

# 2017 SHAKE THE LAKE FOOD VENDOR INFORMATION



Shake the Lake Madison LLC. is accepting food vendor applications for 2017 Festival Foods Shake the Lake scheduled for Saturday, June 24th. Festival Foods Shake the Lake will feature live music, food and beverages, and family activities beginning at 4 pm on John Nolen Drive between Broom St. and Blair St. in Madison, WI. The event will conclude with one of the premiere firework displays in the state, the Festival Foods Firework show, starting at 10 pm. Last year over 90,000 people attended this event.

#### **EVENT INFORMATION:**

- Event date is June 24, 2016. Rain date is scheduled for Sunday, June 25.
- Food service will begin at 4:00 PM when the event begins and run through the completion of the fireworks, approximately 11:00 PM.

#### **BOOTHS:**

- Booths must fit within a 10'x12' space. If a larger space is required, vendors should indicate this on application.
- Booth setup will begin at 1:00 PM. All booths must be setup by 2:30 PM.
- Booth location will be pre-determined by event management. Vendors may submit location preferences but final location will be at the discretion of management.
- Vendors must get approval of items that will be sold. Ballpark food (including hamburgers, hot dogs, brats, and cheese curds) will not be allowed without approval. **Vendors are prohibited from selling beverages.**
- Vendors are responsible for all needed material (tents, generator, tables, table cloths, etc).
- All vendors must be in compliance with state health codes.

#### **FEES:**

- \$200 Security Deposit to reserve spot, due at time application is approved. In order to receive the security deposit back, vendors must assure their space is as clean as it was when they arrived.
- \$750 Booth Fee - BEFORE MARCH 1    \$850 - AFTER MARCH 1
  - Full payment must be received prior to the event.
- All vendors must provide their own propane and ice.
- Vendors will retain all earnings from the day of the event.

**TO APPLY:** <http://goo.gl/forms/YqXee0Ck1g>

**APPLICATION DEADLINE: MAY 1, 2017 (or until all spots have been filled)**

You will receive a confirmation email that your application has been received. Management will then review all applications. If you are chosen as a vendor you will receive an email with your vendor contract and will be contacted for payment information. Submitting an application does not guarantee a spot.

**For more information, contact Lucas Molloy at 608-622-1414 or [lucas@breesestevensfield.com](mailto:lucas@breesestevensfield.com).**