

20  
25

Welcome  
to

Beste  
Das  
Oktoberfest!



64th

Oktoberfest<sup>USA</sup>™

LA CROSSE, WISCONSIN

September 25–28



## Willkommen to Das Beste Fest

On behalf of the Oktoberfest Board of Directors and staff, welcome to the 64th Oktoberfest celebration in La Crosse. Whether you're a lifelong Festgoer or experiencing it for the first time, your presence adds to the rich tradition that makes this event so special.

Oktoberfest USA is more than a festival. It's a celebration that brings joy, spreads Gemütlichkeit all year long, and gives back to the community. Because of your support, we contribute more than \$140,000 annually to veterans, local schools, and charitable organizations across our region.

This celebration wouldn't be possible without the generosity of our sponsors and community partners and the tireless efforts of more than 700 volunteers who come together year after year — Danke schön!

To our local friends, thank you for keeping the Oktoberfest spirit strong. To all our visitors, we're grateful you've chosen our celebration. We hope you experience the warmth of our community and the energy that makes Oktoberfest USA unforgettable.

Have fun, stay safe, and don't forget to save the date for next year. See you again September 24–27, 2026!

**Prost!**

# MAJOR SPONSORS

Visit [oktoberfestusa.com](http://oktoberfestusa.com) for complete Sponsor/Klub Member listings



A-1 Mobile Storage  
Advanced Multimedia Solutions  
Bakalars Sausage Company  
Brothers Bar & Grill  
Cary Heating & Air Conditioning  
Copperhead Carts  
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Edward Jones  
Emerj360 (a division of Trust Point)  
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First American Roofing

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Great River Harley-Davidson  
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Knutson Construction  
Kunes RV  
La Crosse Chamber of Commerce  
La Crosse Sign Group  
Olson Solar Energy  
Pica Grove  
Ron Hammes Refrigeration  
Skies the Limit Events

Skyrockers  
Sleepy Hollow Auto Group  
Satori Arts  
Supreme Graphics  
Vestis  
U.S. Bank

DAY

1

## THURSDAY, SEPTEMBER 25

### EVENTS

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7–9 am

#### SENIOR BREAKFAST | **Fest Grounds**

Free admission! Pancakes, sausage, eggs, coffee, juice. Featuring live music.

*Sponsor: WIZM*

11 am–2 pm

#### SPECIAL FESTER CARNIVAL | **Copeland Park**

Free admission with a Special Fester Carnival wristband (required). Please contact us for more information.

*Sponsored by Rivertown Dental and hosted by Mr. Ed's Magical Midways*

4 pm–midnight

#### FEST GROUNDS

Admission wristband required

Free admission 9/25 with valid college student ID

4–8 pm

#### CRAFT BEER NIGHT | **Fest Grounds**

Craft Beer Night admission package required

VIP admission at 4 pm

General admission at 5 pm

Sample from more than 30 craft breweries!

*Sponsors: Samuel Adams, State Bank Financial, Festival Foods, Knutson Construction*



5–7 pm

#### LEDERHOSEN GAMES | **Fest Grounds**

Stein races, stein holdings, barrel roll

*Sponsor: River Valley Media*




## PRESENTING SPONSOR:



## EVENTS

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- 5–9 pm **CARNIVAL | Copeland Park**  
Fest fun with carnival rides and food vendors!  
*Sponsor: Advanced Plumbing Systems*
- 7 pm  **TORCHLIGHT PARADE | Northside La Crosse**  
**Kane & Gillette Streets to Clinton Street**  
*Presented by Co-op Credit Union*
- 7:30–10:30 pm **TORCHLIGHT AFTER GLOW BASH**  
**Copeland Park–Loggers Field**  
Free admission, families welcome! Kick off your  
Oktoberfest on the Northside with The Swing Crew!

## MUSIC

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### **News 8 Now Heritage Hofbräu Haus on the La Crosse Bierhaus Stage**

- 4–5:30 pm **STEVE'S ONE MAN BAND**
- 6–9 pm **BRIAN BRUEGGEN & THE MISSISSIPPI VALLEY DUTCHMEN**

### **Altra Federal Credit Union Festplatz**

- 8–9 pm **UWL SCREAMING EAGLES**
- 9:30–midnight **POP ROCKS!**

*All events are subject to change without notice.*

DAY

2

FRIDAY, SEPTEMBER 26

## EVENTS

9 am–midnight

**FEST GROUNDS**

Admission wristband required

10 am

**STEIN HOISTING FINALS | Fest Grounds**

*Sponsor: Samuel Adams*

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 holdings, barrel roll, grain toss, schokolade essen, scavenger hunt

*Sponsor: River Valley Media*

5–9 pm

**CARNIVAL | Copeland Park**

Fest fun with carnival rides and food vendors!

*Sponsor: Advanced Plumbing Systems*



OY!  
OY!  
OY!

# PRESENTING SPONSOR:

## MUSIC

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### **Altra Federal Credit Union Festplatz**

|                  |                |
|------------------|----------------|
| 11:30 am–2:30 pm | THE SWING CREW |
| 3–5:30 pm        | PAT McCURDY    |
| 6–9 pm           | STAR 67 BAND   |
| 9:30 pm–midnight | HELLO WEEKEND  |

### **The Remainders Garden Stage**

|               |                       |
|---------------|-----------------------|
| 11:30 am–2 pm | FAILURE TO LAUNCH     |
| 2:30–5 pm     | PACIFIC COAST HIGHWAY |
| 5:30–8 pm     | HILLBILLY ROCKETSHIP  |
| 8:30–11 pm    | WHEELHOUSE            |

### **News 8 Now Heritage Hofbräu Haus on the La Crosse Bierhaus Stage**

|               |                      |
|---------------|----------------------|
| 11:30 am–2 pm | MIKE SCHNEIDER BAND  |
| 2:30–4:30 pm  | OKTOBERFEST SINGERS  |
| 5–8 pm        | SOLKELA POLKELA BAND |
| 8:30–11 pm    | RHYTHM PLAYBOYS      |

DAY

3

SATURDAY, SEPTEMBER 27

## EVENTS

- 7 am  
YMCA MAPLE LEAF WALK RUN | **Riverside Park**  
Pre-registration required. For more info visit: [www.laxymca.org/events/maple-leaf-walk-run](http://www.laxymca.org/events/maple-leaf-walk-run)  
*Hosted by La Crosse Area Family YMCA*
- 10 am  
MAPLE LEAF PARADE | **Northside to Downtown**  
*Presented by Morrie's Auto Group*
- 11 am–midnight  
FEST GROUNDS  
Admission wristband required
- 12–9 pm  
CARNIVAL | **Copeland Park**  
Fest fun with carnival rides and food vendors!  
*Sponsor: Advanced Plumbing Systems*
- 2–4 pm  
LEDERHOSEN GAMES | **Fest Grounds**  
*Sponsor: River Valley Media*
- 9 pm  
64th OKTOBERFEST FIREWORKS | **Fest Grounds**  
*Sponsors: Cleary Management & Oktoberfest USA*



## PRESENTING SPONSOR:



## MUSIC

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### Altra Federal Credit Union Festplatzz

|                  |                      |
|------------------|----------------------|
| 11:30 am–1:30 pm | STEVE'S ONE MAN BAND |
| 2–5 pm           | FLASH MOB            |
| 5:30–8:30 pm     | JACUZZI PUMA         |
| 9 pm–midnight    | BELLA CAIN           |

### The Remainders Garden Stage

|              |                |
|--------------|----------------|
| 2–4 pm       | WHISKEY BELLES |
| 4:15–7:30 pm | HIGH MILEAGE   |
| 8–10 pm      | THE REMAINDERS |

### News 8 Now Heritage Hofbräu Haus on the La Crosse Bierhaus Stage

|              |   |
|--------------|---|
| 1:30–4 pm    | BRIAN BRUEGGEN & THE MISSISSIPPI<br>VALLEY DUTCHMEN |
| 4:30–7:30 pm | THE SQUEEZETTES                                     |
| 8–11 pm      | POLKA-ZEIT  |

*All events are subject to change without notice.*

DAY

4

SUNDAY, SEPTEMBER 29

PRESENTING SPONSOR: **Ehler**  
INSURANCE

## EVENTS

- 7:30–11 am **PANCAKE BREAKFAST | Terry Erickson Boys & Girls Club 1331 Clinton St**  
*Sponsors: Festival Foods & Kwik Trip*
- 9:45 am **ECUMENICAL SERVICE**  
**Holy Trinity Catholic Church | All are welcome!**
- 11 am–6 pm **FEST GROUNDS - FREE ADMISSION!**  
Festing fun for the whole family! Including an opening ceremony with root beer provided by Rudy's at 11:20 am, face painting, a chalk contest, vendors, music, and more!
- 12 pm **PARADE AWARD CEREMONY**  
**News 8 Now Heritage Hofbräu Haus**  
*Parade Award Sponsors: Select Custom Solutions, Edward Jones*
- 12–2 pm **LEDERHOSEN GAMES | Fest Grounds**  
"Pint Size Games" for the younger festers  
*Sponsored by River Valley Media*

## MUSIC

### The Remainders Garden Stage

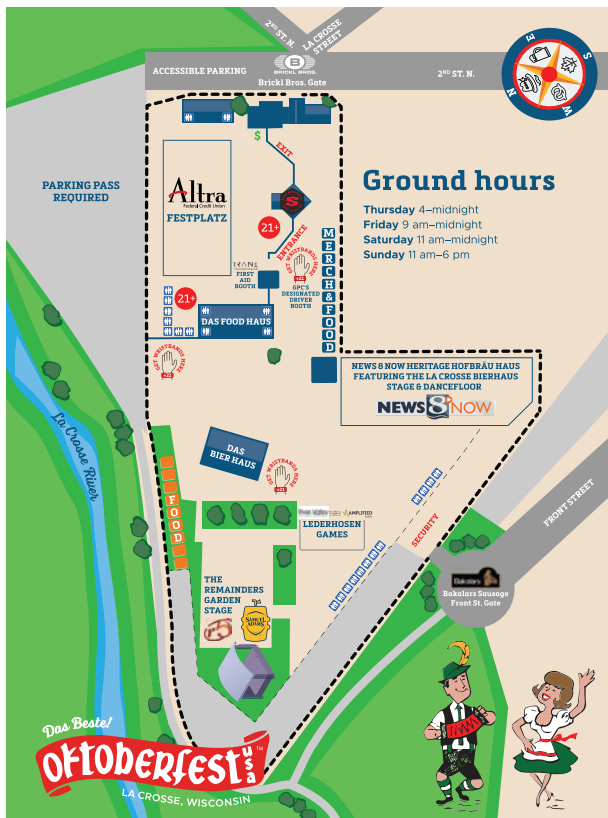
- 12–2:30 pm **THE EXECUTIVES**
- 3–5:30 pm **PHOENIX & THE BEST MIX OF LA CROSSE**

### News 8 Now Heritage Hofbräu Haus on the La Crosse Bierhaus Stage

- 11:30 am–12 pm **HANS MAYER MUSIC**
- 2:30–5:30 pm **THE MUSIC CONNECTION**

# La Crosse Fest Grounds

1 Oktoberfest Strasse La Crosse, WI 54601



MAP OF  
THE  
PARADE  
ROUTES

# Torchlight Parade Route

Presented by



SEPT  
25





# Maple Leaf Parade Route

Presented by  **MORRIE'S**

**SEPT  
27**



## Special Fest Events

**AUTOBERFEST | Sat, Sept 6 | 2–4 pm | Morrie's Onalaska Volkswagen**

Avoid the lines during the Fest by purchasing tickets in advance.

Plus food, music, and more!

**OKTOBERFEST USA MEDALLION HUNT | Begins Mon, Sept 15**

Check oktoberfestusa.com or social media for daily clues. \$500 cash prize! *Sponsored by Emerj360*

**VISITATION WEEK | Begins Mon, Sept 29**

The 2025 Royal Family will visit local schools, living facilities, and businesses. *Sponsored by Kwik Trip*

**LADIES DAY LUNCHEON | Mon, Sept 29 | 11 am–1:30 pm | Cargill Room**

Advance purchase only at oktoberfestusa.com/tickets

*Sponsored by Wichelt Imports, American Family Insurance/Ryan Sherry, Dairyland Power Cooperative, Hale Skemp Hanson Skemp & Sleik, Kramer's Bar & Grill, Ship Shape, The Salon Professional Academy, Travel Leaders, Coulee Region Women Magazine*



# Royal Family Introductions



## SPECIAL FESTER REVEAL

**Sat, Sept 6 | 4–8 pm | Fest Grounds**

“Tanz fur Alle” Dance for Everybody. Free admission!

*Sponsored by Brilliant Bodywork*

## MISS LA CROSSE/OKTOBERFEST SCHOLARSHIP PROGRAM

**Sat, Sept 13 | 6 pm | UW-La Crosse Student Union, The Bluffs**

Tickets available at [oktoberfestusa.com/tickets](http://oktoberfestusa.com/tickets)

*Sponsored by Neuie's Vogue Bar & Grill*

## PARADE MARSHAL ANNOUNCEMENT

**Wed, Sept 17 | 4:45 pm | Copeland Park/Loggers Field**

Program begins at 5:15 pm

Tickets available online at [oktoberfestusa.com/tickets](http://oktoberfestusa.com/tickets)

## MRS. OKTOBERFEST RECEPTION

**Sat, Sept 20 | 5 pm | UW-La Crosse Student Union, The Bluffs**

Advance purchase online only at [oktoberfestusa.com/tickets](http://oktoberfestusa.com/tickets)

*Sponsored by Mayo Clinic Health System*

## FESTMASTER'S BALL

**Wed, Sept 24 | 5 pm | The La Crosse Center, South Hall**

Advance purchase online only at [oktoberfestusa.com/tickets](http://oktoberfestusa.com/tickets)

Featuring Brian Brueggen and the Mississippi Valley Dutchmen

*Sponsored by Badger Smiles, Coulee Bank, Designing Jewelers,*

*Emplify Health by Gundersen, Gerhard's Kitchen Bath and Lighting*

*Store by First Supply, Kwik Trip, LTC Global, Tim and Marj Gillespie,*

*Trust Point*

## Things to Know

### Fest Grounds Admission Wristbands

An admission wristband is required to enter the Fest Grounds September 25-27, 2025. Visit [oktoberfestusa.com/tickets](https://oktoberfestusa.com/tickets) to see all ticket and package details.

**FREE ADMISSION on Sunday, September 28 from 11 am-6 pm** courtesy of Ehler Insurance.

### Collector Items

#### 2025 Souvenir Buttons

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

#### 2025 Commemorative Steins & Pickle Crock Mugs

Available for purchase at [oktoberfestusa.com/shop](https://oktoberfestusa.com/shop)

#### 2025 Mrs. Oktoberfest Collector Pins

\$5 each. Pins can be purchased online or on the Fest Grounds Friday 9/26.

## 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 Trane Technologies First Aid Booth. If you have security concerns, please locate a member of our security staff and they will assist you.

**GPC Designated Driver Booth:** Register at the GPC Designated Driver Booth and receive a wristband entitling you to complimentary Pepsi products on the Fest Grounds, sponsored by Gillette Pepsi Companies.  
**Hotels/Lodging:** Visit our website at [oktoberfestusa.com](https://oktoberfestusa.com) for partner hotel locations. You may also contact Explore La Crosse at 608.782.2366.



# Shuttle Service

Complimentary shuttle bus services are provided September 25-27, 2025.

For the most up-to-date information, visit [oktoberfestusa.com](https://oktoberfestusa.com).

*Thank you to our 2025 Shuttle Sponsors: Go Riteway, Courtyard by Marriott, Hampton Inn Onalaska, Holiday Inn Onalaska, Smokey's, Econo Lodge, Country Inn & Suites*

## Route 1 Thursday 5 pm-12 am

**Oktoberfest Grounds** | on the hour & 30 min. past the hour

**UW-La Crosse Student Union** | 15 min. & 40 min. past the hour

**Viterbo Student Union** | 20 min. & 50 min. past the hour

## Route 2 Thursday 5 pm-12 am

**Oktoberfest Grounds** | on the hour

**Bridgeview Shopping Center** | 15 min. past the hour

**Shelby Mall** | 35 min. past the hour

**Courtyard by Marriott** | 50 min. past the hour

## Route 3 Friday 5 pm-12 am & Saturday 2 pm-12 am

**Oktoberfest Grounds** | on the hour

**Shelby Mall (formerly Shopko) parking lot** | 15 min. past the hour

**Veterans Park La Crescent** | 35 min. past the hour

**Courtyard by Marriott** | 45 min. past the hour

## Route 4 Friday 5 pm-12 am & Saturday 2 pm-12 am

**Oktoberfest Grounds** | on the hour

**Hampton Inn Onalaska** | 20 min. past the hour

**Holiday Inn Express & Suites Onalaska** | 25 min. past the hour

**Smokey's Bar & Grill** | 40 min. past the hour

## Route 5 Friday 5 pm-12 am & Saturday 2 pm-12 am

**Oktoberfest Grounds** | on the hour & 30 min. past the hour

**Econo Lodge** | 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

# What to Bring

## Terms and Conditions for Admission

By redeeming a ticket, entering the Oktoberfest Grounds, or attending any Oktoberfest USA events, you agree to the full terms and conditions listed at [oktoberfestusa.com/terms](http://oktoberfestusa.com/terms)

### **BAGS MUST BE CLEAR IF THEY ARE LARGER THAN 8.5"x11"**

**Prohibited items:** Large bags; fireworks; weapons of any kind; coolers; chairs; 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.





## Frequently Asked Questions

### **Where can I buy tickets?**

Order online at [oktoberfestusa.com/tickets](https://oktoberfestusa.com/tickets) by September 11 to have your admission wristbands shipped directly to you! Or visit us at the Oktoberfest Office starting 7/28 to purchase in person.

### **Is there a difference between tickets and wristbands?**

No. When you place an order for “tickets,” you will receive physical wristbands that allow you entry into the festival.

### **What does “registering” my wristband do and how do I do it?**

Registering your wristband allows you to attach your name, email, and payment information (for food/drink/merch onsite) to your account. While registering is not mandatory, it is necessary if you want to use your wristband to make payments at the event.

### **Do children need tickets?**

Anyone 13 and over needs a wristband to enter the Fest Grounds. All those under 18 should be accompanied by a parent or adult.

### **Which payment methods will be accepted?**

Register your wristband prior to the event and link your debit/credit card to use your wristband to make quick and convenient payments. You may also present a physical debit or credit card or load your wristband with cash at the Oktoberfest Office.

### **Can I exit and re-enter?**

Yes, as long as you have not removed your wristband.

### **Is there parking?**

There is no public parking available at the Fest Grounds Thursday-Saturday. Check out our shuttle schedule or [lacrossedowntown.com/parking](https://lacrossedowntown.com/parking)

For more information, visit [oktoberfestusa.com/frequently-asked-questions/](https://oktoberfestusa.com/frequently-asked-questions/)



**#1 Oktoberfest Strasse**  
**PO Box 1716**

La Crosse, Wisconsin 54601

☎ 608.784.3378

✉ [office@oktoberfestusa.com](mailto:office@oktoberfestusa.com)



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Photography by

