



Temporary B License

Street Use: No YES
Office Use Only

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703
licensing@cityofmadison.com
608-266-4601

(Agenda Item number) -if Street Use-

(Legistar file number) -if Street Use-

PERCP5-2025-00269

(License number)

4

405

(Alder District #)

(Police Sector)

Office Use Only

- Temporary Class "B" (beer) and "Class B" (wine) licenses are available to **bona fide clubs, chambers of commerce, churches, Lodges/Societies, Veteran's Organizations, and Fair Associations** only. Being a non-profit company is not enough.
- You may get an unlimited number of temporary licenses for Beer, but **only two licenses for wine** each twelve months.
- If your plans include using the street for your event, you will need a **Street Use Permit** and you must apply at least 60 days before your event.
- At least one **licensed bartender** must be present.
- **The fee** is \$10 for beer and/or wine per event – events may have consecutive days.

The named organization applies for:

A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s.125.26(6), Wis. Stats.

A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

Organization

Pick one: Bona fide Club Chamber of Commerce Church
 Lodge/Society Veteran's Organization Fair Association

Organization Name: Madison Festivals, Inc Phone: 608-577-8300

Address: 5821 Femrite Drive, Suite B, Madison, WI 53718 Email: bonnie@madisonfestivals.com Website: madisonfestivals.com

Date organized: _____ If a corporation, give date of incorporation: 4/5/1993

WI State Seller's Permit ID: _____

We are not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats.

We have been convicted of a violation of Chapter 38.

Organization Officers	Name	City, State	Birthdate
President	Sara Klemme	Sun Prairie, WI	
Vice President	Elyse Smithback	Madison, WI	
Treasurer	Mark Anderson	Madison, WI	
Secretary	Ashley Hein	Madison, WI	
Person in charge of event	Name	Phone	Email
	Ryan Richards	608-209-6958	ryan@goredcard.com

Event Information

Event Name: Madison Marathon Event dates & time(s): November 15, 2026

Event Address: Capitol Square, Madison WI Estimated Attendance: 15,000

Do the premises you want to license occupy *all* of the building/property? No No? Then please describe fully which parts of the property or building you want to be covered with this license. (Which section of the parking lot, which floor of the building, or which specific rooms in it. etc): _____

The streets surrounding the Capitol Square: North and South Pinckney, East and West Main, North and South Carroll, East and West Mifflin and Martin Luther King Jr. Blvd.

Explain the purpose and nature of the event: Running event around Madison with the start and finish line at the Capitol Square.

Describe your planned method of crowd control: City police, hired security and brricades will be utilized.

How many security persons will you have on the licensed premises? 2 private and local officers, number TBD

Will food be served? Yes No Will a tent be used? Yes No

Will the street be used? Yes No Will wine be served? No Yes: of 2 per year

Wholesaler/distributor/brewery who will supply fermented malt beverage: Wisconsin Distributors

Quantities ordered: 250 cases

(If serving wine) Wholesaler/distributor/winery who will supply wine: _____

Quantities ordered: _____

Declaration

The information provided in this application is true and correct to the best of my knowledge and belief.

Officer Signature Sara Klemme Date: 12/5/2025

Printed name of **Officer** who is signing: Sara Klemme