

20
23

Welcome
to

Beste
Das
Oktoberfest!



62nd

Oktoberfest^{USA}™

LA CROSSE, WISCONSIN

September 28–30



Guten Tag alle Festers

We're excited to invite you to the 62nd Oktoberfest USA celebration! With this year's theme, "2023, Come Fest with Me," we're thrilled to have you join us.

Oktoberfest is much more than a three-day festival. We spread Gemütlichkeit and cheer year-round, attending area parades and visiting schools and nursing homes, along with supporting and attending regional community events.

We're proud to generate \$26 million for the local economy, directly impacting local extracurricular groups and service organizations. This makes the greater La Crosse area an even more special place to live and visit. We couldn't do it without our many generous volunteers and sponsors.

Renowned as the third best Oktoberfest celebration in the U.S., Oktoberfest is ideal for building family traditions and memories with friends. From our iconic Torchlight and Maple Leaf parades to our talented musicians and delicious food, there's something for everyone. Remember to fest responsibly and thank our first responders and police officers who keep our community and festival safe.

Again, thank you for joining us. We can't wait to see you — and invite you back next year.

Prost!

Patti Berra, 2023 President
Board of Directors

MAJOR SPONSORS

Visit oktoberfestusa.com for complete Sponsor/Klub Member listings



7 Rivers Consortium
A-1 Mobile Storage Service
Advanced Multimedia Solutions
Aramark
Baird Private Wealth Management
Bakalars Sausage
Brick Bros.
Brothers Bar
Cary Heating and Air Conditioning
Central Animal Hospital
Century 21 Affiliated
Clason Buick GMC

Colgan Air Services
COW97
CPC Printing & Promotions
Dairyland Power Cooperative
DBS Group
Delicato Family Wines
E. Stanelek Electric
Edward Jones
Emerj360
Endodontic Specialists of La Crosse
Energyline International
Every Plumbing

Fox 25 48
Great River Harley-Davidson
HSR Associates
Hanson & Associates
Kish & Sons Electric
Kunes RV
La Crosse Area Chamber
La Crosse Sign
Marine Credit Union Foundation
Morrison & Associates
Olson Solar Energy
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Ron Hammes Refrigeration
Satori Arts
Sevita Health
Ship Shape Car Wash
Skies the Limit Events
The Board Store
The Insurance Center
Town n' Country Title
Townsend Insurance
Travel Leaders
WBN Event Group
Xcel Energy

DAY

7

Polka, Pretzels & Prost!



THURSDAY, SEPTEMBER 28

EVENTS

- 7–9 am **SENIOR BREAKFAST | Fest Grounds**
Free admission! Pancakes, sausage, juice, milk, and coffee. Featuring live music | Mike Hayes broadcasting live for WIZM NEWS
Sponsor: Mid-West Family
- 11 am–2:30 pm **SPECIAL FESTER CARNIVAL | Copeland Park**
Sponsors: Dairyland Power Cooperative, E. Stanek Electric, Marine Credit Union Foundation
- 4–11 pm **OKTOBERFEST GROUNDS OPEN**
Admission pass required
STUDENT NIGHT! Free admission for students with a valid college ID.
Sponsor: Gillette Pepsi of La Crosse
- 4–9 pm **CARNIVAL | Copeland Park**
Fest fun with carnival rides!
Pay-one-price wristband - \$35 per person per session
Sponsor: WXOW


CRAFT BEER NIGHT | Fest Grounds
CBN admission pass required
VIP access begins at 4 pm
General admission access begins at 5 pm
Sponsors: Samuel Adams, Festival Foods, State Bank Financial, Big Al's, Villand & Son Inc.



PRESENTING SPONSOR:



EVENTS

- 5–7 pm **LEDERHOSEN GAMES | Fest Grounds**
Stein races, stein holding, barrel roll, grain toss, Schokolade essen. Play games, have fun, and win prizes!
Sponsor: Delicato Family Wines
- 7 pm **PACKERS PARTY with DJ Trivia | Fest Grounds**
Cheer on the Green Bay Packers as they take on the Detroit Lions. Pre-game activities, DJ Trivia, giveaways, and more!
- 7 pm  **TORCHLIGHT PARADE | Northside La Crosse**
Kane & Gillette Streets to Clinton Street
Sponsor: Kwik Trip
- 7:30–11 pm **TORCHLIGHT AFTER GLOW BASH | Loggers Field**
Free admission. Families welcome! Kick off your Oktoberfest on the Northside with The Swing Crew!
Sponsor: WXOW

MUSIC | Fest Grounds

La Crosse Bierhaus Stage inside the Morrie's Heritage Hofbräu Haus
4–6:30 pm **BRIAN BRUEGGEN & THE MISSISSIPPI VALLEY DUTCHMEN**

Altra Federal Credit Union Festplatz
8–11 pm **GOOD FOR GARY**

All events are subject to change without notice.

DAY

2

Take Me to *the Golden Keg!*

FRIDAY, SEPTEMBER 29

EVENTS

9:30 am–midnight OKTOBERFEST GROUNDS OPEN

Admission pass required10 am STEIN HOLDING FINALS | **Fest Grounds**11 am OPENING CEREMONY | **Fest Grounds**

The much-anticipated tapping of the Samuel Adams Golden Keg!

2–4 pm LEDERHOSEN GAMES | **Fest Grounds**
Stein races, stein holding, barrel roll, grain toss, Schokolade essen.

Play games, have fun, and win prizes!

*Sponsor: Delicato Family Wines*4–9 pm CARNIVAL | **Copeland Park**
Fest fun with carnival rides!
Pay-one-price wristband - \$35 per person per session
Sponsor: WXOW

MUSIC | Fest Grounds

Altra Federal Credit Union Festplatz

11:30 am–2:30 pm THE SWING CREW

3–5:30 pm PAT McCURDY

6–9 pm RHINO

9:30 pm–midnight ARCH ALLIES

The Remainders Garden Stage

11:30 am–2 pm THE JIMMYS

2:30–5 pm COPPER BOX OKTOBERFEST EXPERIENCE

5:30–8 pm BREWTOWN BEAT

8:30–10:30 pm NATHAN HANSEN MUSIC

La Crosse Bierhaus Stage inside the Morrie's Heritage Hofbräu Haus

11:30 am–2 pm MIKE SCHNEIDER BAND

2:30–4:30 pm OKTOBERFEST SINGERS

5–8 pm GARY BRUEGGEN &
THE RIDGELAND DUTCHMEN

8:30–10:30 pm RHYTHM PLAYBOYS

All events are subject to change without notice.

DAY

3

Fest Uptown. Fest Downtown. Just Fest!



SATURDAY, SEPTEMBER 30

EVENTS

- 7 am YMCA MAPLE LEAF WALK RUN | **Riverside Park**
Pre-registration required. Half marathon, 5-mile run, 5k walk, and Kid's Maple Mile. For more info visit: laxymca.org/maple-leaf-walk-run
Hosted by La Crosse Area Family YMCA
- 10 am MAPLE LEAF PARADE | **Northside to Downtown**
- 11 am–midnight OKTOBERFEST GROUNDS OPEN
Admission pass required
- 12–9 pm CARNIVAL | **Northside La Crosse**
Sponsor: WXOW
- 2–4 pm LEDERHOSEN GAMES | **Fest Grounds**
Sponsor: Delicato Family Wines
- 9 pm 62nd OKTOBERFEST FIREWORKS CELEBRATION | **Fest Grounds**
Sponsors: Cleary Management & Oktoberfest USA

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MUSIC | Fest Grounds

Altra Federal Credit Union Festplatz

- | | |
|------------------|-----------------------|
| 12–1:30 pm | MIKE McABEE |
| 2–5:30 pm | PACIFIC COAST HIGHWAY |
| 6–9 pm | FAILURE TO LAUNCH |
| 9:30 pm–midnight | JUNK FM |

The Remainders Garden Stage

- | | |
|--------------|--------------------|
| 1:30–3:30 pm | BRATWURST BROTHERS |
| 4–7:30 pm | PIANO FONDUE |
| 8–10 pm | THE REMAINDERS |

La Crosse Bierhaus Stage inside the Morrie's Heritage Hofbräu Haus

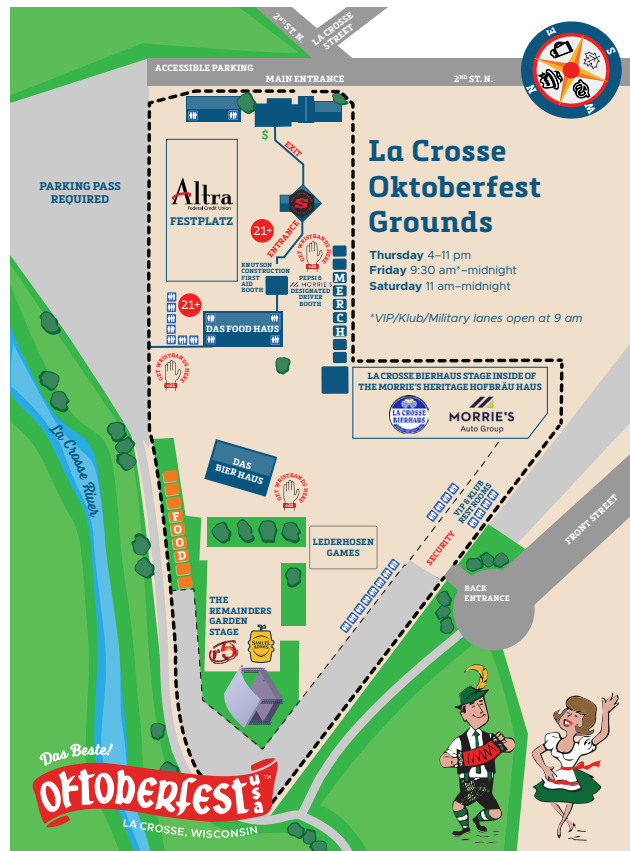
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| 1:30–4 pm | BRIAN BRUEGGEN & THE MISSISSIPPI VALLEY DUTCHMEN |
| 4:30–7:30 pm | RHYTHM PLAYBOYS |
| 8–10:30 pm | KRIS & THE RIVERBEND DUTCHMEN |

All events are subject to change without notice.oktoberfestusa.com | 7



SPECIAL FEST EVENTS

- Mon. Sept 18 OKTOBERFEST USA MEDALLION HUNT
Check oktoberfestusa.com or social media for daily clues. \$500 cash prize!
Sponsor: Emerj360
- Sat. Sept 23 OKTOBERFEST PRE-PARTY
1-4 pm Help us kick off Fest Week at Morrie's Onalaska Volkswagen /Audi!
- Sun. Oct 1 BRATS FOR SENIORS
Delivery of Fest brats and Gemütlichkeit to residents in our city of La Crosse housing facilities.
Sponsor: Mid-West Family
- Sun. Oct 1 ECUMENICAL SERVICE
9:30 am **Onalaska United Methodist Church**
212 Fourth Ave. N., Onalaska
- Sun. Oct 1 CARNIVAL
12-4 pm **Copeland Park**
Sponsor: WXOW
- Mon. Oct 2 LADIES DAY LUNCHEON
11 am-1:30 pm **Cargill Room, The Waterfront**
\$40 advance purchase online only at oktoberfestusa.com
Sponsors: Wichelt Imports, American Family/ Ryan Sherry Agent, Dairyland Power, Hale Skemp, Kramer's Bar & Grill, The Salon Professional Academy, Travel Leaders, Coulee Region Women Magazine





SEPT
28

Oktoberfest 2014
LA CROSSE, WISCONSIN

Torchlight Parade Route

Start

Rublee St.
Gillette St.
Avon St.
Liberty St.
Charles St.
Kane St.
Logan St.
Clinton St.
St. Paul St.
Windsor St.
Wall St.
St. James St.
St. Cloud St.
Hagar St.

Rose St.
Silver St.
Gold St.
Caledonia St.
Rose St.

Northside Grounds

Copeland Park

Handicap Parking

35

Panger P.

SEPT
30

30

Oktoberfest USA

LA CROSSE, WISCONSIN

Maple Leaf Parade Route

Northside Grounds

Downtown Grounds

Start

Handicap Parking

Clinton St.
Windsor St.
Wall St.
St. James St.
St. Cloud St.
Hagar St.
St. Andrews St.
Island St.
Gould St.
Car St.
Monitor St.
Copeland Ave.
West Ave N
Vine St.
State St.
Main St.
7th St S
4th St S
3rd St S
King St.
Jay St.
Pearl St.

Copeland Park
Buchner Pl.
Causeway Blvd.
Riverside Park
Pettibone Park
Pettibone Resort

Clinton St.
St. Paul St.
Windsor St.
Wall St.
St. James St.
St. Cloud St.
Hagar St.
St. Andrews St.
Island St.
Gould St.
Car St.
Monitor St.
Copeland Ave.
West Ave N
Vine St.
State St.
Main St.
7th St S
4th St S
3rd St S
King St.
Jay St.
Pearl St.

US-53
US-14

Wisconsin
Minnesota



Oktoberfest Royal Introductions

EVENTS

MISS LA CROSSE/OKTOBERFEST SCHOLARSHIP PROGRAM

Sat. Sept 9 | 7 pm | Capella Performing Arts Center

\$25 tickets available at oktoberfestusa.com

SPECIAL FESTER BALL

Sun., Sept 10 | 4–8 pm | All Star Lanes

“Tanz für Alle” Dance for Everybody

Free admission/donations appreciated!

Sponsor: WXOW



PARADE MARSHAL ANNOUNCEMENT

Wed. Sept 13 | 4:45 pm | Logger's Field

\$15 includes meal, program begins at 5:15 pm

Tickets available in advance online only at oktoberfestusa.com or at the gate day of the event.

MRS. OKTOBERFEST RECEPTION

Sat. Sept 16 | 5 pm | The Bluffs, UWL Student Union

\$50 advance purchase online only at oktoberfestusa.com

Sponsors: Mayo Clinic Health System, Stifel

FESTMASTER'S BALL

Wed. Sept 27 | 5 pm | The La Crosse Center South Hall

\$75 advance purchase online only at oktoberfestusa.com

Featuring Brian Brueggen & the Mississippi Valley Dutchmen!

Sponsors: Central Animal Hospital, Coulee Bank, Designing Jewelers, Explore La Crosse, Gerhard's Kitchen Bath and Lighting Store by First Supply, Gundersen Health System, Kwik Trip, LTC, The Weber Group, Trane Technologies, TrustPoint, WBN Event Group, WXOW

All events are subject to change without notice.





Festival Grounds Admission

An admission pass is required to enter the Fest Grounds September 28–30, 2023. All pass options include a souvenir button but a button alone does not grant admission.

Visit oktoberfestusa.com/tickets to see all ticket and package details

Collector Items

2023 Souvenir Buttons

Visit the Oktoberfest office to collect a button with your admission pass.

2023 Collector Pin

\$3 each or two for \$5. Pins can be purchased from any Mrs. Oktoberfest.

Have a Safe and Fun Fest!

Age Verification: Must be 21+ to enter the Altra Federal Credit Union Festplatz tent.

First Aid & Security: If you are in need of first aid, visit the Knutson Construction First Aid Booth. If you have security concerns, please locate a member of our security staff and they will assist you.

Pepsi & Morrie's Designated Driver Booth: Register at the Pepsi & Morrie's Designated Driver Booth and receive a stamp entitling you to complimentary Pepsi-Cola products on the Fest grounds, sponsored by Gillette Pepsi of La Crosse.

Hotel/Lodging: Visit our website at oktoberfestusa.com. You may also contact Explore La Crosse at 608.782.2366.

Danke! To Our Shuttle Sponsors!

Country Inn + Suites | Courtyard by Marriott | HD Tavern
Holiday Inn Express & Suites - Onalaska
Smokey's Bar & Grill | Super 8 | Quality Inn

Route 1 Thursday 4–11 pm

Oktoberfest grounds | on the hour, 30 min. past the hour
UW-La Crosse Student Union | 10 min. past the hour, 40 min. past the hour
Viterbo Student Union | 20 min. past the hour, 50 min. past the hour

Route 2 Friday 4 pm–12 am | Saturday 2 pm–12 am

Oktoberfest grounds | on the hour
Shelby Mall (formerly Shopko) parking lot | 20 min. past the hour
Veteran's Park – La Crescent | 40 min. past the hour
Courtyard by Marriott | 50 min. past the hour

Route 3 Friday 4 pm–12 am | Saturday 2 pm–12 am

Oktoberfest grounds | on the hour
Valley View Mall – JCPennys parking lot | 15 min. past the hour
Holiday Inn Express & Suites Onalaska | 20 min. past the hour
Smokey's Bar & Grill | 35 min. past the hour
HD Tavern | 40 min. past the hour

Route 4 Friday 4 pm–12 am | Saturday 2 pm–12 am

Oktoberfest grounds | on the hour & 30 min. past the hour
Quality Inn | 10 min. & 40 min. past the hour
Country Inn & Suites | 15 min. & 45 min. past the hour
Bridgeview Shopping Center | 20 min. & 50 min. past the hour
Super 8 | 25 min. & 55 min. past the hour



Terms and Conditions for Admission

By redeeming a ticket or entering the Oktoberfest USA grounds or any Oktoberfest USA events, you agree to the full terms and conditions listed at oktoberfestusa.com/terms

Bags Must Be Clear if They Are Larger Than 5.5" x 8.5"

Prohibited items: Large bags; fireworks; weapons of any kind; coolers; food and beverages; professional recording devices and cameras; glass of any kind; chains; skateboards; scooters; bicycles; and unauthorized, unlicensed, or unapproved vendors. Pets and emotional support animals are also prohibited. Per Wisconsin law, an emotional support animal is defined as an animal that is not trained to do work or perform tasks but provides emotional support, comfort, or companionship for the person with a disability.

Service animals are permitted under the following conditions:

Per Wisconsin law, a service animal is defined as an animal that is individually trained to do work or perform tasks for the person with a disability.



FAQ

Where can I buy tickets?

Digital passes are available at oktoberfestusa.com. Printed passes are available at the Oktoberfest Grounds Office.

What is required for admission?

A 2023 Oktoberfest admission pass. Visit oktoberfestusa.com/tickets to find what will work best for you. Commemorative buttons come with each admission pass but do not grant admission on their own.

Do children need tickets?

Those 13 and over need an admission pass to access the Oktoberfest Grounds. An Oktoberfest admission pass is not required for the carnival.

What is the exit and re-entry policy?

Your admission pass will be scanned once per day. A handstamp is required for re-entry for that same day.

What forms of payment are accepted at Oktoberfest?

Credit and debit cards are the only form of payment accepted throughout the Oktoberfest Grounds. If you would like to use cash to purchase beverage tickets, please visit the office on the Fest Grounds. There will be no ATM on site.

Where can I park?

While there is no public parking available at the Oktoberfest Grounds, there are multiple parking options in downtown La Crosse. Plan to park and ride at one of our shuttle locations or visit lacrossedowntown.com/parking for more info.

For more information on Oktoberfest, visit oktoberfestusa.com



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La Crosse, Wisconsin 54601

☎ 608.784.3378

✉ office@oktoberfestusa.com



@oktoberfestlax

Photography by Dylan Overhouse and Nick Walton