



July 17 & 18, 2026
MAIN STREET, ASHLAND
ARTS, CRAFTS, RETAIL and INFORMATION

April 14, 2026

Friday, July 17, 10am – 8pm
Saturday, July 18, 9am – 6pm
Ashland, Wisconsin
www.ashlandbaydays.com

Dear Prospective Vendor,

The Ashland Area Chamber of Commerce is excited to invite you to participate in the **48th Annual Bay Days on Main Festival**, taking place **July 17th and 18th** in beautiful downtown Ashland.

Bay Days has become one of our community's most cherished traditions—truly the *hometown event of the year*. With many school and family reunions scheduled during this weekend, the festival draws strong local participation along with visitors from across the region, creating a vibrant and high-traffic environment for vendors.

We are thrilled to kick off the weekend on Friday evening with live music from **Marty's Goldenaires**, along with sidewalk sales, entertainment, and a lively downtown atmosphere. Attendees can also enjoy additional events throughout the community, including the Ashland Rotary Encores Event and an evening boxing event at the Bay Area Civic Center on Saturday. We invite you to join us as a craft vendor and take advantage of this energetic start to the weekend—our vendor rates are designed to be very affordable and accessible.

Saturday begins with our Fun Run and builds into a full day of family-friendly festivities. The schedule includes crowd favorites such as a pie-eating contest, baby crawl, toddler run, National Guard obstacle course, car show, cornhole tournament, live music, food vendors, and a free petting zoo. One of the highlights of the day is the ever-popular **“Strongest Man and Woman on the Bay”** competition, featuring divisions for youth, novice participants, and even our adorable “Toddler Bam-Bam” competitors.

Bay Days on Main offers an outstanding opportunity to showcase your products and services to a diverse and enthusiastic audience. Whether you are a returning vendor or considering joining us for the first time, we warmly welcome you to be part of this exciting community celebration.

Thank you to those who have supported Bay Days over the years—we truly appreciate your continued partnership. And to our new vendors, we look forward to welcoming you to Ashland.

Please review the enclosed materials for vendor information, rates, and participation criteria. If you have any questions, don't hesitate to reach out.

We hope to see you in Ashland this July!
Warm regards,
Mary McPhetridge/Executive Director
Ashland Area Chamber of Commerce

Find yourself next to the water.

ASHLAND

Ashland Area Chamber of Commerce

Return by June 3 to:
Bay Days 2026, P.O. Box 746, Ashland WI 54806.
Questions? Call the Ashland Chamber at 715-682-2500.
info@visitashland.com

Eligibility

- **Arts & Crafts:** products that are handmade crafts by the vendor; paintings, sculptures, pottery, and photography. (No food or drink sales allowed.)
- **Information:** non-profit organizations, educational institutions, clubs and civic groups. (No food or drink sales allowed.)
- **Retail:** commercial business/retail sales. Products that are not handmade by the vendor. (No food or drink sales allowed.)

Festival Rules

- The basic vendor fee is due with application. An invoice will be sent to those requesting additional booth space footage.
 - No spaces will be assigned or held without payment. If you are not accepted into the festival, payment will be returned.
 - **Vending hours: July 17, from 10am–8pm and July 18, 9 am–6pm. Please list what time you would like to arrive to set-up.**
- Note: We do not have security so all vendors must remove their booths on Friday evening by 8pm and reset on Saturday.**

- Registration fees will not be refunded due to undesirable weather.
- Bay Days is an outdoor event. Vendors are responsible for providing their own tables, chairs, etc.
- No Food or Beverages can be sold by arts & crafts vendors, retail vendors, or information booths.
- Electricity will not be available to craft vendors.
- The vendor is entirely responsible for the leased space and shall keep it free from any conditions which might be dangerous.
- For safety reasons, no cooking will be permitted outside the designated booth space. Booth clean-up and garbage removal is the responsibility of the vendor during and after the festival. A \$50 fine will be levied against any vendor who does not remove their garbage during and after the festival. No vendor or representative shall conduct him/herself in a manner offensive to standards of decency or good taste.

Cancellation Policy:

If you cancel by June 10, you will receive a 75% refund. After June 10, no refund. For lowest rate return application before June 3

Name of Business: _____

Contact Person: _____

Phone: _____ E-Mail: _____

Street _____

City, State, Zip: _____

Wisconsin Seller's Permit Number _____

Vendor Category & Fees: (Check appropriate category and note that vending fees apply to our standard 10'x10' vending area size. The basic fee must accompany each application.)

_____ ARTS	\$20.00 before June 3, \$40.00 thereafter
_____ Crafts Flea Market: Vendor handmade Products	\$20.00 before June 3, \$40.00 thereafter
_____ Information:	\$30.00 before June 3, \$45.00 thereafter
_____ Retail: Products that are not vendor handmade.	\$100.00 before June 3, \$125.00 thereafter

Booth Description: Describe booth and indicate whether you have a canopy. _____

Please indicate your set-up time: _____

Please include your vending fee plus a photo of your booth with your application. Please note there is NO POWER, water or indoor display area available. If you have any other requirements or suggestions, please write on back of this form.

***Information Booths and Arts & Crafts Vendors will not be allowed to sell any food or beverages.**

Item(s) you plan to sell and estimated prices: _____

Liability Release:

Booth operator(s) shall indemnify and hold the Bay Days Committee, the City of Ashland, and the Ashland Area Chamber of Commerce harmless from liability for injury or damage to anyone or any property arising out of the operator's activities or operations.

Signed: _____ Dated: _____

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