrup, baked goods, jams, dried fruit, viticulture, pickles, wool yard, etc.)

** **Prepared food** refers to products that agriculture or non-agriculture businesses make from ingredients that they primarily purchased. They made the food at the market for immediate consumption (sandwiches, brewed coffee, etc.).



DOWNTOWN FOND DU LAC
FARMERS MARKET

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Market Space, Date and Payment Information

Downtown Business Vendors:

One free 10 x 10 space is available. Additional spaces and electricity access will incur regular charges as listed below.

- ONE free 10x10 space

Full-Season Vendors:

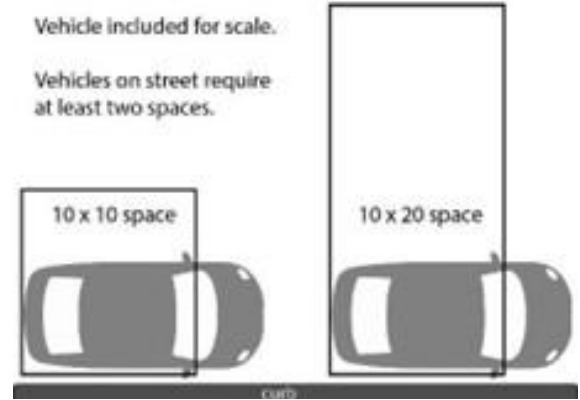
Vendor must attend at least 18 dates to qualify for this price.

- \$100 per 10x10 space
- \$150 per 10x20 space (20 feet from curb/intersection towards center of road)
- \$50 for ONE 15-amp outlet.

Week by Week/Non-Profit Vendors:

Vendor may request any number of dates, but space assignment will vary based on availability.

- \$20 per 10x10 space
- \$30 per 10x20 space
- \$5 for ONE 15-amp outlet (Weekly fee for all dates. Electricity not guaranteed.)



Non-Profit Organizations are limited to a maximum of six (6) dates throughout the Season.
Please see Farmers Market Rules and Regulations for additional vendor space details.

Please indicate below each date you are requesting throughout the 2024 season:

<input type="checkbox"/> May 18	<input type="checkbox"/> June 1	<input type="checkbox"/> July 6	<input type="checkbox"/> Aug 3	Sept 7 - No Market	<input type="checkbox"/> Oct 5
<input type="checkbox"/> May 25	<input type="checkbox"/> June 8	<input type="checkbox"/> July 13	<input type="checkbox"/> Aug 10	<input type="checkbox"/> Sept 14	<input type="checkbox"/> Oct 12
	<input type="checkbox"/> June 15	<input type="checkbox"/> July 20	<input type="checkbox"/> Aug 17	<input type="checkbox"/> Sept 21	<input type="checkbox"/> Oct 19
	<input type="checkbox"/> June 22	<input type="checkbox"/> July 27	<input type="checkbox"/> Aug 24	<input type="checkbox"/> Sept 28	<input type="checkbox"/> Oct 26
	<input type="checkbox"/> June 29		<input type="checkbox"/> Aug 31		

10 x 10 requested:	_____	X	\$100	=	\$ _____
10 x 20 requested:	_____	X	\$150	=	\$ _____
Electric requested:	_____	X	\$30	=	\$ _____
Sum of yellow column = Your Total 2024 Season Cost					\$ _____

10 x 10 requested:	_____	X	\$20	=	\$ _____
10 x 20 requested:	_____	X	\$30	=	\$ _____
Electric requested:	_____	X	\$5	=	\$ _____
Sum of green column = Your Total 2024 Weekly Cost					\$ _____
Multiply by Total # of Dates Requested					\$ _____
Product of red column = Your Total 2024 Season Cost					\$ _____

Please indicate any location requests here (requests are not guaranteed):



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Application Checklist and Submission:

Your application is not complete until all items are on file with the Downtown Fond du Lac Partnership.

- This application form, completed in full
- Copies of relevant licenses, permits, or certificates as indicated on page 1.
- Payment of all vendor fees

A note on vendor insurance: While vendor insurance is not required, it is **strongly** encouraged.

By submitting this application, Vendor:

1. Agrees to indemnify & hold harmless the Downtown Fond du Lac Partnership, its employees, volunteers and sponsors, from any and all causes of action which may arise from the operation of the Downtown Fond du Lac Farmers Market (herein after called "The Market"), not caused by negligence of the Downtown Fond du Lac Partnership, its employees, volunteers and sponsors.
2. Grants permission for the Downtown Fond du Lac Partnership to use any photos, video, and/or audio captured of vendor, Vendor booth staff, and/or Vendor products in any and all publications, advertising, and/or marketing activities meant to promote The Market.
3. Certifies all goods/products sold by Vendor at The Market are grown and/or made by their own hands.
4. Acknowledges they have read and understand the [Market Policies, Rules & Regulations](#), and will abide by the terms as presented.

Signed: _____ Date: _____

Print Name: _____

To be included in the first map placement, you must submit this application, along with all required paperwork and payment by **May 6, 2024**.

Applications continue to be accepted throughout the season. Map placement/vendor space will not be finalized until payment has been made in full and all required paperwork is completed. Weekly maps are finalized and sent electronically the Wednesday prior to The Market.

Submit to:

Downtown Fond du Lac Partnership
131 S. Main Street, Ste. 101
Fond du Lac, WI 54935
info@downtownfdl.com

Questions or Concerns:

Megan Sigrist – Director of Communications & Special Events
(920)-322-2006, ext. 2
Megan@downtownfdl.com