

EAST TOWN MARKET YARD SALE ~ CATHEDRAL SQUARE PARK 10/17/09
GENERAL INFORMATION

WHEN: Saturday October 17, 2009, 8:00 a.m. to 12:30 p.m. Set-up begins no earlier than 7:00 a.m. and must be completed by 7:45 a.m. Arrival at the Market after 7:45 am no longer guarantees your space.

WHERE: The East Town Market is located in Cathedral Square Park, in downtown Milwaukee between Wells and Kilbourn on the South/North, and Jackson and Jefferson on the East/West.

WHO MAY SELL: Spaces will be rented to any group or individual wishing to sell rummage type items such as clothing, household items, furniture items, books, etc. This is not to be used as a venue to sell craft items or food products. Anyone wishing to sell art items, produce or prepared foods must rent a traditional market space.

VENDOR SPACE: Rental fees entitle vendors to a 10ft x 10ft space in a designated "Yard Sale" location at The East Town Market. Tables, chairs and tents are not provided by The East Town Market and are the responsibility of the vendor. It is possible to reserve multiple 10'x10' spaces. All sales are conducted by the stall renter, rummage prices are solely the discretion of the seller and The East Town Association is not entitled to any sales generated by the individual sellers.

FEES: The fee for this one day is \$15. Any vendor who is currently an East Town Market vendor will pay only \$10 to participate in the Yard Sale event. All fees are to be paid in cash prior to the Market opening on October 17th. Any Yard Sale participant who has not paid the fee before 8:00 am will not be allowed to sell their rummage items.

INSURANCE: East Town Association and The East Town Market are not responsible or liable for any items at the East Town Market Yard Sale. Sellers are responsible for their own personal property and any products that they bring to the East Town Market Yard Sale. All sellers accept responsibility for managing their area, the sale of their items, for any loss or damage done to their property and for any negligence that they may cause.

OTHER RULES:

- Dogs and pets are not permitted on market premises.
- The Yard Sale area must be completely clean and clear of rummage items by 1pm and everything brought to the site must be taken away, including but not limited to all trash generated, tents, chairs and vehicles.
- Driving of Motor Vehicles is prohibited in any part of the Park including walk-ways and grass areas. Violators will be given a \$500 citation by Milwaukee County Parks.

RIGHT TO TERMINATE: The East Town Association reserves the full right and authority to suspend, revoke or terminate any seller's agreement immediately upon oral notice to the seller, and remove or expel any seller at any time from The East Town Market, in each case at the sole and absolute discretion of The East Town Association or its designated representative. In the event of the suspension, revocation, or termination of any lease agreement or removal or expulsion of any vendor, The East Town Association shall be entitled to retain any and all fees previously paid to The East Town Association.

CONTACT INFORMATION:

Kate Borders
Executive Director
East Town Association
770 N. Jefferson Street
Milwaukee, WI 53202
414.271.1416 (phone); kborders@easttown.com

**EAST TOWN MARKET YARD SALE
SELLER APPLICATION**

Name _____
Address _____
City, State, Zip _____
Phone _____
E-Mail _____

Products you will sell: Please describe the types of items to be sold.

Please enclose your \$10 Yard Sale Fee with this application.
(Fee is waived for current Market Vendors)

Disclosure:

I, _____ hereby acknowledge that I have received and read the East Town Market Yard Sale 2009 Rules and Regulations. I fully understand the rules and agree to abide by them. The East Town Market is not responsible and will assume no responsibility for any loss, theft, damage or personal injury suffered by the undersigned from any cause whatsoever. I acknowledge that any property is displayed at my own risk. I further acknowledge and agree that The East Town Market may, in its sole discretion, remove any product that is not appropriate for this event, or that does not meet the standards of The East Town Market. I also understand that The East Town Market reserves the right to reject any seller. Furthermore, I release all rights to photography taken during The East Town Market Yard Sale to the East Town Association, Inc. for future usage in print, production, advertising, publication, etc. I further acknowledge that I will not be paid for any use of images taken at The East Town Market Yard Sale. The undersigned hereby represents that he/she has read and understands this release and that by signing below the undersigned agrees to be legally bound by this release and to indemnify and hold harmless The East Town Market and The East Town Association, Inc.

Applicant Signature: _____

Date: _____

BRING THIS APPLICATION TO THE MARKET ON OCTOBER 17TH:

Kate Borders
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