

# Maxwell Street Days - Mukwonago 2025

## Returning Seller Information

Sponsor - American Legion Post 375  
Vendor Management - Mukwonago Kiwanis Club

Sellers,

Tickets for MAXWELL STREET DAYS SELLERS from the 2024 season for the 2025 Season will be available starting February 1, 2025. The dates for the 2025 season are as follows: June 7 & 8; July 19 & 20; August 16 & 17; and September 13 & 14.

Starting February 1, 2025 tickets will be sold by mail only to those vendors who occupied spaces during the 2024 events. Registration cards to purchase 2025 tickets are mailed out to those vendors who sold in 2024. Priority will be given to vendors who respond by April 1, 2025 for the spaces they occupied in 2024. To be honored, your priority request must be received by April 1, 2025, please allow ample mail time, as the postmark date is not considered. After April 1, 2025 the balance of tickets not purchased by priority vendors will be available to those who have mailed in their requests and checks and then on a “first come, first served” basis. All requests to change sites or obtain additional sites will be processed in the order they are received provided the site fees are enclosed, but not until after the April 1, 2025 priority tickets have been issued. All additional change requests for sites must have a separate check for each and every site and/or event.

**Example:** If you occupied Space “A-1: for June and August of 2024, priority will be given to you for those two months only up to April 1, 2025. If you want to renew A-1 for June and August, send one check for \$140.00 and, if you want to try and get site A-1 for July and September, send two additional checks for \$70.00 each. If the site(s) you have requested have already been reserved, tell us if you want the best site available or your check(s) will be returned.

Because the Department of Revenue has imposed changes on us you are required to submit a new registration form. We will not process your registration without this form being completed. **The fee per event (2days), per site is \$70.00.** Generally, the vendor site size is 14’ X 20’. Vendor fees are not refundable for any reason. **Make checks payable to the American Legion Post #375.**

**Tickets by Mail:** All ticket sales prior to April 1, 2025 will be processed only through the mail.

**Ticket Acquisition:** In 2025 it will be possible to purchase sites only by mail or onsite the weekend of the event. Registration by mail will remain available throughout the year. All of our vendor tickets must be displayed on the driver’s side of your vehicle so they are clearly visible.

**Tickets at the Events:** Sites may be purchased through the weekend as follows but certain restrictions may force using an alternative site and this will be posted accordingly:

On the Friday before each event, tickets for that weekend, may be purchased from 1:00 to 3:00 pm in the Field Park Office. On the Saturday morning of each event, for that event only, they may be purchased between 6:00 and 10:00 am in the parking area on the corner of Highway 83 & Veteran’s Way (formerly NN). Sunday morning during each event from 8:00 to 9:00 am in Kiwanis Park as above. On Sunday from 1:00 to 3:00 pm in the Field Park Office.

**Vendor Access:** Field Park - Maxwell St. Days Show opens to vendors at 6:00 a.m., Vendors are not permitted into Field Park prior to this time and may not set up on Friday. Prior to 6:00 am. vendors are encouraged to line up in Kiwanis Park located at the Northwest corner of Route 83 and West Veteran’s Way (formerly NN). Overnight parking is available at this location for a \$5.00 fee that is paid to Mukwonago Kiwanis and you are subject to paying this fee if you arrived prior to 3:00 a.m. on the day of the event. Lining up in this location is subject to change. Notice will be sent if this occurs, please stay alert for this.

### Event Rules:

Each year the rules are reviewed and revised so please take a moment to review the Rules for 2025.

1. Only American Legion Post #375 Approved Merchandise can be sold.
2. Post #375 will have the right to exclude any product not in conformity with state law and local ordinances.
3. All food and beverage sales are managed by the Legion and Auxiliaries, vendors must get prior approval for sales of such items and this is explicitly limited to the approved items. Anyone selling food and beverages (including water) without prior approval may be closed down.
4. No pets or live animals of any kind will be allowed in the park. The showing or sale of live animals is not permitted.
5. No bicycles or skateboards can be used in the park during Maxwell St. Days.
6. Weapons sales including firearms, ammunition, pepper spray, throwing stars, explosives of any kind (including all fireworks) and any other illegal weapon is not permitted.
7. Sale of pornographic (sexually explicit) material is not permitted.
8. Sites and tickets are non-transferable and non-refundable, see above.
9. Ticket exchanges may be considered under extenuating circumstances, however, they will be subject to a \$5.00 service charge per site.
10. No vendors vehicle will be admitted to the park without a ticket.
11. A trailing second vehicle, to bring merchandise, must either have a vendor site ticket or a temporary pass, available at no additional charge. Cars with temporary passes are to be quickly unloaded and leave the park immediately. Left unattended they may be towed at the owner’s expense.
12. Temporary car passes may be acquired upon request when you purchase your site tickets or at the point of sales during the weekend of the event upon presenting your vendor ticket to verify authorization as a vendor.
13. There are very limited number of vendors who have access to electricity and they must at a minimum use a heavy duty 12/3 cord for this.
14. If you intend to **use a generator** you must declare this at the time of registration and anticipate that you will be located as best we are able along the east side of the park so that prevailing winds carry away fumes. If your generator is noisy or generating fumes that interfere with other vendors you may be instructed to shut it down. If we are unable to locate you on the east side of the park we may not be able to admit you.
15. No vehicle of 20 feet or longer, including towed trailer, will be allowed in the park unless the vendor occupies at least two adjoining sites. Only one vehicle or trailer is permitted for each site purchased.
16. Your tickets must be clearly displayed in the front windshield of your vehicle throughout the event.
17. You may not park your vehicle in an open vendor site at any time as this may create difficulty later. Your vehicle will be towed at your expense.
18. During inclement weather we reserve the right to restrict access to the park and to cancel the event. There is no refund or exchange for rained out events.
19. You are allowed to remain in Field Park with your property on Saturday night to Sunday but the Park closes to all traffic at 11:00 p.m.
20. All vendors must have their sites cleaned up and leave the park on Sunday by 6 p.m.
21. Vendors are reminded that **recycling** in Wisconsin is **required by law**. Please use the appropriate refuse sites as they are designated.
22. No one may offer activities such as “air bounce rooms” that create potential risk of injury.
23. Not every issue and concern can be reduced to writing so when a problem is brought to the attention of either the American Legion or the Mukwonago Kiwanis for resolution you are required to comply with the directions given to you by either of them. Failure to comply may result in your removal from the park without the benefit of a refund.

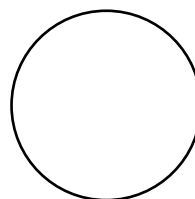
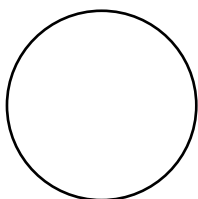
Enclosed you will find a map showing the event area and a sellers registration form. To guarantee your sites from last year you must return the registration form by US Postal service no later than April 1, 2025. It must include your **payment** in the form of a check or money order made out to **American Legion Post 375** in the amount that covers all the sites you are purchasing. **Mail your signed registration to Maxwell Street Days, P.O. Box 97, Mukwonago, Wisconsin 53149.** About mid-April all unsold sites will be available to all. For additional information please see our website: maxwellstreetdays.net or call our information phone number at 262-363-1501.

WITHIN VILLAGE OF MUKWONAGO  
"FIELD PARK"

PREPARED BY:  
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PROJECT NO. 4909

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**To locate your sites, look for white disks on the ground or paint on blacktop.**



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