



Temporary B License

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-

PER PS-2025-00046

(License number)

8

411

(Alder District #)

(Police Sector)

Office Use Only

Street Use: ☐ No ☒ **YES**
Office Use Only

- o 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.
- o You may get an unlimited number of temporary licenses for Beer, but **only two licenses for wine** each twelve months.
- o 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.
- o At least one **licensed bartender** must be present.
- o **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: Sun Prairie Lions Club

Phone: (608) 469-7228

Address: PO Box 242, Sun Prairie, WI 53590

Email: poguer57@gmail.com

Website: https://e-clubhouse.org/sites/sun_prairie/index.ph

Date organized: 9/26/1933

If a corporation, give date of incorporation: _____

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	Troy Eisenrich	Sun Prairie, WI	
Vice President	Bill Baker	Sun Prairie, WI	
Treasurer	Tom Coy	Sun Prairie, WI	
Secretary	Duane Sprecher	Sun Prairie, WI	
Person in charge of event	Name Steve Pogue	Phone (608) 469-7228	Email Poguer57@gmail.com

Event Information

Event Name: Run Madtown Event dates & time(s) May 24 (2pm - 9pm) May 25 (8am - 12PM)

Event Address: 700 Block of Langdon Street, Madison, WI Estimated Attendance: 3000

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): _____

Beer garden located at 700 block of Langdon Street - see attached map of post race party for specific placement, entrance and exits

Explain the purpose and nature of the event: Run Madtown is an annual half marathon, 10K and Twilight 5K running, walking and wheelchair community event. The beer is part of our post race party celebration. No beer is s each finisher recieves one complimentary beer, in 2024 less than 37% had a free beer.

Describe your planned method of crowd control: _____

Barricades will be used to define the beer garden, private security & staff will man the entrance and exits if needed UWPD and MPD are available

How many security persons will you have on the licensed premises? 6

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: 65 cases

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

Quantities ordered: N/A

Declaration

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

Officer Signature Troy Eisenrich Date: 3/15/2025

Printed name of **Officer** who is signing: TROY EISENRICH



HALF MARATHON / 10K / 5K

MADISON, WISCONSIN

WWW.RUNMADTOWN.COM

Library Mall

815 Langdon Street (Driving Address)

Madison, WI 53703

Saturday May 24, 2025

Packet Pick Up 12pm - 7pm

Twilight 5K – 7pm start time

Post - Race Party 7pm - 9pm

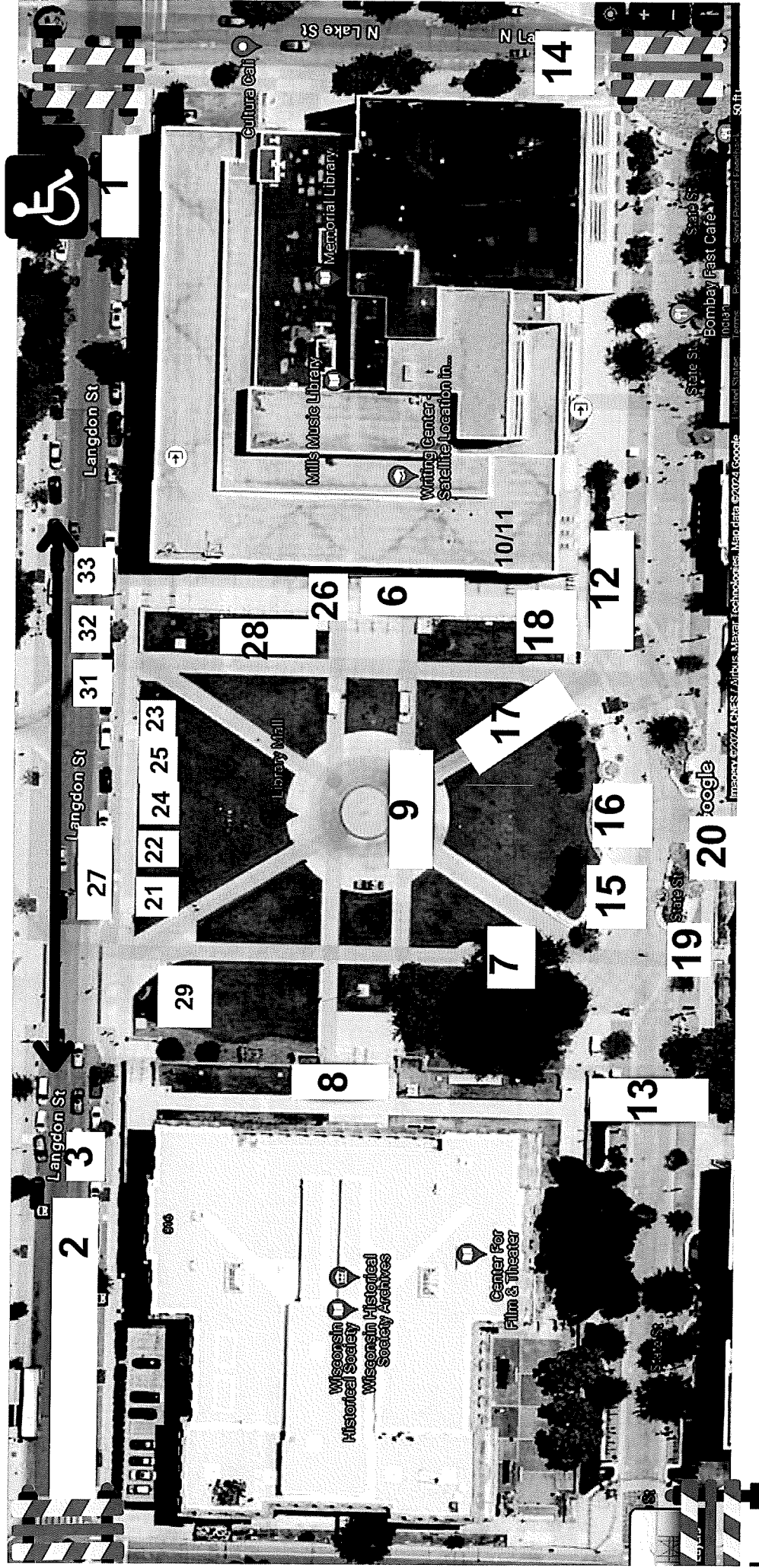
Sunday May 25, 2025

Half Marathon & 10K – 7am start time

Post Race Party 7:30am - 11:30am

RUN MADTOWN

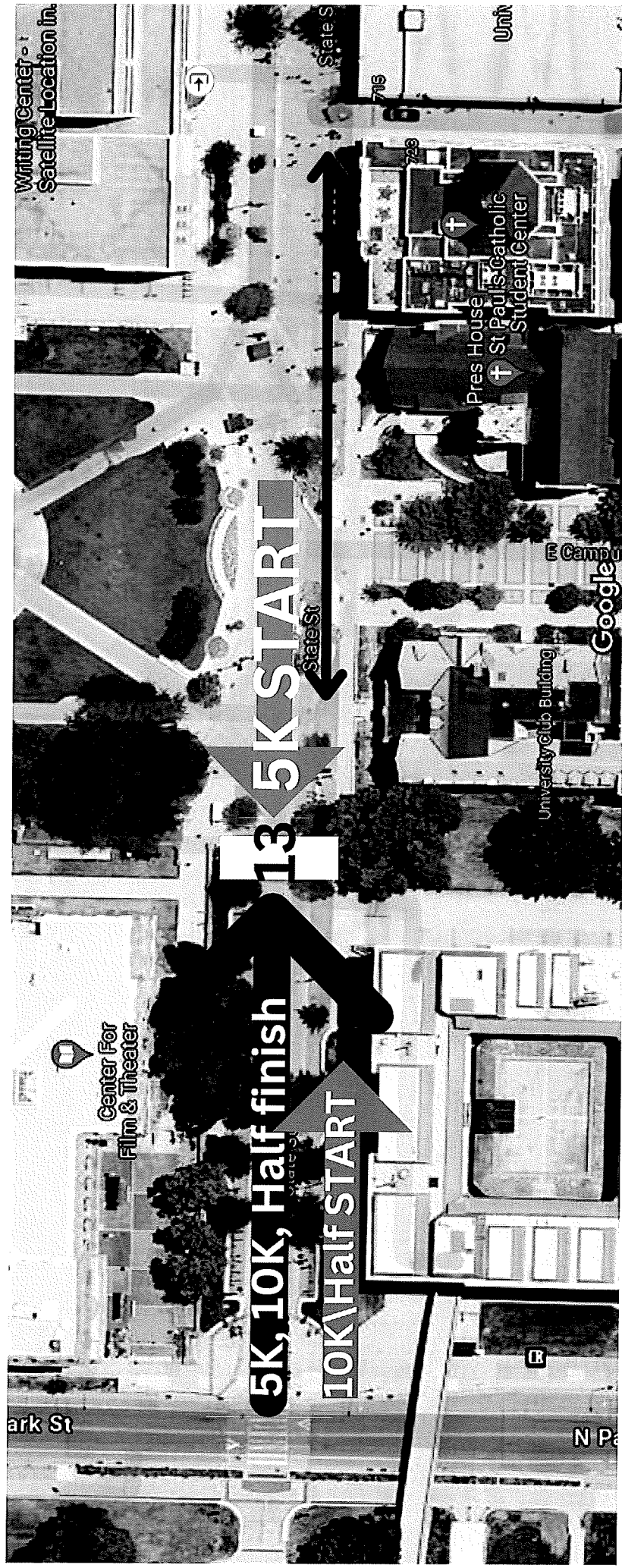
POST RACE PARTY LAYOUT



RUN MADTOWN

START \ FINISH LINE

STATE STREET



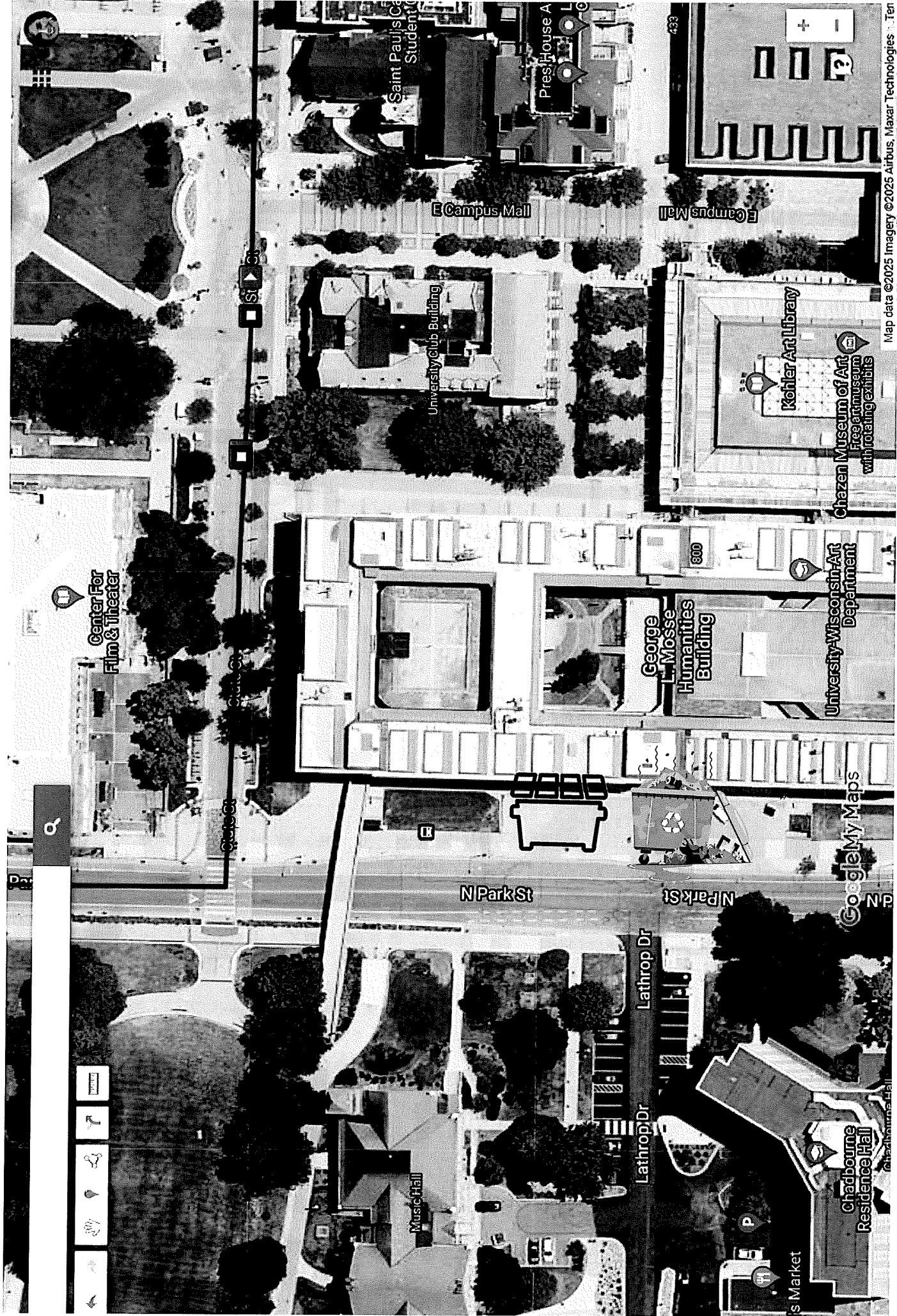
Emergency Access Lane on State Street

RUN MADTOWN

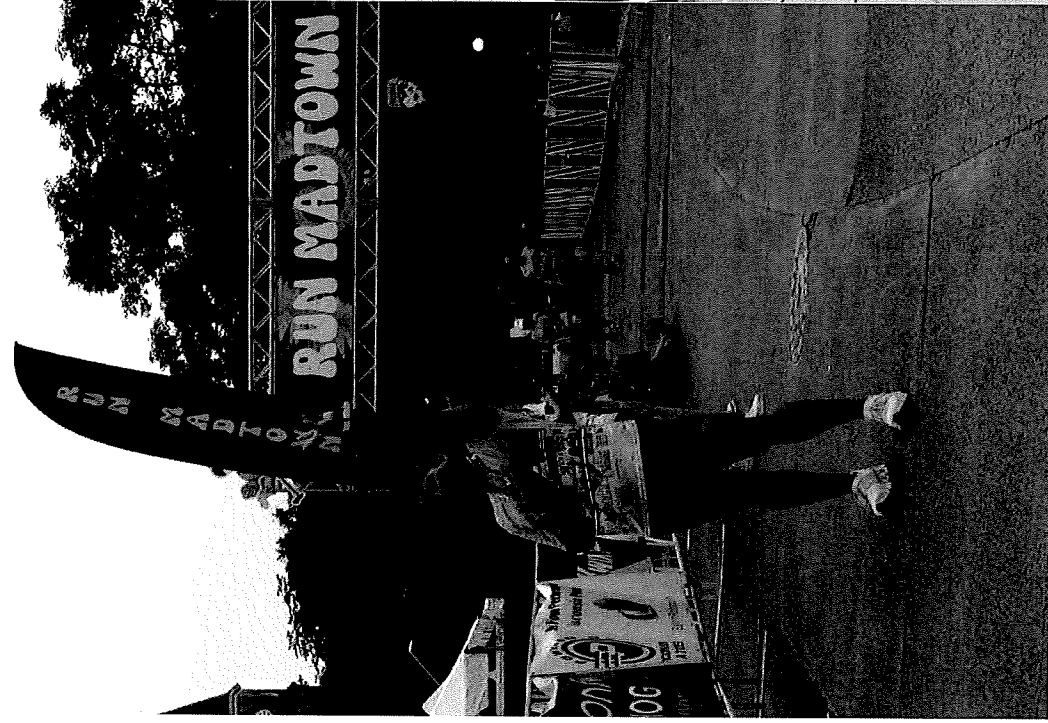
BEER GARDEN \ ADA CROSSWALK

LANGDON STREET





RUN MADTOWN DUMPSTERS (A TRADITIONAL - A RECYCLING)



For Signage - Run Madtown has

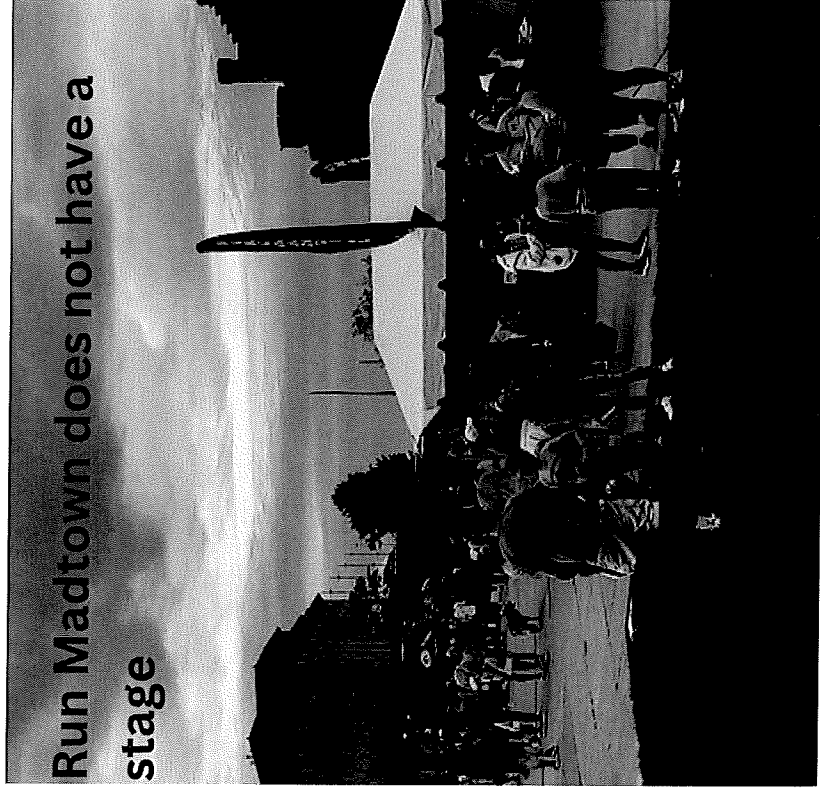
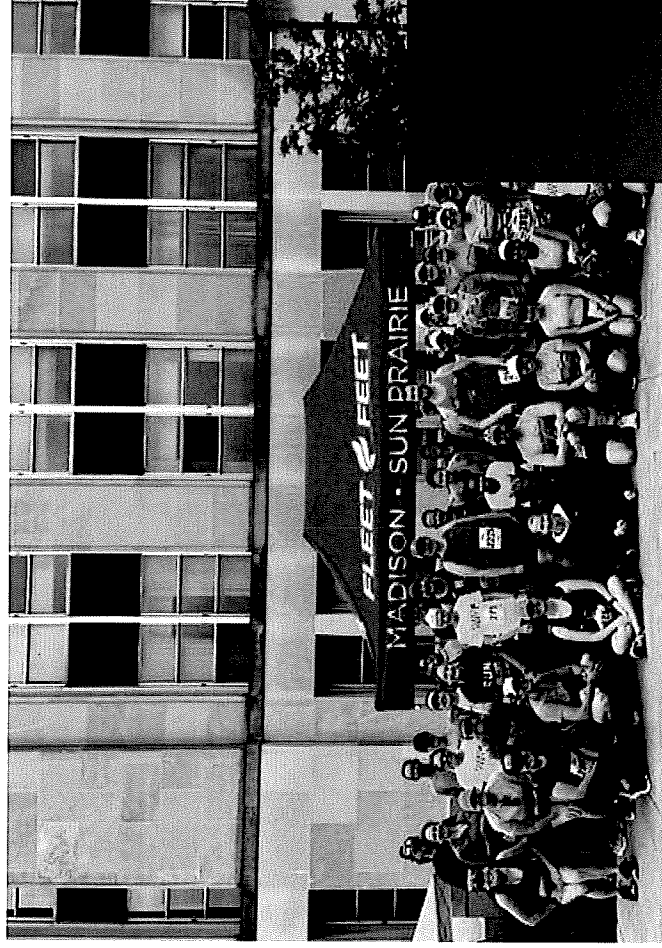
**feather banners around the post race party area - these are 13ft high
banners 3ft x 8ft attached to barricades**

Rigid signs in windmasters, these are 28" x 44"

we will be adding scrim to the white barricade that will come in 50ft long sections

Run Madtown uses 10 x 10 and 10 x 20 tents throughout Library Mall, these are heavy duty tents provided by Lakeshore Athletic Services and come with cement blocks.

Vendors are allowed to bring their own tents & are required to have weights



2025 RUN MADTOWN POST RACE PARTY LAYOUT

MAP #	WHAT
1	PORTO Potties
2	Beer Garden
3	Beer caddy
6	Gear Check
7	DJ / sound engineer
8	Packet Pickup
9	Official Merch
12	Medical Tent
13	Start \ Finish Line Truss
14	MFD Standby Ambulance
15	Finisher's Medals
16	Finisher water
17	Finisher Food
18	ADA Porto
19	Announcer
20	Timing Tent
21	Sponsors
22	Sponsors
23	Sponsors
24	Sponsors
25	On Pace Pace Team
26	Volunteer Checkin
27	Spudmobile
28	US Cellular
29	Johnson Fitness & Wellness
31	Fleet Feet
32/33	Running Clubs