420 N. Shawano St. New London, WI 54961
Phone: (920) 982-5822
https://newlondonchamber.com/ - Email: Director@NewLondonChamber.com

New London's Summer Kickoff Bash

June 4, 2027 – Downtown W. North Water St.

Dear Prospective Vendor,

The New London Area Chamber of Commerce invites you to participate as a vendor for our new **Summer Kickoff Night Market Friday, June 4, 2027, from 5 p.m. to 10 p.m.** The anticipated attendance for the festival is approximately 4,800+. This is a newer event in New London and will offer a variety of activities including live music from Nashville Pipeline, food and craft vendor stands, beer garden, a hot air balloon and family style activities.

Our main attraction is you – the Vendors!

Set-Up 2:30 p.m. – 4:45 p.m.

- Merchandise, tents, tables, canopies, racks or whatever you will be using for the day may be unloaded at your space(s) prior to 4:45 p.m.
- **All vehicles must be off the road by 4:45 p.m. – parking is available for vendors in the Wolf River Plaza parking lot.**
- **Pull into your spot, unload on the road if needed, move your vehicles and then set up. DO NOT BLOCK the roadway.**
- Vehicles are allowed on the street with vendors to unload only. **Parking by your booth is not permitted.**
- Booth sizes are 15 feet wide and 10 feet deep. All set up is on the road. They are marked out 18 feet to give vendors 1.5 feet of room on both sides to walk on the side of the booth. If your set up is wider than 15 feet, purchase a double.

Miscellaneous

- The advance booth registration, power option and optional Facebook feature are the only fee(s). All money earned on the day of the event will be yours. Ensure you've brought your own change / cash for purchases.
- This is an outdoor show, so please plan accordingly to bring covering in case of inclement weather. There is no rain date, and **NO fees will be refunded.**
- Electricity is only available for a limited number of vendors – if you did not originally request electricity please do not attempt to "hook up" to a power supply the day of the event. Electricity is an additional $10 per space. If you bring a generator and it is loud, it must be set up away from your booth and / or covered.
- Vendors are expected to stay in their assigned location, regardless of any open spots unless approved by the Chamber Director
- If you are a food truck or have a trailer, arrive early to get into your spot. Arriving late or when the festival is starting may mean you won't be able to pull into your space and you will have to park at the end.
- In efforts to have diverse food and drinks available for attendees we ask that you submit a listing of all food / beverages that you are planning to sell. Main dishes will NOT be duplicated, this is a limited vendor event.

Take Down 10 p.m.

- Takedown WILL NOT be allowed prior to 10 p.m. – do not pull your vehicle on the road until you are packed up and ready to leave. There are still pedestrians on the road until 10 p.m. Road's stay closed till the event is over. Take-down must be completed by 11:00 p.m. The roads reopen at that time.

To participate in our event, fill out and return the following with cash or check payable to NL Chamber of Commerce; Visa / Mastercard accepted in office or over the phone. Venmo: @NLChamber – add full name | Summer Kickoff Bash in memo.

- Vendor Reservation Application Form
- Wisconsin Temporary Event Operator and Seller Information Form
- Forms and payment will not be accepted on the day of the event. All set-up information will be sent by **e-mail** the week before the event.
- No refunds unless requested 30 business days before event. See full vendor refund policy on website.
- Office hours Monday – Thursday 8:30 a.m. – 4 p.m. Friday 8:30 a.m. – 12 p.m. (920) 982-5822.

New London Chamber reserves the right to reject or accept any application.

For complete event details please visit www.newlondonchamber.com

Summer Kickoff Night Market *in New London, WI*

CRAFT / VENDOR APPLICATION

N. Water St., June 4th, 2027 5-10 p.m.

Last Name _____ First Name _____ Business Name _____

Mailing Address _____ Phone _____

_____ Date of Birth ____/____/____

Email Address Required _____ ***Set-up info sent week of event to this email***

This event will feature craft, art, sponsor and food vendors only. Chamber Member businesses on North Water St., please contact the Chamber directly if you are interested in participating in this event. We do not accept Direct Sales, Multi-level Marketing or Service providers. Participation in this event is limited.

- I am a returning vendor from 2026 requesting a similar location as last year. No guarantees. **Yes** **No**

  Requests to consider: _____

- I plan to sell crafts / produce / antiques / homemade items or a product / service. Information / outreach vendors will not be approved. . **Yes** **No**

  If yes, please specify _____

  _____

- I plan to sell food. Main food may be duplicated. Snack and dessert food may be duplicated. List everything you plan to sell. **Yes** **No**

  If yes, please specify _____

  _____

- I plan to bring a food truck. My operating window is on this side._____ **Driver** **Passenger**

Check the following rates that apply - Single Space includes 15' wide x 10' deep on asphalt, spaces are marked off 18' wide x 10' deep to allow 1.5' on each side to get around your booth. If your set up is more than 15' wide, choose the double space. Price includes space only, no table / chairs included. Must bring own tent.

- ☐ $50 - Single Space Early Bird Rate - application & **payment** post marked / received on / before 5/3/2027
- ☐ $100 - Double Space Early Bird Rate - application & **payment** post marked / received on / before 5/3/2027
- ☐ $70 - Single Regular Rate - application & **payment** post marked / received after 5/3/2027
- ☐ $140 - Double Regular Rate - application & **payment** post marked / received after 5/3/2027
- ☐ $10 - Power Needed - very limited, **this will determine your location** 12 amps or more - bring generator
- ☐ $15 - I would like to be featured on Facebook, first 15 **food / craft** vendors will be accepted. 4,900 followers

My total $ _____

How do you plan to pay your invoice? Payment the day of event will NOT be accepted. Registration is not complete until payment is received. Set up instructions will not be released until payment has cleared.

- ☐ My payment is included with application
- ☐ I plan to call / pay online with my Visa or Master Card*
- ☐ I plan to stop in with cash or check payment*
- ☐ I plan to drop a check in the mail after I'm confirmed*
- ☐ Venmo payment @NLChamber (grey background/logo).- Provide full name of vendor in memo with SKO after.

_____

Applicant's Signature / Date

* New London Area Chamber of Commerce 420 N Shawano. St. New London, WI 54961 | 920-982-5822 | director@newlondonchamber.com

All applications are under review until confirmation phone call is received. If you do not receive a phone call / email, the application is not approved. A receipt for payment will be emailed to ensure we have the correct contact information. Set up details will be emailed.

Office Use Only:

Initials:	Date Approved:	Invoice: #	Circle - Cash / Check# Card#/ Venmo	Paid:	Previous Space:	Declined Date Returned:

Save Print Clear Page 2

Form S-240 | Operator's Wisconsin Tax Number | Event End Date | Page ____ of ____

Part C: Vendor Information

If the vendor does not have a Wisconsin seller permit number and claims their sales are tax exempt, enter the exemption code number provided by the vendor.

1 - Exempt sales only or display only
2 - Multi-level marketing company pays sales tax
3 - Nonprofit occasional sales exemption
4 - Exempt occasional sales

Wisconsin Seller's Permit Number (15 digits starting with 456)	SSN (last 4 digits)	FEIN (last 4 digits)	Exemption Code
456– –			
Legal Business Name (if not sole proprietor)	Doing Business As (DBA) Name (if applicable)		
Vendor/Contact Name (Last)	Vendor/Contact Name (First)	Vendor Phone Number	
Mailing Address	Email Address		
City / State	Zip	Multi-Level Marketing Company (if claiming Code 2 above)	

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Reproduce this page as needed to report all vendors.
Page 1 must be included with your submission.