

Dairyland Balloon Jubilee

2026 Food Vendor Rules & Regulations

1. **Selection Process:** A vendor selection committee will select food vendors by 2/15/2026. Vendors will be selected based upon food offered. Our goal is to have a variety of food options offered to the public at this event, however we do not guarantee exclusivity. There will be approx. 20 food vendors.
2. **Enforcement of Rules:** Each vendor shall comply with the following rules and regulations, in addition to complying with any and all statutes of the State of Wisconsin, Marathon County pertinent to maintenance, health and fire safety.
3. **Conduct:** You are responsible for monitoring your employees, and all vendors must conduct themselves in a courteous and a polite manner. Any violation of these rules and regulations shall result in a single warning and forfeiture of all rights of participation in the event and future events.
4. **Liability Indemnity:** Vendor covenants that it will protect, defend, hold harmless and indemnify The **We Love Ballooning, INC.**, their directors, officers, agents, employees and volunteers from and against all expenses, claims, actions, liabilities, attorney's fees, damages and losses of any kind whatsoever, actually or allegedly, resulting from or connected with the participation as a vendor in the event. **We Love Ballooning** shall not be liable for any loss or damage to any merchandise or personal property in or about the vendor's booth, regardless of the cause of such damage. An insurance rider must be provided. See application.
5. **Booth Setup/Removal:** Vendor will be allowed to setup Friday July 10th from 8am to 12pm, unless prior arrangements have been made. Removal must be on Sunday after the event.
6. **Cleanup:** Vendor is responsible for removing all debris, cooking materials from the site. All refuse, rubbish and garbage must be deposited in containers.
7. **Merchandise:** At no time shall the vendor display for sale or otherwise materials, which are deemed obscene, dangerous or unlawful.
8. **Cancellation:** Vendor shall notify **Dairyland Balloon Jubilee** in writing of intent to cancel this contract no later than March 15th, 2026, in order to receive a refund. Cancellations after this are not eligible for a refund.
9. **Access to the Grounds:** There will be an access road to your booth. One vehicle may park behind your stand. All other vehicles must park in the parking lot.
10. **Electricity:** We will have power on the field through generators, but there is a higher fee for vending.
11. **Access of Location During Event:** During Event hours, you will have access through a particular road. Maps will be provided.
12. **Event Schedule:** Food shall be available for the duration of event hours. Friday 4pm-10PM & Saturday 1pm- 10:00pm.
13. **Security:** **Dairyland Balloon Jubilee** will provide security at this event. However, it is the vendors responsibility for the protection and safeguarding of valuables and release **Dairyland** for any losses.
14. **Restricted Products:** **We Love Ballooning Inc and Dairyland Balloon Jubilee** retain the right to sell all drink products.