



September 24, 2022
Henry Maier Festival Park
10 a.m. - 6 p.m.

SPONSOR AGREEMENT

GENERAL INFO

PETFEST DATE

Saturday, September 24, 2022

PETFEST HOURS

SETUP

6:30 a.m. - 9:00 a.m.

**A limited number of earlier setup times are available upon request*

FESTIVAL HOURS 10:00 a.m. - 6:00 p.m.

TEAR DOWN 6:00 p.m. - 9:00 p.m.

**Exhibitors cannot tear down before 6:00 p.m. without prior permission. All exhibitors must have their booths dismantled and removed from the Summerfest grounds by 9:00 p.m.*

LOCATION

HENRY MAIER FESTIVAL PARK/SUMMERFEST GROUNDS

200 N Harbor Dr.
Milwaukee, WI 53202

PAYMENT

Payment in full must be received to guarantee your sponsorship. Final day to receive payment is June 1, 2022.

SPONSOR REQUIREMENTS & DEADLINES

- Returned agreement by July 1, 2022
- Full payment by July 1, 2022
- High-resolution, single color logo sent to info@petfestmke by July 1, 2022
- Certificate of Liability Insurance by September 1, 2022
- WI Temporary Seller's Permit (if selling merchandise) by September 1, 2022

CONTACT

For additional information contact Lauren Grimm at info@petfestmke.com or call 920-350-FEST

CANCELLATION

An exhibitor will not be at liberty to cancel or withdraw their application once it has been confirmed by Fromm Petfest. While we do not anticipate a cancellation or postponement of Fromm Petfest, if the state of the COVID-19 pandemic requires a cancellation, sponsorship fees will be refunded in full.

RULES & REGULATIONS

1. Exhibitor/Vendor agrees that the event organizer reserves the right to reject or restrict any exhibit.
2. Exhibitor/Vendor agrees that no refunds will be made to an exhibitor who fails to occupy space.
3. Exhibitor/Vendor agrees that the event organizer may change space assignments.
4. Exhibitor/Vendor agrees not to make undue noise or odor, use hazardous lights, cause damage to the grounds or booth equipment, or act in any manner deemed inappropriate by the event organizers.
5. Exhibitor/Vendor may purchase more than one booth.
6. Exhibitor/Vendor agrees to be open and staffed during all show hours.
7. Exhibitor/Vendor shall submit to the event organizer any proposed gift or free distribution for written approval before distribution.
8. Exhibitor/Vendor agrees not to sublet exhibit space.
9. Signage MUST be professional in nature, displayed within your space and is subject to our approval prior to production.
10. Exhibitor/Vendor agrees that all belongings shall be removed from the Marketplace by 9:00 p.m., September 24, 2022. Any items left will be removed by the event organizers and stored at the exhibitor's expense.
11. Selling is allowed. Products should be sold at a reasonable retail cost. Exhibitor/Vendor will obtain all licenses and permits that are, or may be, required by any public authority for occupancy of the Premises and sale of any of the Products. Event organizer will provide Exhibitor/Vendor with a copy of the Wisconsin Temporary Event Operator and Seller Information form to be completed and returned with the Exhibitor/Vendor Agreement.
12. Exhibitor/Vendor agrees to conform to Milwaukee Fire Department, Milwaukee Health Department, and Milwaukee World Festival, Inc. (Summerfest) rules and regulations. Contact info@petfestmke.com for a complete set of rules.
13. Use of the Fromm Petfest logo is strictly prohibited from use by Exhibitor/Vendor without the express written consent of Fromm Foods, LLC.

In partnership with Milwaukee World Festival, Inc.



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RULES & REGULATIONS (CONT.)

14. Event organizers reserve the right to deny the display of or the sale of any items which in the event organizers sole judgment may be offensive or inappropriate. Examples of prohibited items are indicated below:
- A) Drug or other illegal paraphernalia or other related items
 - B) Weapons (i.e. knives, swords, guns, etc.) or other related items
 - C) Toys resembling weapons
 - D) Pepper spray or other related items
 - E) Fireworks, poppers or other related items
 - F) Laser pointers or other related items
 - G) Stickers, silly string, confetti or other related items that cause a litter problem
 - H) Prepared food or beverages of any nature
15. Exhibitor/Vendor agrees that no exhibitor shall have authority to incur cost or liability for or against the event organizers and all its related events. Exhibitor shall pay all costs pertaining to moving in and moving out. Exhibitor shall be liable for all damages which they may cause to the building or otherwise in connection with their exhibit.
16. Exhibitor/Vendor agrees that in the case of war, fire, strike, government regulation, public enemy or other cause, the event or any part thereof may be prevented from being held. In that case, the event organizers, at their sole discretion, shall refund to the applicant, his/her proportionate share of unused funds.
17. Exhibitor/Vendor is responsible for the securing and supervision of all Exhibitor/Vendor merchandise. Event security patrols the location, but is not provided for Exhibitor/Vendor's Premises. Event organizers are not responsible for lost or stolen merchandise.
18. Exhibitor/Vendor agrees to assume all responsibility for loss, theft, or destruction of goods or for personal injuries to himself, his employees, agents, representatives or visitors. He/she will hold harmless Fromm Family Foods LLC, Milwaukee World Festival, Inc., The City of Milwaukee,
19. Board of Harbor Commissioners, and their respective directors, officials, agents and employees, of each of the above entities, with respect to their acts in the course of their employment, but only as related to the Event.
The event organizers reserve the right to final Exhibitor/Vendor approval.
20. Exhibitor/Vendor shall provide to event organizer, on or before September 1, 2022, a certificate of liability insurance (COI) from a company with an A.M. Best Rating of "A" or better, naming, as additional insured:
- A) Fromm Family Food, LLC
 - B) Milwaukee World Festival, Inc.
 - C) City of Milwaukee
 - D) Board of Harbor Commissioners, and,
 - E) Their respective directors, officials, agents and employees, of each of the above entities, with respect to their acts in the course of their employment, but only as related to the Event.
- The COI should reference the types of insurance and minimum liability limits, as follows:
- A) General Liability - Not less than \$1,000,000.00, per occurrence, for damages for personal injury, advertising injury, products liability and property damage, with aggregate limits of at least \$2,000,000.00.
 - B) Workers Compensation – Minimum coverage of \$100,000.00 for each accident and policy limit of \$500,000.00. Also list any officers or employees that may be excluded.
- The policy and the COI naming additional insured shall contain a ten (10) day notice of cancellation clause. In the event that the policy is canceled, Vendor will procure replacement coverage with the same limits prior to expiration of the ten (10) day period.

The certificate holder name:

Fromm Family Foods, LLC
Attn: Lauren Grimm
13145 Green Bay Road
Mequon, WI, 53092
email: info@petfestmke.com
fax: 262-242-3571

COVID-19 PROTOCOL

The health and safety of our community is a top priority for Fromm Petfest. This year's festival will employ a number of safety protocols to better serve our patrons and will adhere to current COVID-19 safety guidelines. Additionally, while we do not anticipate a cancelation or postponement, should we need to cancel the event, all sponsorship and vendor fees will be refunded in full.

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EXHIBITOR INFORMATION

We, the undersigned, submit our application for participation in the Fromm Petfest, subject to the Rules and Regulations governing the event and its production, as detailed in the above Rules & Regulations. We agree to adhere to all show Rules and Regulations, including complying with the provisions of liability and insurance. Enclosed is our check for the booth(s) space indicated and by the deadlines specified. ACCEPTANCE: This application becomes a binding contract when accepted by event organizer. Upon receipt, booth assignment will be confirmed. An exhibitor/vendor kit and any additional instructions will be forwarded to your attention. Please return the signed application and payment via mail, email or fax.

PLEASE PRINT OR TYPE

PRINT NAME

AUTHORIZED SIGNATURE

DATE

COMPANY

ADDRESS LINE 1

**PARKING PASS WILL BE SENT TO LISTED ADDRESS*

CITY

ADDRESS LINE 2

STATE

ZIP CODE

TELEPHONE

EXT

FAX

EMAIL (TO RECEIVE ALL PETFEST INFO)

WEBSITE

PRODUCTS, SERVICES AND/OR ORGANIZATION TO BE EXHIBITED

DO YOU REQUIRE WATER, ELECTRICITY OR TENT SIDE WALLS ON-SITE?

PLEASE CHECK ALL THAT APPLY

WATER

ELECTRICITY

TENT SIDE WALLS

IS YOUR ORGANIZATION A DESIGNATED 501(C)3 CHARITY OR NON-PROFIT?

YES

NO

IF YES, YOU MUST PROVIDE A COPY OF YOUR WISCONSIN ISSUED CERTIFICATE OF EXEMPT STATUS

PLEASE MAIL, EMAIL OR FAX THE SIGNED APPLICATION AND COMPLETED WISCONSIN TEMPORARY EVENT OPERATOR AND SELLER INFORMATION FORM TO:

FROMM PETFEST
ATTN: LAUREN GRIMM
PO BOX 365
MEQUON, WI 53092
EMAIL: INFO@PETFESTMKE.COM
FAX: 262-242-3571

PAYMENT OPTIONS: IF PAYING BY CHECK, PLEASE MAKE PAYABLE TO: FROMM FAMILY FOODS AND MAIL TO THE PO BOX LISTED ON THIS APPLICATION. IF PAYING VIA CREDIT CARD, PLEASE VISIT PETFESTMKE.COM TO REGISTER AND COMPLETE PAYMENT ONLINE ON OUR SECURE PAYMENT PORTAL.



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SPONSORSHIP SIGN-UP

SPONSORING ORGANIZATION

CONTACT NAME

CHOOSE SPONSORSHIP

- | | |
|--|--|
| <input type="radio"/> MAIN STAGE
\$5,000 | <input type="radio"/> ADOPTION AVENUE
\$4,000 |
| <input type="radio"/> DOCK DIVING
\$4,000 | <input type="radio"/> WATER STATIONS
\$2,000 |
| <input type="radio"/> AGILITY
\$4,000 | <input type="radio"/> WASTE STATIONS
\$2,000 |
| <input type="radio"/> KIDS ZONE
\$4,000 | <input type="radio"/> PET FIRST AID
\$1,000 |
| <input type="radio"/> LURE COURSE: MID GATE
\$4,000 | <input type="radio"/> MVP
\$500 |
| <input type="radio"/> LURE COURSE: SOUTH GATE
\$4,000 | <input type="radio"/> KITTY CITY
\$3,000 |
| <input type="radio"/> DOGGIE DASH
\$4,000 | <input type="radio"/> CUSTOM |
| <input type="radio"/> BIER GARDEN & DOG PARK
\$4,000 | |
| <input type="radio"/> LAP DOG LOUNGE
\$4,000 | |

EMAIL

TELEPHONE

Wisconsin Temporary Event Operator and Seller Information

Information on this form is required under sec. 73.03(38), Wis. Stats.

Instructions on reverse side.

E V E N T O P E R A T O R	<p>PART A: Event Information: To be completed by the operator of the temporary event</p> <p>1. Name of Temporary Event <u>Fromm PetFest</u></p> <p>2. Date(s) of Temporary Event <u>9/24/2022</u></p> <p>3. Location of Temporary Event (e.g., Venue, City) <u>Henry W. Maier Festival Park, Milwaukee</u></p> <p>PART B: Operator Information: To be completed by the operator of the temporary event</p> <p>1. Name and Address <u>Fromm Family Foods, LLC</u> <u>13145 N. Green Bay Road Mequon, WI 53097</u></p> <p>2. Daytime Telephone Number <u>(262) 242-2200</u></p> <p>3. E-mail Address <u>info@petfestmke.com</u></p> <p>4. Wisconsin Tax Account Number <u>4 5 6 - 1 0 2 7 9 8 2 0 7 9 - 0 5</u></p> <p>If blank, check appropriate box:</p> <p><input type="checkbox"/> No Taxable Sales <input type="checkbox"/> Exempt under Occasional Sales Rule <input type="checkbox"/> Exempt Nonprofit Organization</p> <p><input type="checkbox"/> Other – Explain: _____</p>
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S E L L E R	<p>PART C: Seller Information: To be completed by seller and given to event operator on or before the first day of event.</p> <div style="border: 1px solid black; padding: 5px; text-align: center; margin: 10px 0;"> THIS IS NOT AN APPLICATION FOR A WISCONSIN TAX ACCOUNT – SEE INSTRUCTIONS </div> <p>1. Legal Name _____</p> <p>2. Business Name _____</p> <p>3. Address (Street or Route) _____</p> <p>4. City, State and Zip Code _____</p> <p>5. Home Telephone Number () _____</p> <p> Business Telephone Number () _____</p> <p>6. Wisconsin Tax Account Number _____ - _____ - _____</p> <p>7. Social Security Number <u>X X X - X X - _____</u></p> <p>8. Federal Identification Number (FEIN) <u>X X - X X X _____</u></p> <p>9. Check one box indicating the type of activity you intend to engage in at this event:</p> <p><input type="checkbox"/> Selling Taxable Merchandise or Service <input type="checkbox"/> Display Only</p> <p><input type="checkbox"/> Selling Exempt Merchandise or Service <input type="checkbox"/> Exempt under Occasional Sales Rule</p> <p><input type="checkbox"/> Direct Sellers, Company Name _____ <input type="checkbox"/> Nonprofit Organization</p>
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I declare that the information on this form is true and correct to the best of my knowledge and belief and that I am authorized to sign this form.

Print Name: _____

Signature: _____ Date: _____

Information about temporary events, including forms, instructions and FAQ's can be found on the Department of Revenue's website at www.revenue.wi.gov/html/temevent.html. If you have additional questions, please contact the Department of Revenue by e-mail at tempevtprg@revenue.wi.gov or telephone at (920) 832-2910. See reverse side for submission instructions.

Instructions for Completing Operator and Seller Information

EVENT OPERATOR:

An “operator” is defined as a person or entity (such as an individual, association, partnership, corporation, or non-profit organization) that arranges, organizes, promotes, or sponsors an event. An operator may also be referred to as an organizer, exhibitor, or decorator. An operator may or may not be the owner of the property or premises where the event takes place. An operator may also be a seller at the event.

Note: A Wisconsin tax account number (formerly seller’s permit) is required if selling taxable merchandise or services. Admission fees are subject to sales tax in Wisconsin.

Step 1: Complete Parts A and B.

Step 2: Provide a copy of *Wisconsin Temporary Event Operator and Seller Information* (Form S-240) with Parts A and B completed to each seller participating in your event.

To obtain additional copies of Form S-240 go to the Department of Revenue’s web site at www.revenue.wi.gov/forms/sales/index.html. If you prefer, you may use the fill-in form available from the same web site.

Step 3: Submission – Event Operator.

Submit compiled vendor information to the department as soon as possible but no later than 10 days from event closing using one of the following methods:

- **Electronic Reporting:** If you have all the required sellers’ information, use the Excel spreadsheet provided at www.revenue.wi.gov/html/temevent.html. (Excel viewer is available.) Fill in the information for all sellers participating at the event and submit using the department’s secure file transmission application at <http://www.revenue.wi.gov/eserv/wteptran.html> or by U.S. Mail. Do not e-mail event reports to maintain confidentiality.
- **Paper Reporting:** Mail completed Forms S-240 or a printed version of spreadsheet to:

Temporary Events Program
Wisconsin Department of Revenue
265 W Northland Ave
Appleton WI 54911

Revenue Field Agents attend temporary events to verify registration of sellers. Sellers must have evidence of their Wisconsin tax account number at the event.

SELLER:

A “seller” is defined as a person or entity involved with selling merchandise or providing taxable services at a temporary event. A seller may also be referred to as a vendor, exhibitor, or booth owner.

Important: This form is not an application for a Wisconsin Tax Account Number. If you do not already have a tax account number but are required to, you will need to apply for one directly with the Department of Revenue prior to the event. You can apply online or download an application, *Application for Business Tax Registration* (Form BTR-101) on the department’s web site, www.revenue.wi.gov/forms/sales/index.html. Not all sellers are required to obtain a Wisconsin tax account number. Some of the reasons a seller may not need a tax account number are:

- The seller only sells tax-exempt items, such as vegetables for home consumption.
- The seller is only displaying at the event, no onsite orders are being taken, and taxable merchandise is not later shipped into Wisconsin.
- The seller qualifies for the occasional sale exemption. (See Publication 228, *Temporary Events*.)

If you have questions regarding applying for a Wisconsin tax account number, contact any Department of Revenue office, visit our web site, or call (608) 266-2776.

Step 1: Complete Part C (event operator should complete Parts A and B).

Line 1: Enter your individual, partnership, association, or corporate name.

Line 2: Enter your business name, if different.

Line 3: Enter the address of the physical location of your business. If different, also provide your mailing address.

Line 6: Enter your 15-digit Wisconsin tax account number. You can find this number on your Form ST-12.

This number is **not** your 6-digit seller’s permit number issued to you prior to December 31, 2002.

Lines 7 & 8: Enter the last four digits of your social security number and/or federal employer identification number. This is required under sec. 73.03(38), Wis. Stats., if you do not provide a tax account number.

Step 2: Submit completed form to event operator on or before the first day of the event.