

# 1<sup>st</sup> Time Seller Information Maxwell Street Days - Mukwonago 2025

Sponsor - American Legion Post 375

Vendor Management - Mukwonago Kiwanis Club

Event Dates: June 7 & 8, July 19 & 20, August 16 & 17, Sept 13 & 14

Sellers,

If you did not sell at Maxwell Street Days in 2024 you are considered a new seller. Registration for New Sellers Maxwell is now being accepted. However, your registrations will not be processed until after April 1st as the 2024 vendors have the right to their same sites that they had until April 1, 2025. Your registration will be held in numerical order of when it was received and processed accordingly. If before 2024 you had been a vendor we may have some of your record on file but significant new requirements have been imposed upon us by the Wisconsin Department of Revenue requiring us to update all of our records. Therefore, you must complete a new registration form and submit it for 2025.

Complete the new registration form that is either enclosed with this information sheet or you will find it on our website. All items that are required for completion are noted. For certain items multiple options are provided. Please take the time to complete the registration form carefully, in ink, so we can read it as it must be put into our system.

Registrations are only accepted by mail. There is no internet filing or in person filings prior to the event weekend. You may register on the weekend of the event in person. This is available on the Friday before the event in Field Park between 1 and 3 p.m. It is also available on Saturday Morning starting at 5:45 a.m. in Kiwanis Park which is directly north of Field Park. And again, it is available on Sunday morning between 8 and 9:00 a.m. in the Field Park Concession stand or on Sunday from 1:00 to 3:00 p.m. As a new vendor you may suggest where you'd like to be located in the park but your request may not be available, we suggest you offer a preferred aisle or area of the park if you have a preference however, we retain the authority to make the final decision on all site assignments.

**Fees for the 2025 season are \$70.00 per site.** A registration without a payment is not processed. We do not reserve sites without payment. **Checks are to be made payable to American Legion Post 375.**

**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 at this location is subject to change. Notice will be sent if this occurs please stay alert for this.

## Event Rules:

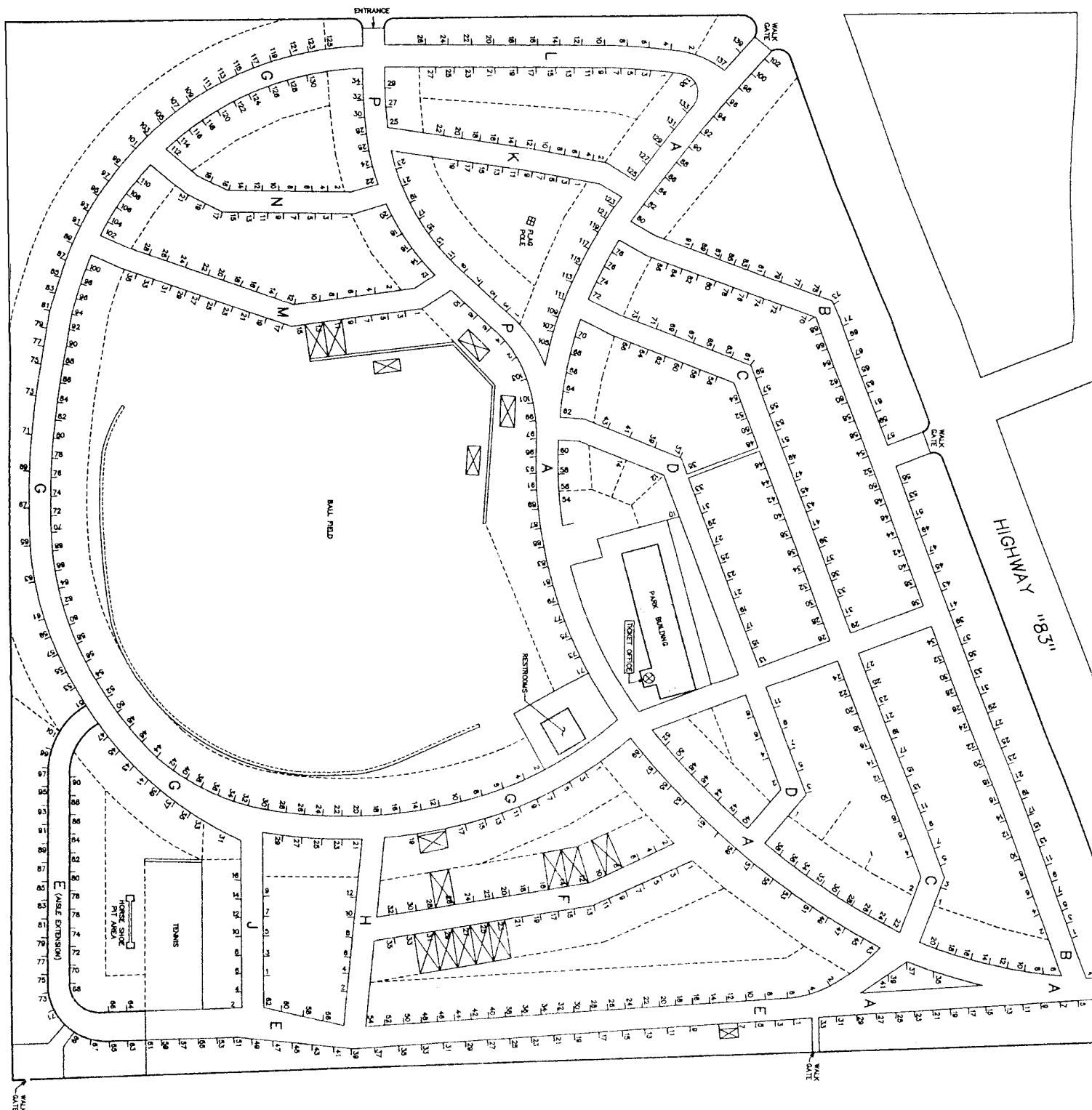
Each year the rules are reviewed and revised so please take a moment to review the Rules for 2025.

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.

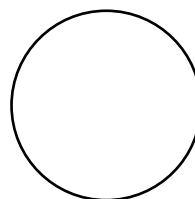
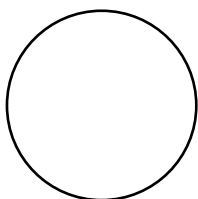
Enclosed you will find a map showing the event area and a sellers registration form. It must include your **payment** in the form of a check or money order made out to **American Legion Post 375** in the amount that covers all the sites you are purchasing. **Mail your signed registration to Maxwell Street 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"

*WEST VETERAN'S WAY (Formerly NN)*



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



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