



# Discover Manitowoc GRANT APPLICATION

Community Development Department  
900 Quay Street, Manitowoc, WI 54220  
Phone: 920-686-6930 | Fax: 920-686-6939

## SECTION 1 – PROJECT / EVENT ADMINISTRATION

### Logistics:

Name / Description of Project / Event: Windigo Fest

Location of Project / Event: Franklin St (downtown Manitowoc) between 6<sup>th</sup> & 8<sup>th</sup> St.

Below please include dates and times for Project / Event including setup and clean up.

Set Up Date: Thursday, Oct. 4, 2018	Begin Set Up Time: 1:00	PM
Start Date 1: Friday, Oct. 6, 2018	Start Time Date 1: 5:00	PM
Start Date 2: Saturday, Oct. 7, 2018	Start Time Date 2: 9:00	AM
Start Date 3: Sunday Oct. 7, 2018	Start Time Date 3: 11:00	AM
End Date: Sunday, Oct. 7, 2018	End Time: 5:00	PM
Clean Up Date: Sunday, Oct. 8, 2018	Begin Clean Up Time: 5:00	PM

### Representative Organization:

Name of Organization: Windigo Society

Federal ID Number: 82-0733222

Tax Status of Organization: 501c3

<input type="checkbox"/> Corporation	<input type="checkbox"/> Limited Partnership	<input checked="" type="checkbox"/> Non-Profit
<input type="checkbox"/> General Partnership	<input type="checkbox"/> LLC	<input type="checkbox"/> Sole Proprietorship
<input type="checkbox"/> Governmental Body	<input type="checkbox"/> LLP	<input type="checkbox"/> Other:

### Project / Event Coordinator:

Primary contact and person responsible for overall project / event oversight and execution.

Name: Dawn Dabeck

Address: 719 A Franklin St. Manitowoc, WI 54220

Phone 1: 920-683-3268

Phone 2:

Email: dbyd@hotmail.com

### Accounting Coordinator:

Person responsible for accounting and use of the requested funds:

Name: Melissa Tollefson

Address: 1115 South 12<sup>th</sup> Street Manitowoc, WI 54220

Phone 1: 920-905-2770

Phone 2:

Email: dbyd@hotmail.com

Relationship to Primary Contact Person: friend/ Treasurer of Windigo Society

**Reporting Coordinator:**

Person responsible for accounting for use of the requested funds:

Name: Malachia Dabeck

Address: 719A Franklin Street

Phone 1: 920-653-8525

Phone 2:

Email: dbydjr@hotmail.com

Relationship to Primary Contact Person: daughter/Secretary of Windigo Society

**SECTION 2 – PROJECT / EVENT INFORMATION**



Attach a detailed description of the project / event based on the following instructions:

A. Describe in detail the proposed project or event including at least the following.

- What are the goals of the project or event ?
- What is the target market or demographic for the project or event?

B. How will the project or event attract visitors to Manitowoc?

- Describe plans and timeline for marketing, promotion, etc.
- Specify the media to be utilized.

C. Have you previously received funding from the City of Manitowoc for this event?

D. Is there opportunity or willingness for this to become a multi-year project or event?

(Attach the supplemental application materials if you are applying for a "Major Institution" status).

E. Who are the key project team members who will be responsible for coordinating the project or event?

- Examples of key team members: President or chair; steering committee members, event coordinator, accountant or budget coordinator, marketing or promotion coordinator.
- Describe each individual's team role and relevant experience. A summary statement is acceptable. Full resumes are not necessary unless requested.

F. How will you measure the success of your project or event ?

- Consider, as applicable, participant surveys, room night tracking, other suggestions or feedback.

**SECTION 3 – PROJECT / EVENT BUDGET INFORMATION**



Attach a copy of the project / event budget based on the following instructions.

G. Show all anticipated uses of funds and all anticipated sources of funds (in addition to the requested Grant).

The budget must include all resources required for the project or event and indicate who will be responsible. The budget must demonstrate the need for grant funding assistance. If total funding is not awarded, be prepared to prioritize financial needs.



- H. What is the dollar amount being requested from the Discover Manitowoc Grant ? \$13,000
- Describe exactly for which budget items the requested grant funds will be used including itemized breakdown of amounts.

#### SECTION 4 – ESTIMATED ECONOMIC IMPACT INFORMATION

Provide the following inputs for estimating the economic impact to the City of Manitowoc of the project / event.

Estimate the expected attendance (including participants and observers) using the following table:

	Su	M	T	W	Th	F	Sa
Local (Manitowoc County) participants	500				150	2000	2000
Visitors from outside Manitowoc County	300				20	1000	1500
Visitors from outside NE Wisconsin	200					1000	1500
Total participants	1000				170	4000	5000

Attendance estimate is based on how many years of historical attendance ?

Estimate the expected room night usage (hotel, motel, B & B) resulting from the project or event using the following table:

	M	T	W	Th	F	Sa	Su	M	T	W	Total room nights
Rooms Per day				4	120	220	20				364

The estimated room night usage is based on (indicate all that apply):

☒ Contracted (blocked / reserved) rooms. 60

Name of Hotel Sponsor 1: Baymont Inn & Suites

Name of Hotel Sponsor 2: Dead by Dawn Dead & Breakfast

☒ Past event room night usage in Manitowoc. 177

☐ Past event room night usage for a similar project or event elsewhere.

#### SECTION 5 – POST EVENT REPORTING

Consider your plan for measuring project / event success under Section 2.F. and Section 4. Provide the following information for post event reporting.

- Date that the project team will be communicating the project or event results to the City of Manitowoc.
- Date shall be no more than 90 days after completion of the project or event.
- The report shall contain an overview and general accounting of how the allocated funds were used, providing direct examples.
- The report shall be signed by the Project/Event Coordinator, the Accounting Coordinator, and the Reporting Coordinator.

## SECTION 6 – CERTIFICATION AND ACKNOWLEDGEMENT

Sign below certifying that all information in this application has been provided truthfully and in acknowledgement of the following Discover Manitowoc Grant Policies.

- Credit must be given to the City of Manitowoc (use City logo) in marketing and advertising.
- Grant amounts are contingent upon fund availability.
- The grant application process is competitive. All other aspects being equal, the following criteria will be considered in making award determination between competing applications:
  - Uniqueness of the project/event as compared to the existing offerings already available in the community.
  - Start-up projects/events versus events already established.
  - Ability of the project/event to bring people in from outside of Manitowoc County and from outside of NE Wisconsin.
  - Ability of the project/event to result in overnight stays at lodging establishments.
  - Ability of the project/event to result in overnight stays at lodging establishments.
  - The experience level of the project team.
  - The quality of the marketing and promotion plan.
  - The quality of the effectiveness measures and reporting plan.
  - Leveraging of other funds in addition to the requested grant.
  - Preference will be given to non-profits, but the application process is also open to for-profits.
  - Preference will be given to applications with a demonstrated financial need.
- The final 10% of an awarded grant amount will be withheld until final reporting is completed.
- The City may request additional details on any aspect of the proposed project or event in order to evaluate the soundness of a potential grant award. In such cases, the application will not be deemed completed until the additional information is provided.
- The City has the responsibility to discontinue funding to any organization that is not meeting the reporting requirements.
- *I understand the filing of this application does not guarantee the award of a grant. I also understand that all project or event organizers and participants must comply with all applicable City ordinances, traffic rules, park rules, state health laws, fire codes, and liquor licensing regulations and fees.*
- *I understand that a Special Events Application form and approval is also required if it applies.*
- *I further understand that the quality of completeness of this application will be evaluated, and an incomplete application may be cause for the denial of the requested funds.*

Project / Event Coordinator Name (print):

Dawn Dabeck

Project / Event Coordinator Signature:

*Dawn Dabeck*

Dated:

*4/26/18*



## SECTION 7 – SUBMITTALS

Submit completed and signed application to the City Hall Customer Service Desk (City Clerk's Office).

- Submittal Deadline Dates (November 30<sup>th</sup> and May 31<sup>st</sup>).
- Contact the Community Development Department (920-686-6930) for assistance and to confirm the current availability of funds.

---

### City Use Only

Estimated economic impact to the City of Manitowoc (calculated):	
--	--

RTAB Meeting Date:	
--------------------	--

RTAB Decision Date:	
---------------------	--

Post Event Reporting Date:	
----------------------------	--

## SUPLIMENTAL DOCUMENT TO SECTIONS 2, 3, AND 4

### SECTION 2 – PROJECT/EVENT INFORMATION

Windigo Fest will be a 3 day weekend event featuring a variety of live entertainment, musical performances, side shows, contests, main street parade, historical tours, and art exhibits.

The Windigo is a figure from Native American folklore, said to be prominent in the Great Lakes Region. Historical Downtown Manitowoc will be transformed into an all Hallow's Eve Extravaganza once again.

Throughout the event (beginning 5:00pm, Friday, Oct. 5th, and ending at 6pm Sunday October 7th) there will be an assortment of vendors, food carts, henna artists, tarot card readers, street performers, carnival games, photo op displays, and side shows performing on the street and stages. (All Vendors will be charged a fee for space at the event.) We will once again be selling tickets for the historical cemetery tour hosted by Kerry Trask. Last year's tours sold out in 30 minutes so we plan on adding more. A motorcycle ride is in the planning stages so we can access and give back to businesses what aren't downtown such as The Smiling Moose, Tippy's, and Wenzel's who sponsored the festival last year and this year.

The Dark Art exhibit and contest was a hit last year so we will be doing it again. An artist from Appleton has joined us to run the Gallery. He has years of experience and access to bizarre artists from all over the country. We also will be doing the chalk art contest that had 10 entries last year with local artists competing for cash prizes. The winner was from Appleton and she has asked to help with the contest and be a judge this year.

Butch Patrick or more familiarly known as Eddie Munster from the retro TV show will be the guest celebrity for the entire weekend. He will be bringing the tribute Munstermobile, as well as the Dragula hot rod, which will be on display for all to enjoy. He also will be participating in the parade, judging contests, and signing autographs. His manager will be sending out a press release prior to his arrival and will be seeking out TV or radio interviews to promote the festival.

To get the local community involved, we will be holding the second annual contest for festive yard decorations throughout the city. A list of participating properties will be given to attendees and listed on our website to create more exposure to Manitowoc and keep visitors coming to see these displays throughout the Season. This will also be extended to local business owners in Manitowoc County. Contest awards for both yard and window displays will be given. The 2017 yard contest proved to be a great success. There were over 20 entrees and all the yards were superbly decorated making judging a very difficult task.

On Thursday night a pre Windigo Fest movie with a live performance of The Rocky Horror Picture Show will be held at Lakeshore Cinema. This will be a full out audience participation piece featuring live actors directed by Bev Denor from LaDeDa Books. Each ticket will include a kit so everyone can take part in the hullabaloo this classic show is famous for.



Friday, October 5, 2018 will kick off with Da Gof Rockers which is a local metal band in very elaborate Orc costumes that wowed everyone last year. We have also added Bad Habitz, a young rock band from Oshkosh that has opened for acts such as Jackyl, Lita Ford, and Vince Neil. The Main Stage will once again feature the EDM (Electronic Dance Music) DJ Matik, a Manitowoc native, who has a significant career in California, and has several upcoming shows across the United States. Matik was a crowd pleaser last year drawing in a large number of young people while exposing all ages to a new genre of music.

Various Midwest Hearse Associations will have members showcasing their custom vehicles along the festival grounds for the weekend. We have received many inquiries from various hearse owners who heard about Windigo Fest last year and would like to participate this year.

Windigo Olympics Registration begins at 10:00am on Saturday. Teams will be required to complete a series of different tasks throughout the day, including but not limited to, scavenger hunt/road rally, agility tests, and finish with a pall bearer relay. (A cash prize to be awarded.)

Saturday Morning we will be working with the local farmers market to mesh the two downtown attractions so both can benefit from each other. They will be hosting a pumpkin carving contest and we are currently discussing other family friendly activities pertinent to the season to incorporate all age groups. Downtown Dance Company will be hosting a black and orange pancake breakfast and an early morning dance workout featuring Thriller, the Monster Mash, and the Time Warp in the main tent.

Bands/DJ will be playing throughout the day. Flash mobs will be arranged for the afternoon as well. The Dancing Witches were a huge hit last year and will be adding performances throughout the weekend.

The Children's Costume Contest will be held Saturday Afternoon before the parade. Last year the costumes were amazing and very tricky to judge. (Awards will be given for best costume)

Historic Haunted Main Street Parade will begin at Chicago and N. 8th St and continue back to 8th and Washington St, which will start at approximately 7:06pm. Float and Adult Costume Contest will be judged during this time. (Cash Prizes will be awarded) Over 40 costumers entered last year from all over Wisconsin and we have had numerous inquiries about this year. The 2017 winner was from Waukesha. ( Parade application attached)

After the parade the Main Stage will once again feature ROAD TRIP, one of Wisconsin's most sought after bands. These artists have won several awards and will be playing in costume until Midnight.

All award presentations will be given out during the bands intermission. There will be ticket sales for all beverages, games, and photo ops. Branded Merchandise will also be available for purchase, and all proceeds will be put back to fund the upcoming years events.

On Sunday, along with an unusual band line-up, we have contracted Extreme Midget Wrestling for the main tent attraction. They perform all over the US and will be sure to draw fans from all over. Their ad campaign will start in summer which will give our festival national exposure. They will be selling tickets on their website as well as at the door.

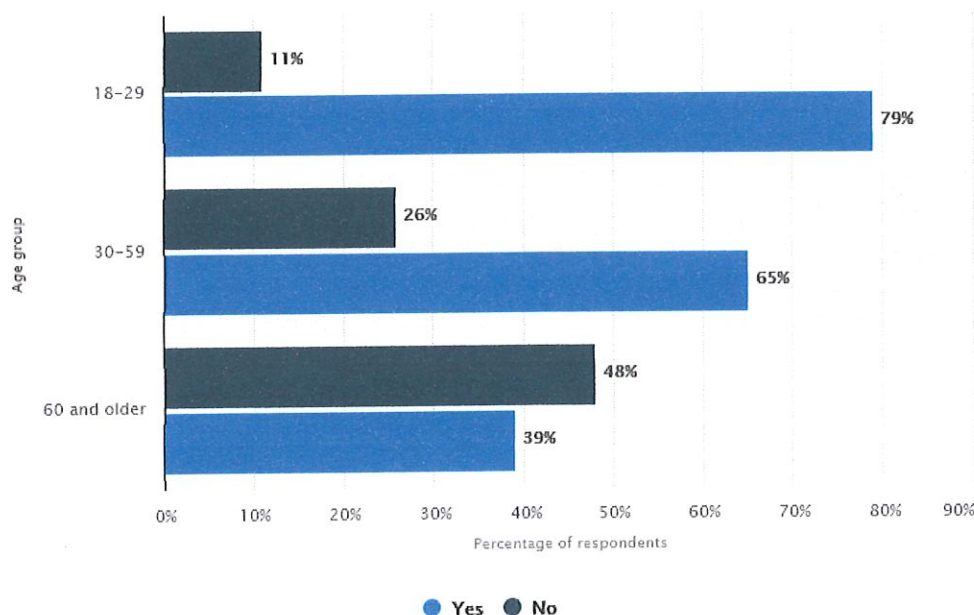
We will also be adding a raffle prior and during the festival. We had to wait for this since you need to have a non-profit status for 1 full year before you can apply. This will be May of this year.

We will also be jointly marketing with the Lake Michigan Car Ferry, MAVCB (Manitowoc Area Visitor & Convention Bureau), and local hotels for special Windigo Fest rates for participants from outside the area. The Baymont has already jumped on board this year with a generous sponsorship of complimentary rooms for the performers traveling from out of town, and will be having a special rate for those who mention they are coming for the festival.

In 2017 we teamed up with WAPL and WZOR to run the costume contest and parade. DJ's from the station stayed here in Manitowoc for the weekend and promoted the festival prior to the event. The campaign will be much bigger this year and both stations contacted us and said they want to be a bigger part of Windigo Fest in 2018. Radio ads will be in September. We plan on adding WHOG in Milwaukee this year if the proper funding becomes available.

Social media ads will begin in June and run up through the event. We target an audience with specialty ads geared toward individuals with Halloween interests, but spend the most on general ads aimed at everyone since Halloween is such a popular holiday in many age groups. (see graph)

Participation in Halloween Activities in 2017 according to [www.Statista.com](http://www.Statista.com)





Social media ads include Facebook, Instagram, Twitter, and Snapchat. Geofencing through Gannett also proved to be an asset in targeting those groups who attend similar festivals throughout the summer. We will target patrons attending Summerfest, Riot fest, Bristol Ren Faire, and Oktoberfest in Appleton.

Posters and banners will be hung up all over Wisconsin. Having volunteers and event staff from all corners of Wisconsin helps us to reach more square miles with visual marketing ads. Our pamphlets are also distributed in Michigan by the MAVCB when the Badger begins sailing again. Our prior vendors will also be given flyers to hand out to promote us throughout the summer.

If funds are available to us we would like to add billboards,

## FUNDING

Dead by Dawn Productions has a better than 25 year history of haunted houses and related events. Their knowledge, market penetration, and following have brought a great number of visitors to our area. We have contacted past groups who avidly toured the haunts and invited them to join in the festivities in this year's Windigo Fest.

We are also using our vendors and their followers. We will do joint marketing efforts with their marketing and upcoming events. All of last year's vendors have asked to come back and several new artists and crafters have applied this year. We plan on attending festivals all over Wisconsin this spring and summer in search of vendors that will fit our venue and bring uniqueness to our area. App included.

Other opportunities for fund raising for upcoming Windigo Fests will also include Rental of Advertising Large Balloons (SKULL and WINDIGO) this will also promote our event at other events. We will also be collecting local sponsorships for events. We have created a sponsorship form (Included).

The Mad Hatter continues to sell branded merchandise and all proceeds go into the Windigo Fund.

We have also applied for the second year of the Wisconsin JEM Grant. Last year we received \$5000 from this resource which was used for advertising.

## MEASURABLE GOALS:

We have a number of short and long-term goals for our festival, for our downtown, and for our area.

### Windigo Fest Short Term Goals-

\*Increased traffic for neighboring Merchants, Taverns, Restaurants, and Attractions.

\*Generate the funds needed to maintain and expand Windigo Fest annually. We will measure this simply by comparing dollars out to dollars in.

\*Increased visitation to local Hotels, Motels, B&Bs, and our Visitors' Center. We will ask our Manitowoc Area Visitors and Convention Bureau to help measure and compare this.

\*Generate PR and "News" media coverage of event from Green Bay to Milwaukee and from the Fox Cities to West Central Michigan. We will measure this by collating coverage and tracking locations of hits to our website and Facebook page.

\*Attract visitors from at least 5 states and across Wisconsin. This goal will grow with each year. Survey data of overnight stays and attendees will help us measure this. We will also use data from participants in competitions. We expect the MAVCB and the Lake Michigan Car Ferry (as well as observation) to help us as well.

\* Our goals for October are to increase the entertainment variety, work with Halloween organizations and enthusiasts throughout the year for more promotion, and add one more day to the fest. We are currently contacting more local and regional businesses for sponsorships and seeking out more vendors to bring in new revenue. Windigo Fest will be the destination for all lovers of Halloween to kick off the season.

### Actual Visitor Expenditures for 2017

Local attendees: 3,500

Non-local overnight attendees: 1,000

177 rooms were taken by Windigo per hotels but all stated they did not ask all patrons and said there was more than the tally

Non-local day trip attendees: 2,500

Total Visitor Expenditures: 528,000

*\*Generate at least \$750,000 in activity for the local economy. Again, we will use our MAVCB to help us measure this.*



## Long Term Goals-

\*Improve traffic to our downtown businesses and follow-up Fall events. We will have the MAVCB measure this. We want to bring uniqueness to our city. Too often a town this size falls between the cracks of the big cities surrounding them, and tends to copy them instead of rising on their own. We have the beauty of the shore, great businesses and museums, and a downtown that can accommodate creativity and fun for all.

\*Increase Manitowoc's overall visibility and desirability as a "Destination Location" through Windigo Fest we will use web traffic, survey data, and City data to measure this.

\*Generate the funds needed to maintain or expand Windigo Fest annually. Our goal is to have the streets of Manitowoc filled in comparison to Oktoberfest in Appleton and with hard work and cooperation from the city we can achieve this. We will measure this simply by comparing dollars out to dollars in.

## TRACKING THE SUCCESS

To go along with the suggestions from the Department of Tourism, we will be selling tickets for all carnival games, themed scene photos, tarot readings, and face painting. By selling tickets for a range of activities, we will increase our potential to gather the required data from our participants. We also will collect data from those 21 and older attendees who will be required to wear a wristband for alcohol consumption. At the time of the attendees purchasing their tickets, they will be asked for their zip codes, are you staying overnight, and how did you hear about the event. We will keep a detailed list of this data to recap our event. Leede Research will be installing counters in 3 areas on the street to collect data on attendance also.

We also will be setting up special rates at the local hotels to ensure that we have gathered all of the overnight stays. Each hotel is offering a special Windigo Rate for the weekend beginning on Thursday, through Sunday.

We will also partner with the Lake Michigan Car Ferry for a special Windigo Rate for travel on the S.S. Badger. This will also help us track the amount of participants that also contributed to the Car Ferry. We have a "Host" hotel that is within walking distance from the Car Ferry dock, which is just a block from our festival grounds.

We would like to partner with the local downtown businesses, and host a contest for best decorated window. These would remain up through the Season to once again create awareness of the event even after it has passed. We will be asking each participant to offer a discount for the people who have come to the event and will get data from the sales in our downtown as well.

## PROJECT TEAM MEMBERS – WINDIGO SOCIETY

### PRESIDENT: DAWN DABECK

Dawn has worked in Downtown Manitowoc for over 30 years. She has a proven track record of owning a successful downtown business and has continually volunteered at numerous events for the community. For the past 25 years Dawn has created and executed one of the top haunted houses in the state of Wisconsin and opened Dead by Dawn Dead & Breakfast, a one of a kind experience. She has a following like no other. Her creations, dedication, and execution are flawless in this genre. This festival has come from her inner passion for both Manitowoc County and the Halloween Season. She has an extensive list of contacts she will be bringing in from all over the Midwest to assist.

### VICE PRESIDENT: KIM QUAST

A native of Mishicot, Kim now resides in Rosendale and worked with Dead by Dawn Productions since the early 90's as a character in the haunt, and as a planner. She currently owns Quast Forestry LLC where she is a certified plan writer for forest management, does appraisals, forest inventory and mapping. She sat on the governor's council representing forest history, was the chair of Wisconsin consulting Forester's Association, the largest organization of forestry consultants in the state, and sat on many committees with the DNR. Kim spent every moment at Windigo Fest 2017 pitching in wherever needed. Her organization skills will be a great asset to this year's planning and executing of a thriving festival.

### SECRETARY: MALACHIA DABECK (Marketing/Media)

Malachia is currently attending the UW Green Bay to pursue a degree in graphic design and communications. She has grown up assisting with the creation of her families' events. She has partnered with several local teachers, businesses, and citizens with artistic and graphic design. Her focus will be co-chair on the creation and maintenance of our online presence.

### TREASURER: MELISSA TOLLEFSON

Melissa has worked at Bank First National for the last several years. She will be keeping the books as well as setting up a "bank" during the festival.

### MERCHANDISE AND FINANCIAL COORDINATOR: JIM DABECK

As co-owner of the Mad Hatter, Jim has years of financial experience. His role is ensuring and prioritizing the funds for the event along with keeping track of merchandise inventory and sales. His lengthy list of contacts he has accumulated over the years will increase the awareness of the festival.



#### MUSIC EVENTS CO CHAIRS: CHAD BOETTCHER/CHAD HOERTH

Both "Chads" are members of local bands and do sound and lighting for venues all over Wisconsin. They both helped with set up, production, and tear down in 2017 and will be coordinating the stages for the entertainment.

We also have many volunteers who have joined in to make this festival a success. Bringing in teams of people to run different events from outside Manitowoc will insure participation and attendance from outside our area, and bring in additional revenue both before and during the festival weekend.

CARNIVAL GAME TEAM-KELLIE KOSSOW (KAUKAUNA) & TRACEY STEENO (GREEN BAY)

DARK ART GALLERY-MATT LOMBARD (APPLETON)

RAFFLE-MICHELLE MICHEALS, RENAE TILLER, ANGIE SINDELAR (MANITOWOC)

CHALK ART CONTEST-CARLI IHDE (GREEN BAY)

WEBMASTER AND MARKETING-KRISTIN SPRENGER(DENMARK)

VIP HOSPITALITY-ERIC VENTGEN (KAUKAUNA) BRIAN HERRMANN (GREEN BAY)

HOST AND EMCEE-CURT MEYER A.K.A. DEADGAR WINTER (KENOSHA)

#### SECTION 4 – ESTIMATED ECONOMIC IMPACT INFORMATION

\*For this portion, the we used data that was collected from Windigo Fest 2017 (see grant app) and took into consideration the 25 years that Dead by Dawn Productions have been hosting Haunted Houses, Road Trip Concert Attendance, and local participation to previous events held in Downtown Manitowoc, to forecast what we think will be the minimal amount of attendees.\* We are asking for again considering a \$13,000 grant award for this project.

The Windigo Society has already begun discussion and planning for Season 3, next year.

Marketing for Windigo Fest 2018 will debut online in June 2018. We will follow the guidelines set forth to maximize our budget in regards to getting as much advertising for our budget. Kristin Sprenger, who is the current Webmaster and marketing developer at NWTC has committed to taking charge of our marketing campaign and helping us learn how to maximize our ad dollars while taking full advantage of all forms of social and traditional media.

Windigo Fest 2017 proved to be a great success despite the many obstacles our team had to overcome. First there was the controversy brought forth by a small group who made every attempt to shut down the planning and execution of the festival. Although we all know bad publicity can be good publicity, this kind of witch hunt can be extremely damaging to a project just starting out. There have been a few sponsors who have pulled out because of the prayer circles taking place in their lobbies and parking lots. The Mad Hatter too had regular visits (daily) where they asked to pray with customers and tried to enlighten them on how the Windigo was bringing Satan into our downtown. They visited every church in the county and encouraged people not to give blood to the Red Cross Blood Drive that we had scheduled, and told them we would be drinking the blood. This fear caused 30 out of the 40 scheduled blood donors to cancel. Blood drives save lives and it was very heartbreaking to see this part of the festival have to be canceled for such nonsense. The weather was also a bit uncooperative in 2017, but despite the rain and wind, die hard Halloween fans came from all over to celebrate. We believe the weather discouraged some but a little gloom just adds to the ambiance of the season. Hopefully 2018 will have better weather but we plan on adding one more tent to provide shelter for more people.

Because of the barriers we faced last year we are asking that the city show support for the festival by giving us the same funding as last year which was \$13,000. We plan on using this grant to expand our marketing campaign. Last year we spent just over \$9500 on advertising and this year we would like to double that. Getting the word out to the masses is detrimental in growing this festival into a destination for the entire Halloween fan base. The following is a breakdown of the 2017 and 2018 advertising budget.

<i>Advertising</i>	2017		2018
xEntertainer	500.00	Entertainer	500.00
xSnapchat Filter	39.98	Snapchat Filter	80.00
xRazor	800.00	Razor	2000.00
xWAPL	2550.00	WAPL	3000.00
xHauntedwi.com	750.00	WHOG (Milwaukee)	3000.00
xWI Media	2050.00	Hauntedwi.com	1000.00
xPrinting USA 4000	194.13	Geofencing (Gannett)	2000.00
xBadger Office City	47.25	Printing USA 4000	400.00
xGo Daddy	63.64	Facebook ads	3500.00
x=Printing USA	168.55	Banners on the Cheap	400.00
x=Facebook ads	1596.76	Windigo Costume for	1000.00
x=Banners on the Cheap	324.66	Live commercial	1000.00
X*Skull blow up	458.00	Butch Patrick press	
		Release	1000.00
	<b>9542.97</b>		<b>18,880</b>





**Windigo Fest** is a celebration of all things **Halloween** taking place Friday October 5<sup>th</sup>, Saturday October 6<sup>th</sup> and Sunday October 7<sup>th</sup> 2018. The spine-chilling festival takes place in historical downtown Manitowoc, Wisconsin on Franklin Street, right outside the chamber door of the town's "quaint" little tourist destination know as **Dead by Dawn Dead & Breakfast**. All Hallows Eve enthusiasts with a hunger for the strange and unusual can experience a weekend filled with various seasonal activities including outstanding music, costume contests, dark art exhibits, bizarre performances, the historical cemetery bus tour, and Windigo team competition and Pall Bearer relay. On Friday evening, at 5:00pm, we will kick off the event. After a day full of Halloween havoc on Saturday at 7pm, a parade heading backwards on North 8<sup>th</sup> Street, beginning at Bank First National, will display the Midwest's best competitive costumes. Wisconsin's award winning band, Road Trip, will follow on the main stage. Join in on one of the many prize winning contests, enjoy some kick ass music, or just slither into the horrific hoopla that Windigo Fest has to offer! Come for the day or stay for the weekend...but don't be caught dead without checking out the second annual All Hallows Eve Windigo Fest!

*The Windigo Fest Parade will embellish historical downtown Manitowoc with decorated floats, marching bands, performance groups, costume extraordinaire, and anyone who want to display their affection for the macabre. Windigo Fest invites you to participate in our Parade on Saturday, October 6<sup>th</sup> at 7:00 p.m. In celebration, our 2nd annual event, we will be awarding trophies and cash prizes in many categories!*

**Float, Mini Float, Specialty Unit, Band. Trophies awarded in each category.**

#### **Costume Categories / Prizes / Awards**

**1. Youth Class:** for ages 13 and under. Judging for the youth will take place before the parade at 4:00pm on the bandwagon on Franklin Street. 3 Places will be Awarded Trophies and the top 3 will kick off the Windigo Fest Parade. A parent or guardian must accompany all contestants in the Youth category, age 13 or under.

**2. Adult Parade and Costume Contest Event** 1<sup>st</sup> Place \$700, 2<sup>nd</sup>, \$200, 3<sup>rd</sup> \$100

**3. Adult Honorable Mentions.** Bloodiest, Scariest, Weirdest, Best Execution, Funniest, Most Whimsical.

The costume contest will occur during and after the parade. Participants must be lined up in their designated position no later than 6:30. This *will* take place in any weather so be prepared!

Date: Saturday October 6th, 2018      Time: 7:00pm (Must be lined up by 6:30).

Location: Park Street and North 8<sup>th</sup> Street (Bank First National parking lot) to Washington Street.

You can be assured that the details will be seen and your adherence to character is paramount.

All costumes must be entered by the person who created it. Models may be utilized to showcase your costume. However, the creator need not be present with the model at the contest to be eligible for award consideration. If you choose to use a model, be sure to include all your information on your application.

All costumes and props must be of original construction or show major modifications/alterations to pre-existing materials. No costumes that are purchased or otherwise obtained from a professional or retail source will be accepted for judging, *but are welcome to join in the parade. Exceptions are made for wigs, shoes, jewelry, belts & accessories. The more of your costume you make, the more impressed the judges will be!* All participants must legibly complete a costume contest entry form. Forms will be available at the Mad Hatter in Manitowoc or you may go to [www.windigofest.com](http://www.windigofest.com) and print it. Contestants must participate in the parade at 7:00pm October 6th to showcase their costume or prop. After the parade all contestants must go to the Windigo Fest Costume area for close up judging. Awards will be presented at approximately 10:30 during the band break. A parade application form and waiver must be submitted along with a \$5 entry fee by October 1<sup>st</sup>. Walk ups are welcome, anyone signing up after October 1<sup>st</sup>, the fee will be \$10.

All costumes, props, and weapons must adhere to local, state and federal laws and policies. No live steel, no functioning or previously functioning projectile weapons, no fire, smoke and/or pyrotechnics must be approved. If you have special requests or need special permission for anything out of the ordinary or anything listed above, please send your written request to [dbyd@hotmail.com](mailto:dbyd@hotmail.com).

No indecent exposure or nudity. No profanity or lewd behavior allowed. Any contestant who violates this rule will immediately be removed from the parade and be disqualified from the contest.

The judges' decisions are final.

Dead by Dawn Productions LLC and the Windigo Society management reserves the right to modify, update, or amend *these rules at any time.*

Dead by Dawn Productions LLC and the Windigo Society may record or photograph contest entries at its discretion. Entry into this contest constitutes an agreement by the entrants to allow Dead by Dawn Productions LLC, Windigo Fest, and the Windigo Society to use their likeness or image in any current or future advertisement, promotion, or product. Now, for the most important rule.....Have fun!

Any questions about the contest not addressed? Call (920)683-3268

This manual is published by Windigo Fest to help participants, sponsors and workers understand the rules and regulations, policies and relationships that affect them. It also acts as a guide for parade participants in the construction, design and safety criteria involved with the parade. We want everyone to enjoy the parade, yet keep it safe for participants and spectators.

**Please read all information before completing your application.**

**It is very important that you read ALL information carefully.** The first portion of the manual contains general



information and rules that must be followed by all units. Parade participants are now classified according to the type of unit they are: float, specialty, band, etc. and each type of unit has guidelines specific to that unit. The last page is the application and waiver.

*The following items must be returned and completed by the deadline to be considered for participation:*

- ⊗ Completed application(s) with signed waiver
- ⊗ Application fee
- ⊗ Proposed script for emcee

**DEADLINE for all applications is Monday, October 1<sup>st</sup>, 2018.**

### **General Rules and Regulations**

The Windigo Fest Parade Committee reserves the right to dismiss any unit or person from the parade at any time for failure to follow any of the following rules and regulations.

### **Distribution of Materials**

- ⊗ No candy, samples or materials of any kind can be thrown or tossed while on the parade route.
- ⊗ Unit members walking near the crowd line may hand out items, with pre-approval by the Parade Coordinator. Please list any items you would like to distribute on your application.

### **Announcer / Order of Appearance**

The Parade will be announced by an emcee and a detailed, written description of your unit is required as part of your application for our broadcast announcer.

The Parade Coordinator will determine the order of appearance for all units in the Parade. The order is determined based on time of application received, variety and best utilization of participants, and logistics.

Your appearance/ line-up spot may be altered or cancelled if your arrival in the assembly area is not the time established in the acceptance packet.

### **Code of Conduct**

Individuals and organizations participating in the Windigo Fest Parade are expected to perform courteously, in good taste and with safety in mind at all times during the assembly, execution and de-staging of the parade. No alcohol allowed in parade.

### **Vehicles**

Drivers of all vehicles in the Parade and those entering the parade line-up area must have a valid driver's license, have proper proof of insurance as required by state law, and must be at least 18 years old.

### **Assembly / Line-up Area**

Once the unit is in position in the line-up area, drivers should be in attendance at all times and available to move the unit as necessary.

**Unit support vehicles, i.e., parents dropping off children, horse trailers, vehicles bringing in props, etc. will NOT be allowed into the line-up area. During assembly, the streets become very congested, one-way routes full of pedestrians. Unless a vehicle is a registered parade entry, driving on these streets is prohibited. Please pass this information on to your participants!!**

### **Parade Movement**



The Windigo Fest Committee and Parade Committee has worked very hard to make sure that the parade route is free of interruptions; therefore, units will NOT be permitted to stop and perform, except for pre-determined production units. All maneuvering, choreography, and marching styles must be performed while moving forward.

### **Inclement Weather Policy**

Should inclement weather occur prior to the parade, Festival officials will determine if it is sufficiently safer to cancel or delay the parade. You may decline to participate when weather threatens to damage uniforms, props or instruments.

The Windigo Fest Parade Committee plans to proceed with the parade, rain or shine. We request that you make provisions for bad weather, and we will not refund registration fees because of parade delay or cancellation due to inclement weather.

## **Definitions of Units**

### **FLOATS**

In its most basic definition, a float is "a flat topped vehicle without sides for carrying displayed objects in a procession or parade". If you add your own creative touch, a float can turn into anything you can dream up. You can build floats on *trailers, trucks, cars, recreational vehicles – almost anything that can move. Most floats, however, start with a flat platform* such as a truck bed or a trailer and are generally pulled by a small tractor, or truck, which is also included in the decorative scheme.

### **MINI FLOATS**

Mini floats are small, possibly motorized vehicles that do not qualify as full-size floats (golf carts, scooters, 3-wheelers, go-carts, derby cars, shopping carts etc.) These vehicles travel by wheels but are not street-legal and will most likely be brought in on a trailer. All entries must be decorated.

### **SPECIALTY UNITS**

Specialty units are defined as non-motorized, entertaining, and creative. A specialty unit is not just a group of people walking down the street, but it could be a group of people in colorful costumes incorporating the spectacular use of choreography, props and theme to entertain the crowd. Examples include: cultural performance/ dance groups, drill teams, clown clubs, and horse units.

### **AWARDS**

Windigo Fest awards will be given to the parade entries based on the categories listed above.

Judging will take place on the corner of 8<sup>th</sup> and Franklin Streets by qualified judges, and close ups for adult costumes immediately after the parade in the designated costume contest area on Franklin Street. Awards will be dispersed at approximately 10:30 pm during the band break by the main tent.



Name/Organization: \_\_\_\_\_

Address: \_\_\_\_\_ E-mail: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ P.M. Phone: \_\_\_\_\_

Type of Unit: \_\_\_\_\_ Float \_\_\_\_\_ Specialty Unit (please select one):

\_\_\_\_\_ Clown Club \_\_\_\_\_ Color Guard \_\_\_\_\_ Dance \_\_\_\_\_ Band \_\_\_\_\_ Decorated vehicle

\_\_\_\_\_ Canine \* \_\_\_\_\_ Equestrian \* \_\_\_\_\_ Other \_\_\_\_\_ Adult Costume

*\* All animal entries must provide their own method of clean-up on the route (i.e., "pooper scoopers")*

Description of Entry and Costume: \_\_\_\_\_

Number of participants: \_\_\_\_\_ Float or entry length (including motor) \_\_\_\_\_

Information or parade script – to be read by emcee, should be attached on a separate page.

**COSTUME & PARADE WAIVER**

I, \_\_\_\_\_, as a representative for the

\_\_\_\_\_ (organization) understand that I am (we are) choosing to participate in the

2017 Windigo Fest Parade at my (our) own risk and neither the City of Manitowoc nor the Windigo Fest Committee nor

Bank First National nor the Windigo Society accepts liability or responsibility regarding animals, vehicles, equipment or

personal injury during this event. I also understand that throwing candy or other items is prohibited and that by violating that

or other safety provisions, we acknowledge that we can be removed from the parade. I have read and understand the rules of the Windigo Fest Parade and Costume Contest.

Enclosed: \$10 Entry Fee made to the Windigo Society

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Submit signed application, fee (if applicable) and script to: Windigo Society  
719 A Franklin Street, Manitowoc, WI 54220 (920)683-3268

## WINDIGO FEST PARADE WAIVER FORM

### WAIVER OF DAMAGES THAT MAY ARISE FROM ACCIDENT OR INJURY DURING PARTICIPATION IN THE WINDIGO FEST PARADE EVENT

1. **Authority:** I represent to the Windigo Fest Parade Committee that I am fully authorized for and bind the undersigned entrant regarding our entry in the 2018 Windigo Fest Parade. On behalf of the entrant, I agree that our Entry and all persons associated with it shall comply with all rules prescribed by the Committee as deemed necessary for the efficient and safe conduct of the parade and all related activities. I agree to conduct our Entry and myself in a proper, appropriate manner during the event and related activities and not to engage in any activity that is dangerous or likely to cause harm, injury or damage to the person or property of others.
2. **Indemnification:** as a condition of being a participant of the parade, I agree on behalf of all participants in the Entry, to assume full responsibility for my conduct and the conduct and activities of our Entry and to indemnify and hold the City of Manitowoc, Windigo Fest, Dead by Dawn Productions LLC, Bank First National, and the Windigo Society harmless from any liability, claim, loss or expense (including attorney's fees) caused or arising from (a) any conduct or negligence by me or any person or part of our Entry that causes harm, damage, or injury to myself or others (b) any breach or omission of my representations or warranties, (c) any claim by my participants, employee, subcontractor or supplier, or (d) any infringement or violation by myself or others in the Entry of the rights of others.
3. **WAIVER and RELEASE:** I, \_\_\_\_\_, (name of Participant/Sponsor), do hereby release and discharge the City of Manitowoc, Bank First National, Windigo Fest, the Windigo Society, and Dead by Dawn Productions LLC, their officers, agents, volunteers, and employees from all claims, demands, and causes of action of every kind whatsoever for any damages and/or injuries which may result from my participation or the participation of my child or the participation of anyone involved with our Entry in the Windigo Fest Parade.
4. **ACKNOWLEDGEMENT OF RESPONSIBILITY:** I, \_\_\_\_\_ (name of Participant/Sponsor) do voluntarily agree to participate in this Event and the undersigned acknowledges that there may be some hazard of personal accident or injury during the participation of said event and willingly accepts responsibility for any personal injury that may arise from this voluntary participation. The undersigned agrees to hold the City of Manitowoc, Windigo Fest, the Windigo Society, Bank First National, and Dead by Dawn Productions LLC harmless in the event of a personal injury or accident involving any participant of said Entry.

**PLEASE READ THE FOREGOING BEFORE SIGNING: THIS DOCUMENT IS A WAIVER OF RIGHTS AND AN ACCEPTANCE OF RESPONSIBILITY.**

Name of Participant/Entry/Sponsor: \_\_\_\_\_

Name of Responsible Party (please print): \_\_\_\_\_

Signature of responsible party: \_\_\_\_\_

Date: \_\_\_\_\_



## **WINDIGO FEST**

### **FOOD & VENDOR APPLICATION**

- WHERE:** 600 & 700 Blocks of Franklin Street  
Manitowoc, WI 54220
- WHEN:** Friday October 5<sup>th</sup> 5:00pm-11:00pm  
Saturday October 6<sup>th</sup> 10:00am-11:00pm  
Sunday October 7<sup>th</sup> 11:00am-5:00pm
- SET-UP:** Day of event – Friday October 5<sup>th</sup> from 1:00pm-4:00pm  
All additional vehicles **MUST** be moved out of the festival grounds by 4:00pm on the day of the festival. Necessary inspections will begin prior to opening.
- DEADLINE:** All applications must be submitted by August 31<sup>st</sup>, 2018.
- VENDOR SPACE:** Booth space is limited to a single 10'x10' booth (including all wires, poles, etc.) with a good roof that can withstand wind, rain, and other inclement weather. If your booth is a bit different in space, please let us know, we will work with you. Come prepared for all types of weather, you must secure your booth in case of windy conditions and no stakes will be aloud. All items being sold or displayed must be contained in booth space.
- ELECTRICITY:** Vendors must list all electrical connections on application. Electrical arrangements must be made prior to your arrival. 15amp/110 volt only. Last minute electrical changes will not be accepted.
- WEATHER:** *The festival will not be canceled because of rain. This is an outdoor event; be prepared for any type of weather. Tents, canopies, and pop-ups must be secured to withstand the weather. Tents will not be allowed to be staked into the ground.*
- CERTIFICATE OF INSURANCE:** **(Food Vendors Only)** A current Certificate of Insurance is required for all food vendors naming Dead by Dawn Productions LLC, Windigo Fest, and the City of Manitowoc and an additional insured. Certificate of Insurance is required before set up.
- REQUIREMENTS:** The exhibitor will be responsible to be open during the entire festival. You cannot vacate early. Your booth must be neat, attractive, and well-maintained. Signage with visible and clear pricing is required. You are responsible for setting up, maintaining, and removing your own booth, merchandise, and trash. All vendors, must decorate, their booth or trailer for Halloween and have at least one item featured with that theme. A trophy will be awarded to the with the best Halloween theme and display.
- APPLICATION CHECKLIST:** Please mail or email the following items for approval:
- Application
  - Payment
  - Food menu with pricing if applicable (otherwise items sold)
  - Affirmation and Liability release
  - Certificate of Insurance
  - Photo of your booth/ any high-quality photo for our website and advertising in a JPEG format

# **KEEP THIS COVER SHEET FOR YOUR INFORMATION**

## **FESTIVAL PROCEDURES, CONDITIONS & RATES**

### **GENERAL INFORMATION**

This document contains pertinent rules and regulations that govern the operations of WINDIGO FEST. We are extending invitations to vendors who submit fully executed applications with required enclosures and payments (see application page) by the August 31st, 2018 deadline. Priorities for space will be reviewed based on past participation, date of receipt of fully executed application and type of product/item. WINDIGO FEST strives to maintain a balance and diversity in vendor offerings, and quality offerings. All applications and products are reviewed so that we may maintain this balance. Our goal is to keep standards high and promote a safe, successful and fun festival. The policies and regulations set forth in this document are designed to maintain order and to regulate activities on the Festival site. Regulations will be enforced.

### **PROCEDURES**

The following application and agreement must be fully completed, signed and returned with the following enclosures to be considered for participation:

1. A photograph of the concession set-up and detailed description of products/items to be sold is required for vendors who wish to participate. (Send to [dbyd@hotmail.com](mailto:dbyd@hotmail.com))
2. \$100.00 vendor fee with a completed and signed application by July 31st, 2018. If vendor fee is not paid by August 31st, 2018, vendor fee will be \$150. If you are not accepted for the Festival your check will be returned to you by September 30th, 2018.
3. Certificate of Insurance naming Windigo Fest, Dead by Dawn Productions LLC, and the city of Manitowoc as an additional insured.

### **CONDITIONS**

1. All locations will be assigned by Windigo Fest staff. While written location requests will be considered, placement will be at the sole discretion of Windigo Fest staff. Use of city property is strictly limited to assigned location.
2. Exhibitor/Concessionaire parking is not provided, except for specified set-up/load-in and break-down/load-out times, vehicles will not be permitted at event site. Vehicles will be removed immediately when asked to be by Windigo Fest staff.
3. A photograph of the concession set-up and detailed description of products/items to be sold is required with the application before the application can be approved. All items food vendor/concessionaire wishes to sell are subject to approval by Windigo fest staff. Any product not specified in the application will not be allowed at the Festival, unless permission is sought and given, in writing. Items will be removed from the concession stand when asked by Windigo Fest staff during the festival if they were not approved. Failure to abide may result in not being asked back to the festival in future years.
4. Food/Concessionaire must provide a certificate of insurance to Windigo Fest by August 31st, 2018.



## INSURANCE VERIFICATION

Each exhibitor must provide Windigo Fest. with a certificate for Comprehensive General Liability and Automobile Insurance, \$1,000,000 minimum plus Workers Compensation as provided by the statutory limits of \$100,000 each accident, \$500,000 disease policy limit and \$100,000 disease for each employee.

Windigo Fest & Dead by Dawn Productions must be listed as additional insured under general liability in relation to show participation, on the certificate under "Description of Operations / Locations / Vehicles/ Exclusions added by Endorsement / Special Provision".

There are two exceptions to the Workers Compensation requirement (1) Canadian exhibitors and (2) any vendor that is self-employed with zero employees; this exhibitor must submit a *date/signed letter stating "I am self-employed with zero employees and therefore exempt for carrying Workers Compensation.*

Exhibitors who retain subcontractors must have those subcontractors submit certificates as outlined for exhibitors. The exhibitor must provide that subcontractor's certificate when providing its own certificate. Certificates are required with deposit. All payments and forms must be sent to Windigo Fest no later than the deadline date August 31st, 2018. If there is a problem with your insurance please contact us at 920-683-3268.

5. All signs and displays must be of a professionally produced nature. Prices of items must be displayed.
6. Food/Concessionaires and vendors are required to keep a neat, presentable booth always. Tables should be covered. Empty boxes and trash will not be permitted around the booth. This looks unprofessional and sloppy.
7. It is the sole responsibility of each exhibitor/concessionaire to obtain the applicable and appropriate state and local licenses and permits as well as payment of taxes pertaining to their operation. Please note: Food vendors should expect inspection of food operations by Manitowoc County Health Department.
8. A limited number of electrical hook-up will be available (SEE Application). You can also use propane or battery power to run your booth. Generators may only be used with Windigo Fest approval. Vendor agrees to hold Windigo Fest, and Dead by Dawn Productions LLC, and any officers and/or owners of the company harmless for any damage to equipment caused by any malfunction.
9. Windigo Fest will provide day and night security, but food/concessionaire and vendors agrees to hold above-listed organizations harmless for any injury, theft or other loss that may occur to property or person during the load-in/set-up, event, break-down/load-out of the Festival.
10. SALE OF BEVERAGES WILL BE RESERVED EXCLUSIVELY FOR WINDIGOFEST. Windigo Fest also reserves the right to restrict which items will be sold, to include exclusive



agreements with national product lines and those who have entered an agreement with Windigo Fest to be the "official" vendor, such as: soda, beer, wine and Festival T-shirt.

**11.** Food/Concessionaires and vendors are not to begin striking their display until Sunday October 7<sup>th</sup> at 5:00pm. Exhibits must remain open until event closing, even if exhibitor is sold out. Leaving early makes the festival look in disarray; and concessionaires who leave early will not be invited to participate the following year.

**12.** All vendors must decorate for Halloween and be dressed in costume.

**13. REMINDER: INSURANCE \*\*** Please note: All vendors are required to submit proof of insurance see #4 above. Proof of this insurance must be mailed with your application to Windigo Fest no later than July 31st, 2018, or vendor space will be released to vendors on our waiting list. Mail to:

Dead by Dawn Productions LLC  
719A Franklin Street  
Manitowoc, WI 54220  
Attn: Festival Committee

**14.** Security will be provided (as a courtesy) for the vendor booths each day of the event.

WINDIGOFEST WILL NOT BE HELD LIABLE OR BE RESPONSIBLE FOR LOSS, THEFT OR DAMAGE.

*If you are looking for accommodations, there is Baymont Inn and Suites just a few blocks from Windigo Fest (walking distance), as well as nearby (within 3 miles) Holiday Inn, AmericInn, super 8, and quality Inn.*

## WINDIGOFEST FOOD & VENDOR APPLICATION

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Street or PO Box: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail Address (required): \_\_\_\_\_

Nature of goods to be sold: \_\_\_\_\_

Were you a vendor last year / Do you want the same space? \_\_\_\_\_

Number of vehicle passes: \_\_\_\_\_ 0 \_\_\_\_\_ Anticipated date & time of set-up: \_\_\_\_\_

Do you have (please circle): Facebook, Twitter, Instagram Hashtag: \_\_\_\_\_

The deadline is August 31st, 2018. Vendor hereby requests permission to display and sell the products and/or services listed above. Further, the Windigo Fest, Dead by Dawn Productions LLC, reserves the right to approve any product/item a vendor may wish to sell or dispense as well as limit the number of concessions selling the same product/item. DO NOT bring items to the Festival unless previously approved. On the day of the Festival, our standards committee will be monitoring compliance.

I have read and understand and will abide with WINDIGO FEST general information, procedures, rates and conditions.

By signing this application, I acknowledge that the Festival is subject to various weather conditions and state and federal safety and health regulations. No refund of application fees. Exhibits must remain open until closing no earlier than 11pm on Friday and Saturday, and 5:00pm on Sunday.

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please Print Name: \_\_\_\_\_

*The above named has read and understands the general information, procedures and conditions and seeks admission as a concessionaire.*

*Dead by Dawn Productions LLC reserves the right to refuse any application. Submission of this application does not guarantee a space.*

# WINDIGOFEST FOOD & VENDOR APPLICATION

**1. PROPOSED MENU OFFERINGS:**

**List the items you want to sell at the festival. Please try to be as specific as possible and list projected selling prices. Any changes in menu must be submitted in advance, in writing, and approved by the committee.**

**2. REMINDER:** No beverages or otherwise, may be sold without prior approval of the Festival Committee. The sale of alcoholic beverages is strictly prohibited.

**3. LIMIT:** If the festival committee feels your projected selling prices are too high, we will let you know. Offerings must stick to the theme of the festival.

**4.Submitting your application does not guarantee acceptance into the event. Vendors selling similar items will be limited.**

[illegible]

**Please, if you have any food or menu related questions, call Dawn Dabeck at 920-683-3268.  
Your menu and pricing must be clearly labeled at your booth.**



## WINDIGO FESTIVAL FOOD & VENDOR APPLICATION

\_\_\_\_\_ 10'x10' Vendor Space (call if need different)  
\$150 if paid after July 31st, 2018 \$100.00 = \$ \_\_\_\_\_

\_\_\_\_\_ Electricity (15 amp/110 volt only)  
Extension cords & lights not provided \$50.00 (per line) = \$ \_\_\_\_\_

\_\_\_\_\_ \$10 Fee if Paying with Credit Card

Total Amount Enclosed

= \$ \_\_\_\_\_

**NOTE:** Electrical arrangements must be made prior to your arrival. Last minute electrical changes will not be accepted. (NO GENERATORS PERMITTED EXCEPT WITH WINDIGO FEST APPROVAL!)

### PAY BY CHECK

Please make all checks payable to Dead by Dawn Productions LLC

Mail to:

Dead by Dawn Productions LLC  
719A Franklin Street  
Manitowoc, WI 54220  
ATTN: Festival Committee

### PAY BY CREDIT CARD

By supplying the following information, your credit card will be charged for the full fee, as per your application, upon your acceptance as a Vendor at WINDIGOFEST on July 30<sup>th</sup> & 31<sup>st</sup>, 2018. It will show on your statement as The Mad Hatter.

Business Name: \_\_\_\_\_

Please Circle:      Visa              MasterCard              American Express              Discover

Name on Credit Card: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp: \_\_\_\_\_ / \_\_\_\_\_

Security Number: \_\_\_\_\_

Billing Address of Credit Card: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

If you are not accepted for the Festival your payment will be returned by September 30th, 2018.

## AFFIRMATION & LIABILITY RELEASE

I, \_\_\_\_\_, hereby affirm that I have been well advised and thoroughly informed of the inherent hazards and policies of the event. I know that by participating in the 2018 WINDIGO FEST, I am exposing myself to certain known and unknown liabilities in my direct and indirect actions with the public and invitees of this event. I also understand that if I choose to hire help for the event, that I am directly responsible for their actions or injury. I hereby personally assume all risks associated with my voluntary participation in this event for any harm, injury or damage that may befall me or any employee or temporary help, because of my participation, whether foreseen or unforeseen. I understand and agree that Dead by Dawn Productions LLC, the city of Manitowoc, Windigo Fest, located in Manitowoc County in the state of Wisconsin, their members and/or directors and officers may not be held liable in any way for any occurrence about my participation in the 2018 WINDIGO FEST that may result in injury, death, or other damages to me or my family, heirs, or assigns, and in consideration of being allowed to participate in this event, I hereby personally assume all risks in connection with said event for any harm, injury, or damage that may befall me, including all risks connected therewith, whether foreseen or unforeseen; and further to save and hold harmless said event and persons from any claim by me, or my family, estate, heirs, or assigns arising out of my participation in this event. I further state that I am of lawful age and legally competent to sign this affirmation and release, or that I have acquired the written consent of my parents or guardians; that I understand the terms herein are contractual and not a mere recital; and that I have signed this document of my own free will. It is my intention by this instrument affirmed by my signature below to exempt and release 2018 WINDIGO FEST and Dead by Dawn Productions LLC, Manitowoc, their members, directors and officers from all liability whatsoever for personal injury, employer's liability and workers' compensation, property damage or wrongful death arising out of or during my participation in this event.

**I HAVE FULLY INFORMED MYSELF OF THE CONTENTS OF THIS AFFIRMATION AND RELEASE BY READING IT BEFORE I SIGN IT.**

\_\_\_\_\_  
**Company Name**

\_\_\_\_\_  
**Signature of Participant**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Print Name**