

*Fourth Annual*

**LAKE GENEVA**



*Flat  
Iron  
Park*

*Lake  
Geneva  
Wi*

*Friday, May 31 / 4pm-10pm*

*Saturday, June 1 / 11am -10pm*

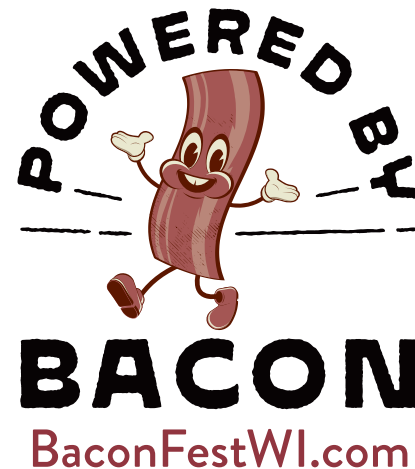
*Sunday, June 2 / 11am-5pm*

Every food vendor is expected to serve at least one bacon inspired dish at Bacon Fest. Please include your anticipated menu with your application.

**~ LIMITED SPACES AVAILABLE ~**

SPACES WILL BE FILLED ON A FIRST COME, FIRST SERVED BASIS. SPACES ARE NOT CONSIDERED RESERVED UNTIL APPLICATION IS APPROVED & PAYMENT IS RECEIVED IN FULL.

Questions? Contact us at  
[events@amplifiedwisconsin.com](mailto:events@amplifiedwisconsin.com)  
call at (262)656-6209



# About 2024 Bacon Fest

## 2024 BACONFEST EXPECTATIONS

- Attendees will be drawn to this event, featuring all of the “Powered by Bacon” vendor offerings and musical entertainment.
- With over 4,000 attendees in 2023, we are expecting to have increased attendance with the later start date, coupled with better potential weather and not on a holiday weekend.
- Pre-sale ticket numbers will be shared with vendors for planning purposes by May 17th. (This will include estimate for remaining pre-sale days and rough estimate on same day ticket sales.)



## What's New in 2024

### V.I.B.E. – EXCLUSIVE ACCESS

Many events offer VIP experiences, WE will offer V.I.B.E : a Very Important Bacon Eaters experience. The V.I.B.E. experience creates a unique offering to the ticket holder, encouraging longer stay time with exclusive seating AND will drive attendee purchases at the participating Preferred V.I.B.E. vendors via Bacon Bucks and Preferred Vendor Card. These tickets will be limited to, at most, 100 per day.

**Bacon Bucks** - Four \$5 Bacon Buck coins and a Preferred Vendor Card will be given to each V.I.B.E. ticket holder to spend at participating Preferred V.I.B.E. vendors. Change will not be permitted to the attendee for unused portion of Bacon Buck coins, driving increased vendor per purchase spend. All Bacon Bucks coins will be turned into event management at event close for \$4 for every \$5 coin reimbursement, to be determined upon by vendor by either cash on the spot or via check sent to a desired location.

### FESTIVAL TIME CHANGES

Times will be extended on Friday and Saturday due to featured headlining musical acts who are well known in our area and across the US.

### FAMILY FUN ACTIVITIES

May include mascot appearances, contests, and other activities designed to promote additional attendance and stay time.



# Business Details

BUSINESS NAME \_\_\_\_\_

BUSINESS DESCRIPTION/ITEMS SERVED \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

CONTACT PHONE \_\_\_\_\_

CONTACT EMAIL \_\_\_\_\_

BUSINESS ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

BUSINESS WEBSITE \_\_\_\_\_

SOCIAL PAGE(S) FACEBOOK \_\_\_\_\_

IG \_\_\_\_\_ TWITTER \_\_\_\_\_

Email completed forms to: [events@amplifiedwisconsin.com](mailto:events@amplifiedwisconsin.com)  
or fill out on-line at <https://go.lakegenevanews.net/BaconVendor24>

NOTE: Spaces are not considered reserved until application is approved and payment is received in full. Online payment option will be sent upon receipt of approved application.

Cancellation Policy: Cancellation must be submitted in writing. Fees are 50% refundable until April 29, 2024. No refunds will be permitted after April 30, 2024.



# Booth Details

Electricity is NOT available. If you need to use a generator, units must be quiet and tucked behind your booths out of the way of attendees.

Will you be using a generator? \_\_\_\_\_YES \_\_\_\_\_NO

Do you have any special requests or considerations for your booth space?  
(Requests are fulfilled on a first-come, first-served basis and are not guaranteed.)

BOOTH/TRUCK SIZE (Please include any additional space considerations that should be taken into account.) \_\_\_\_\_

# Booth Registration

Check which applies to your space:

10 x 10 Tent or Smaller: \$399 

10 x 12 up to 10 x 20 Tent: \$449 

20 x 20 Tent or 12ft-18ft Truck: \$499 

Truck or Trailer Over 20ft: \$549 



 YES! I want to be a Preferred Vendor participating in Bacon Bucks!

TOTAL DUE NOW \_\_\_\_\_ DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

# Rules & Regulations

## **BOOTH SPACE REQUIREMENTS: Garbage Removal and Clean-Up**

- Vendors using grease or any other cooking materials with the potential to burn or harm the grass below your space **MUST** use a floor covering (IE: tarp, cardboard, plywood, etc.).
- Cooking oil and grease must be collected and disposed of in appropriate SANIMAX containers located near the dumpster.
- Those who dispose of grease, other cooking waste, or garbage on the ground or not in proper collection receptacles will be directed to clean their mess and repair damage and may forfeit future event participation.
- City staff will inspect the grounds following the event, any vendor who has been found to harm the grounds in and around their booth space **will be responsible for any costs associated with fixing.**
- Vendors are responsible for their own trash receptacles for waste created during cooking and throughout the event. Please utilize the dumpster for all of your trash removal and do not fill the cans intended for attendee use.
- Electricity is **NOT** available. If you need to use a generator, units must be quiet **and** tucked behind your booths out of the way of attendees.

## **SET-UP/BOOTH ACCESS**

- Vendors will have access to set-up their booths on Friday, May 31st before the event begins at 4PM. An exact time will be emailed to you prior to the event (approximately 9AM.)
- ALL vendors must be on-site by 2PM and ready to serve by 4PM. **NO EXCEPTIONS.**
- ALL vehicles not needed for your booth space (IE: serving trailers) **MUST** be removed from the festival grounds by 3PM. Any vehicle arriving after 3PM will not be granted access to drive onto festival grounds. **NO EXCEPTIONS.**

**PLEASE NOTE - VEHICLE ACCESS TO FESTIVAL GROUNDS COULD BE SUSPENDED BASED ON WEATHER AND GROUND CONDITIONS.**

- If you will need additional set-up time, please contact event coordinator to directly to arrange.

## **BREAK DOWN**

- Vendors are not permitted to begin breaking down until official closing time at 10PM on Friday, 10PM on Saturday, and 5pm on Sunday.
- All vendors must be cleaned up and removed from the festival grounds following the event's closure on Sunday, June 2nd. **No items may be left in the park.**





# Rules & Regulations

## **HEALTH CODE REQUIREMENTS**

- Permits and compliance are the responsibility of the vendor and must be in place and provided to Amp WI no later than May 8<sup>th</sup>. For permit requirements and information, contact (608)224-4923 or email [datcpdfslicensing@wi.gov](mailto:datcpdfslicensing@wi.gov).

## **CERTIFICATE OF INSURANCE**

- All vendors are required to provide to Amp WI no later than May 8<sup>th</sup> a certificate of insurance naming Amplified Wisconsin (6535 Green Bay Rd. Kenosha, WI 53142) as an additional insured.

## **WATER**

- Vendors are responsible for providing water necessary for cooking, cleaning and other operations according to health regulations. Water will not be available on- site.

## **SECURITY**

- Overnight security will be on- site between Friday and Sunday, including Friday and Saturday overnight.
- Any items left overnight will be at your own risk. Please make sure all items are properly secured when you are not present.
- Lee Enterprises, Amplified Wisconsin, Lake Geneva Regional News, Security Executive Enterprises LLC, and the City of Lake Geneva and its affiliates are not responsible for any lost, stolen, or damaged items.

## **SIGNAGE**

- Vendors must supply and post clearly their own menu and price signs within their space.

## **STAFFING**

- All booths must be staffed by, at minimum, one individual during all festival hours of operation.

## **FIRE PREVENTION**

- All vendors are required to have a fire extinguisher at their booth space.

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No refunds will be permitted after April 30, 2024.

**Questions? Visit [BaconFestWI.com](http://BaconFestWI.com) or contact via email [events@amplifiedwisconsin.com](mailto:events@amplifiedwisconsin.com) or call at (262)656-6209**

