



## 2026 NIGHT MARKET VENDOR RULES

The 2026 Night Market Vendor Rules govern participation in the Downtown Sun Prairie Night Market and are designed to promote a friendly, safe, and enjoyable experience for all customers and vendors. Adherence ensures a basic standard of operations and helps to promote equal, professional, and profitable seasons for all vendors. Vendors shall conduct themselves in a manner that is courteous and friendly to all, including customers, guests, other vendors, event organizers, and public officials. Vendor conduct should be such that it encourages customer traffic, market success, and growth. Any behavior that is deemed threatening, abusive, or harassing will not be tolerated and will result in immediate loss of stall and removal from the Night Market. If you observe such behavior, you must immediately notify the Downtown Sun Prairie Staff and/or its designee.

The Downtown Sun Prairie Night Market carries special event insurance for injuries to customers only. This insurance is in case of an accident while on the premises to protect the Night Market and the owner of the property.

### Rules

1. Application/registration is required by May 30. If you do not submit a full application, including proof of general liability insurance, seller's permit, and have an application approved, you will not be allowed to sell at the Night Market. Extensions and/or exceptions will not be granted.
2. Insurance: Each vendor is required to purchase and maintain an individual general liability policy. It is strongly recommended for those with consumable product, that you also acquire product liability insurance along with any other licenses/permits that are pertinent for your products. By applying to be a vendor at the market, a vendor is certifying that they have appropriate insurance in place.
3. Each vendor is responsible for any and all applicable sales/county taxes on their products. If further information is required, contact the Wisconsin Department of Revenue.
4. Vendors selling processed foods need a certified kitchen and a license.
  - a. Processed food not covered by the Wisconsin Pickle and/or Cookie Bill need must be prepared in a properly licensed commercial kitchen.
  - b. Downtown Sun Prairie Night Market reserves the right to request a copy of your licenses for its records.
  - c. All processed products must be properly labeled in accordance with the State and Federal Labeling laws.
  - d. If the approved product is purchased for resale (i.e. not produced by the vendor), the products' source(s) must be within geographic Wisconsin, and/or must be clearly identified and publicly declared at the vendor's booth.
5. The sale of live animals is strictly prohibited.
6. Vendors must arrive at least one hour (4PM) prior to the Night Market start time. Set up will begin earlier. In any event, vendors must be set up and ready to sell their products by Market start time.
7. Vendors must stay and be open until market ends. If you need to leave earlier, arrangements must be made with Downtown Sun Prairie Staff in advance. You may be placed in an alternate stall to prevent disruption of the Market by your departure.



8. Vendors must be cleaned up and vacate premises within one hour of the conclusion of the Market.
9. ABSOLUTELY NO SMOKING. The State of Wisconsin has implemented "No Smoking" laws in any place of business. If you must smoke, please do so in the confines of your personal vehicle or well outside the perimeter of the Market area.
10. No alcoholic beverages or illegal drugs are permitted. Possession on site will result in immediate expulsion from the Market and loss of your stall for the remainder of the season. No fees will be refunded.
11. No soliciting away from your stall. Solicitation of customers at the Market away from your stall may result in being asked to leave the Night Market and up the loss of your stall.

#### Things to Remember

- Non-profit organizations may be allowed to participate in the Market, at no charge, at the discretion of Downtown Sun Prairie Staff, a Board of Directors member, and/or its designee.
- No vendor exclusivity.
- Downtown Sun Prairie Staff and Board of Directors reserve the right to conduct an inspection of the farm, land, processing facility, commercial production space, and/or other source of the products being sold at the Night Market if deemed necessary. No less than 24-hour notice will be provided.
- Downtown Sun Prairie Staff and the Board of Directors and/or its designee reserve the right to limit varieties and types of products to avoid saturation of the Night Market or to avoid product inappropriate to the Night Market.
- Downtown Sun Prairie Staff and the Board of Directors and/or its designee reserve the right to approve exceptions to this rule to ensure variety of offering at the Night Market.
- Downtown Sun Prairie Staff and Board of Directors and/or its designee will make the determination of approval or disapproval of all crafts to be sold at the Market. The Board uses a guideline of 10% of total vendors for arts and crafts, cookie bill, and pickle bill for the Night Market. Other Markets may not have such a guideline.
- Downtown Sun Prairie BID storefront businesses are allowed to vend at the Market at no charge.
- Your stall and the area surrounding it must be kept clean at all times. You are required to remove all garbage from your stall and the Night Market. Buckets of water are to be dumped in grassy areas only.
- Downtown Sun Prairie will not provide power, tents, tables, chairs, etc. You must provide everything you need for your booth setup.
- Vendor stalls will be 12ft. wide and 12 ft. deep.
  - i. Vendors cannot park in their allotted space and must park their vehicles in a public parking space or on a city street.
  - ii. Vendors who utilize a vehicle as their booth need to inform market staff prior to ensure your placed in a place that's easy to pull in and out.
  - iii. Parking spots closest to the market must be kept open for customers.



- Please be a good neighbor and keep noise to a minimum during set up and tear down.
- Vendors are required to dress and present themselves in a manner that demonstrates cleanliness, good hygiene, and safe food handling practices.
- Prices charged for products are the sole responsibility of each vendor. Neither the Downtown Sun Prairie Staff and Board of Directors nor its designee will in any way be involved in setting or suggesting pricing.