



EVERY STEP OF THE WAY.

Dear Merchandise 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 be a tear-down and cleanup day. All vendors must have their booths tore down and ready for inspection by 3:00pm.
- All merch vendors will be placed either in the Trillium lot or on Western Avenue between 2<sup>nd</sup> Street and 4<sup>th</sup> Street and placement on 5<sup>th</sup> Street. A map is included with this application for your reference.
- **NEW THIS YEAR:** Vendors placed along Western Avenue will be able to begin setup on Wednesday morning at 8am (as opposed to Thursday like last year's event).

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 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

**2026 REBEL ROAD**  
**July 15, 16, 17, & 18**  
**Merchandise 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 starts Wednesday, July 15 at 8:00am and continues until Thursday, July 16 at 4:00pm. All vendors must be moved out and have their site cleaned and ready for inspection by 3pm on Sunday, July 19.
  - Vendors in the Trillium Lot may begin set-up as early as Tuesday afternoon as that lot opens Wednesday at 5 pm. Consult with Vendor Coordinator.
8. Bags of ice will be available for purchase.
9. No motorcycle sales other than licensed dealers, manufacturers, or builders.
10. Tattoo vendors must provide red medical waste receptacles and red medical waste sharp bags and are responsible for removal and disposal of all such items from the event. Release forms for customers must be provided and all state regulations for tattooing must be followed.
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.

\_\_\_\_\_ Initial

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).
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 framing tents weighted down with the proper concrete or water barrel weights
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 the Rebel Road 2026 event. This includes new vendors and existing vendors.
20. 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.
21. Vendors must provide their own extension cords. It is required that each vendor bring at least 100' of extension cord but more is always better.
22. 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.
23. 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.**
24. Space is assigned at the discretion of Rebel Road personnel. No space will be assigned until payment is made in full (including cleaning deposit). There is no guarantee on booth location from year to year. Certain product categories may also be limited to a set number of vendors as determined by Rebel Road personnel.
25. Merch Vendors cannot put their products in any Law Firm bag due to an Exclusive Agreement with Michigan Biker Law

\_\_\_\_\_ Initial

**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:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you use a heat press? YES or NO If yes, how many? \_\_\_\_\_

Do you use lighting: YES or NO

If yes, please describe your lighting setup in detail and include a picture if possible:

\_\_\_\_\_  
\_\_\_\_\_

**ENCLOSE CURRENT PICTURE OF YOUR BOOTH**

Provide, with this application, a comprehensive list of ALL items to be sold. Rebel Road staff reserves the right to prohibit the sale of any and all items not included on the list you provide.

**Booth Size and Pricing Options**

Circle the one you have chosen

**LOCATION:** TBD

**BOOTH PRICING:**

10 x 10 @ \$700    10 x 20 @ \$1000    10 x 30 @ \$1300    10 x 40 @ \$1700  
20 x 20 @ \$1700    20 x 30 @ \$1900    20 x 40 @ \$2500    20 x 50 @ \$3100

\* If you require a space that is not listed above contact Kyleen Gee at (231)722-0282 or kyleengee@childabusecouncil.org

**ELECTRICAL FEE:** If electricity is required, it 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 booth 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](mailto:cgarza@childabusecouncil.org)**  
**1781 Peck Street, Muskegon, MI 49441**  
**(231)728-6410 Ext 1005**

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**FOR REBEL ROAD USE ONLY**

APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

## **Merchandise 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
- Items being sold are clearly stated
- Electrical 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

