



Name of Business		Contact Person	
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Required Documents

Vendor must provide the following documents when applying for a rental space at Milwaukee PrideFest:

- **Vendor Agreement and Rental Form**
- **Vendor Merchandise Form**
- **Proof of Liability Insurance** (due to PrideFest by May 28, 2019)

If selling goods or services,

- **Wisconsin Seller's Permit** (due to PrideFest by May 28, 2019)
- **Wisconsin Temporary Event Operator and Seller Information** (due to PrideFest by May 28, 2019)

Agreement Approval

- Your **Vendor Agreement** is subject to approval and acceptance by **Milwaukee Pride Inc.** and **Milwaukee World Festivals, Inc.**, and to availability.
- **Milwaukee Pride Inc.** and **Milwaukee World Festivals, Inc.**, in their sole discretion, reserve the right to reject your **Vendor Agreement** for any reason, including without limitation, booths which would be inappropriate given the nature and location of the event, or which may be offensive to PrideFest patrons.
- Since PrideFest occurs on property controlled by **Milwaukee World Festivals, Inc.**, and is subject to a lease between it and **Milwaukee Pride Inc.**, all rules and regulations of **Milwaukee World Festivals, Inc.** apply to your **Vendor Agreement** and are strictly enforced. A copy of the rules and regulations will be provided to the **Vendor** upon request.
- Any violation of these rules and regulations by a person associated with the **Vendor** will result in immediate expulsion of the **Vendor** without refund or compensation.

Non-Occupancy

- Due to limited spaces, **Milwaukee Pride Inc.** reserves the right to refuse refunds on all rental spaces that are reserved but not occupied during the Festival.
 - **Four-day Rental** spaces will be held until 11:00 AM on Thursday.
 - **Two-day Rental** spaces will be held until 11:00 AM on Friday.
- If your rental space is not occupied and set up at that time your rental space could be given to a **Vendor** adjoining your reserved space, or to a **Vendor** on a waiting list.

Equipment

- **Vendors** must provide equipment necessary for their booth set-up. All rental spaces come with anchored tent, tent sidewalls, lights, one (1) 30-inch by 8-foot table and two chairs.
- Only one **Vendor** may use each rental space unless prior written approval has been obtained by **Milwaukee Pride Inc.**

Business Activity

- All business or other activity for which **Vendor** has rented space must be conducted in your designated area only.
- No distribution of literature, items, flyers, or sales thereof may be transacted by strolling through the festival grounds.



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Hours of Operation

- To ensure uniformity and maximum sales opportunity for all vendors, booths must be open from festival opening until at least 9 PM each day.
- **New 2019! Tent sides** must remain down until at least 9 PM each day.
- Failure to follow the required open times will result in forfeiture of your rental space for the entire weekend with no refund, and your **Vendor Agreement** will be denied for following year.
- **Festival Hours** are as follows:
 - Thursday June 6, 2019 open 4 PM until Midnight
 - Friday June 7, 2019 open 2:30 PM until Midnight
 - Saturday June 8, 2019 open 12 PM until Midnight
 - Sunday June 9, 2019 open 4 PM until Midnight

Branding

The Following phrases may not be used on any item sold: “PrideFest”, “Summer Fest”, “Pride Parade”, “Pride 2019”, “Pride Festival”, “Henry W. Maier Festival Park”, or any derivative of these.

Carry-Ins

Other than water, no food or beverage may be brought onto the PrideFest grounds. In addition no food items or beverages may be sold or distributed at any booth without the written consent of **Milwaukee Pride Inc.**

Weather

- **Vendors** should make preparations for various types of weather before the start of the festival.
- Bring plastic tarps, rope, wire, string, tapes, etc. in the event of inclement weather.
- Weigh down any loose table-top items such as brochures, etc.
- **Milwaukee Pride Inc.** is not responsible for providing materials or tools to secure your area against weather.

Vehicles

- **Pre-Festival** – Vehicles are allowed in the park starting 9 AM Wednesday (earlier if pre-arranged.)
- **During Festival** – Vehicles are allowed in the park as follows:
 - Thursday until 3 PM
 - Friday until 1:30 PM
 - Saturday until 11 AM
 - Sunday until 3 PM
- **Post-Festival**
 - **Four-day Rental** vehicles will be allowed in the park starting at 9 AM on Monday.
 - **Two-day Rental** vehicles will be allowed in the park starting at 9 AM on Sunday in designated non-public areas only.
- **Storage vehicles** (trucks, cars, etc.) must be parked in approved areas.
- **Milwaukee Pride Inc.** assumes no responsibility for any tickets issued or vehicles towed.



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Fines

Individual(s) responsible for violations that result in **Milwaukee Pride Inc.** being fined by **Milwaukee World Festivals, Inc.** for will be held responsible for payment of those fines.

Liability

Milwaukee Pride Inc. is unable to accept responsibility for any lost or stolen items, or for the return of any rental equipment than our own.

Promotional Giveaways

- Any travel agency or business conducting giveaways or promotions must submit copies of promotional materials (to the address at the bottom of this contract) that will be distributed at their booth at PrideFest.
- **Vendor** must submit these copies of promotional materials when applying for a rental space at PrideFest.
- Under no circumstances will individuals be required or requested to write down or submit any credit card numbers to be eligible for drawings, giveaways or prizes.
- **Vendors must display a sign** that states entrants who provide personal information will be contacted by phone or email if selected as a winner, and that the entrant may be required to provide credit card information for eligibility.

Rental Space Cleaning

- All **Vendors** are required to properly clean their rental space areas.
- If a **Vendor's** rental space has any debris remaining after conclusion of the festival, **Milwaukee Pride Inc.** will impose a clean-up fee of \$200.00 per **Vendor's** rented space at time of check-out and payable immediately.

Authorization and Signature

As a duly authorized representative of (Business Name)			
it and all persons associated with the Vendor will abide by the rules and regulations of Milwaukee World Festivals, Inc. and Milwaukee Pride Inc. , and all applicable laws.			
Date		Printed Name	
Signature			

Print and mail signed **Vendor Contract** to **Milwaukee Pride Inc, PO Box 1444 Milwaukee WI 53201-1444.**
Or email electronic copies to Scott Gunkel, Market Place Director sdg849@hotmail.com.