



EVERY STEP OF THE WAY.

Dear Food Vendor:

Rebel Road will take place Wednesday, July 15, Thursday, July 16, Friday, July 17, and Saturday, July 18, 2026. The event will feature vendors, beverage tents, and concerts. Camping in the downtown area will be available in addition to the many hotels, B & B's, and resorts in the county and region.

- The event ends Saturday at 11:00pm. Sunday will now a tear-down and cleanup day. All vendors must have their booths tore down and ready for inspection by 3:00pm.
- All food vendors with the exception of a couple who will be placed in our Trillium lot will be placed on 3rd Street between Western Avenue and Clay Avenue. A map is included in this application for your reference.
- Consolidating food vendors into one location means that we will be limiting duplicate food offerings.

Muskegon has a rich history of supporting the motorcycle community in many ways. Rebel Road seeks to welcome bikers into our wonderful greater Muskegon area and West Michigan region, all while benefiting The Child Abuse Council of Muskegon County.

To be considered for a vending spot, please submit a **completed application along with photos of your setup and menu by April 30, 2026**. Submission of a completed vendor packet does not guarantee a spot; however, all applications will be reviewed and considered by the Rebel Road Committee. Applicants will be notified of their status in early May.

If accepted, the **total booth fee, \$250 refundable cleaning deposit, and certificate of liability insurance is due by May 30, 2026**.

Sincerely,

Kyleen Gee
Executive Director
Child Abuse Council of Muskegon

**2026 REBEL ROAD
July 15, 16, 17, & 18
Food Vendor Contract**

1. Rebel Road reserves the right to prohibit the exhibit or sale of any item or signage that we feel is not in keeping with the nature of this event, its sponsors, and the community as a whole.
2. All necessary licenses are the responsibility of the vendor. Please feel free to contact us with any questions you might have regarding compliance.
3. All vendors must have in their booth – Proof of liability, worker’s compensation and product liability insurance listing Child Abuse Council of Muskegon County as co-insured in the amount of not less than \$1,000,000.00.
4. Your booth is expected to be staffed and in operation a minimum of the following hours: Thursday, July 16 from 5pm – 10pm, Friday, July 17 from 11am – 10pm, and Saturday, July 18 from 11am – 10pm. Vendors may stay open as late as 11:00pm but are responsible for the safety and security of their staff, merchandise, and other property.
5. No overnight camping at your booth. Please contact event personnel if you need information about accommodations for the weekend.
6. Each vendor is responsible for and required to maintain the appearance, cleanliness, and sanitation of their booth and staff in order to be a positive addition to this event.
7. Booth setup can only be done from 8am to 4pm on Thursday, July 16.
 - a. Vendors in the Trillium lot may begin setup as early as Tuesday afternoon as that lot opens Wednesday at 5pm. Consult with the Vendor Coordinator. All vendors must be moved out and have their site cleaned and ready for inspection by 3pm on Sunday, July 19.
8. Bags of ice will be available for purchase.
9. Vendors must provide their own tents, tables, and chairs.
10. The official Rebel Road merchant is the exclusive vendor for all Rebel Road labeled apparel and merchandise. No merchandise with the Rebel Road logo, name, or any derivative thereof, can be displayed, sold, reproduced, or copied without licensing from Rebel Road and the Child Abuse Council of Muskegon. **Only the exclusive Rebel Road merchant may use the wording Motorcycle Rally, Bike Week or any similar wording that alludes to a motorcycle event. Vendors who violate this will be asked to take the merchandise down and/or asked to vacate their spot and forfeit their entire vendor fee and refundable cleaning fee.**
11. Rebel Road is a rain or shine event. If you are closed by any government agency or for any other reason, **no refunds will be awarded. Rebel Road and the Child Abuse Council of Muskegon make no representation, guarantee, or promise to vendors that the rental of exhibit space will be financially successful or even break even.**
12. Vendors may not leave early. Doing so may prohibit vending in future years.
13. Vendors are responsible for adhering to all state and federal tax laws.
14. Everything displayed must have a visible price displayed.
15. No nails, screws, or fastening devices that puncture the surface of a tree, signpost, or light may be used. Plastic zip ties are allowed as long as they are removed by the vendor during cleanup. No digging at your locations. No stakes, trenches, or post holes. Violation of any of these policies may result in forfeiture of your cleaning deposit.
16. Vendors may not discriminate by race, creed, religion, gender, nationality, sexual orientation, or physical disability. Any violation will result in the closure of your vendor space and you will not be given a refund. Civil action is also a possibility depending on the nature and severity of the incident(s).

_____ Initial

17. Prohibited items include but are not limited to animals, weapons, golf carts, ATV's, or other non-street legal motorized vehicles.
18. All tents must be frame tents weighted down with the proper concrete blocks or water barrels.
19. If your application is incomplete and we do not have everything for it, it will be returned. This may prohibit you from being a vendor at Rebel Road 2026 event. This includes new vendors and existing vendors.
20. Please contact the Muskegon County Health Department to obtain a copy of their rules, fees, etc. at (231) 724-6208 and to answer any questions you may have regarding state and local guidelines. All health department rules and regulations must be 100% adhered to. Each vendor is responsible for and required to provide high quality food products that meet all food safety requirements. Any health or sanitation issues that arise during the event may result in immediate closure of your operation by the Rebel Road staff. All food vendors must have ABC fire extinguishers to adequately handle any electrical, grease, or trash fires. All necessary licenses are the vendor's responsibility.
21. You are responsible to dispose of your gray water. You will be given a map which indicates where gray water may be disposed of.
22. You are responsible to collect Grease in an appropriate container and take with you when you leave the event. No grease or grease containers may be disposed of in any trash receptacle or dumpster on the event property.
23. All vendors are responsible for bagging their own trash and placing it in the large commercial dumpsters provided by Rebel Road. Do not use individual plastic garbage cans or private dumpsters. Bags must be placed inside the dumpsters and not next to them. Upon checking in you will be given the location of the dumpster nearest your booth. Please DO NOT use the small portable trash receptacles or leave trash near your booth. All garbage must be bagged. Loose garbage cannot be placed in the dumpster. Violations of any of these rules may result in automatic forfeiture of your cleaning deposit.
24. Your booth must have Tar Paper under whole set up including where the customers receive the food.
25. Vendors must provide their own extension cords. It is required that each vendor bring at least a minimum 100' of extension cord but more is always better.
26. Vendors must provide their own Hoses. It is required that each vendor bring at minimum of a 100' hose but more is always better.
27. If the vendor does not use a 3 prong 120 volt for electricity needs, a photo must be provided. Every angle of what is used. 360-degree pictures.
28. Space is assigned at the discretion of Rebel Road personnel. **All food vendors will be placed on third street (attached is a map). Due to this we will be limiting the duplicate offerings of food vendors we get.**
29. Food Vendors cannot put their products in any bag featuring any Law Firm due to an Exclusive Agreement with Michigan Biker Law. Please use any other bag.

REBEL ROAD 2026 VENDOR INFORMATION SHEET

Vendor Name: _____

Concession Dimensions:

Length: _____ Width: _____

Circle One: Tent Truck Trailer Other: _____

Total space required for your operation:

Length: _____ Width: _____

Does your concession sell from the: Front ___ Side ___ Both ___ Flexible _____

Explain _____

Number of years in operation: _____

Number of years participating in Rebel Road? _____

Were you a vendor at last year's Rebel Road? YES or NO

Do you need a water hook up? YES or NO

Electrical Requirements:

110 V? YES or NO.....IF YES, HOW MANY OUTLETS? _____

PLEASE ATTACH LIST OF EQUIPMENT & AMP NEEDS

30 AMP? YES or NO

50 AMP? YES or NO

WILL YOU NEED 3-PHASE POWER? YES or NO

WILL YOU NEED AN ELECTRICIAN FOR HOOK UP? YES or NO

Please specifically explain how you hook up to your power source:

ENCLOSE CURRENT PICTURE OF YOUR CONCESSION

Provide with this application, a complete menu including prices. Rebel Road staff reserves the right to prohibit the sale of any and all items not included on the menu you provide.

Booth Size and Pricing Options

BOOTH PRICING: Circle the one you have chosen

10x10 @ \$1300 10x20 @ \$1800 10x30 @ \$2050 10x40 @ \$2300

20x20 @ \$2300 20x30 @ \$2550 20x40 @ \$2800

*Vendors needing space larger than what is listed, need to contact Kyleen Gee at (231) 722-0282 or kyleengee@childabusecouncil.org for pricing.

ELECTRICAL FEE: If electricity is required, the fee is a minimum of \$100.
Please note that there may be additional fees depending on your electricity requirements.
(No generators are permitted unless pre-approved by event organizers.)

CLEANING FEE: A \$250 refundable cleaning fee is due with event application.

Number of Locations desired: _____
Location sizes: _____
Total cost for all locations: \$ _____
Electrical Fee: \$ _____
Cleaning Fee (Refundable): \$ _____
Total Booth Cost Due: \$ _____
Total: \$ _____

Payment options: (Circle one) Credit/Debit Card Check/Money Order

Credit/Debit Card

Circle one: Visa MasterCard Discover

Name on Card: _____

Credit Card Number: _____

Expiration Date: _____ CVV: _____

Billing Address: _____

Billing City/State/Zip: _____

***If paying by credit card you will incur a 3.5% processing fee. To avoid this fee, pay by check.**

Checks/Money Order

Checks and Money Orders can be made payable to the Child Abuse Council and mailed in with your vendor application.



EVERY STEP OF THE WAY.

I, _____ (please print name), hereby certify that I have read and initialed all of the contract rules on Pages 1-2 and filled out the information sheets on pages 3-4. Myself, my staff, and any other representatives of my business agree to fully abide by the rules set forth in this contract. This application constitutes a contract between the named vendor and The Child Abuse Council of Muskegon. I understand that I need to have a contract request filled out for each concession unit that I plan to operate. This contract is void unless approved by Rebel Road.

VENDOR NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

HOME PHONE #: _____ CELL PHONE #: _____

E-MAIL: _____

PRINTED NAME: _____

SIGNATURE: _____ DATE: _____

PLEASE RETURN ALL INFORMATION TO:

Attn: Cortney Garza
cgarza@childabusecouncil.org
1781 Peck Street, Muskegon, MI 49441
(231)728-6410 Ext 1005

FOR REBEL ROAD USE ONLY

APPROVED BY: _____ DATE: _____

Food Vendor Checklist

Everything must be completed on this checklist, in order to be considered as a vendor for the 2026 event

- Pages 1-2 are carefully read and initialed and pages 3-5 are filled out completely.
- Picture of your vending set up is included
- Menu is Included
- Electrical requirements are clear and concise (more information the better)
- Water requirements are clear and concise (more information the better)

If accepted as a vendor, the following items are due no later than May 30, 2026

- Full payment including refundable cleaning deposit.
- Certificate of Liability Insurance Naming the following as an additional insured: Child Abuse Council – 1781 Peck Street, Muskegon, MI 49441

