

20
26

Welcome
to

Beste
Das
Oktoberfest!



65th

Oktoberfest^{USA}™

LA CROSSE, WISCONSIN

September 24–27



Willkommen to Das Beste Fest

Welcome to the 65th Oktoberfest USA celebration: From Bavaria to the Bluffs!

There is something special about this time of year when friends gather, families continue traditions, and new memories are made. Whether this is your very first Fest or one you've attended for decades, we are honored that you are celebrating with us.

Our 2026 theme recognizes the journey of the rich Bavarian traditions that inspired Oktoberfest and the beautiful bluffs we are proud to call home. For 65 years, Oktoberfest USA has been about more than food, music, and parades. It is about friendship, *gemütlichkeit*, and a community that comes together to celebrate and support one another throughout the entire year.

From the Torchlight and Maple Leaf Parades to our incredible live entertainment, delicious food, and cherished family events, there is something for everyone to enjoy. None of this would be possible without the thousands of volunteers, sponsors, community partners, and dedicated public safety professionals who help make Oktoberfest a safe and unforgettable experience.

As you raise a stein with old friends and new ones, I encourage you to embrace the spirit of Fest, celebrate responsibly, and take pride in the tradition that has become such an important part of our community.

Thank you for being part of our story and helping carry this tradition forward for generations to come.

Prost!

Jennifer Krisnowich, 2026 President
Board of Directors

MAJOR SPONSORS

Visit oktoberfestusa.com for complete Sponsor Member listings



A-1 Mobile Storage

Arcade Portables

Bakalars Sausage Company

Brothers Bar and Grill

Cary Heating & Air Conditioning

Copperhead Carts

Dairyland Power Cooperative

Edward Jones

Emerj360 (a division of Trust Point)

EWB Small Business Accounting

Every Plumbing

Festival Foods

First American Roofing

Five Star Telecom

GrandStay Hotel & Suites

Great River Harley-Davidson

Hanson & Associates

Kish & Sons Electric

Knutson Construction

Kunes RV

La Crosse Center

La Crosse Chamber of Commerce

La Crosse Sign Group

Pica Grove

Premium Water

Marine Credit Union

River Bank

Ron Hammes Refrigeration

Signarama La Crosse

Skies the Limit Events

Skyrockers

Sleepy Hollow Auto Group

Vestis

U.S. Bank

Xcel Energy

DAY

1

ERF DAS BESTE OKTOBERFEST! DAS BESTE OKTOBERFEST! DAS BESTE OKTOBERFEST!

THURSDAY, SEPTEMBER 24

EVENTS

7–9 am

SENIOR BREAKFAST | **Fest Grounds**

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

Sponsor: WIZMNEWS.COM

11 am–2 pm

SPECIAL FESTER CARNIVAL | **Valley View Mall**

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

Hosted by Mr. Ed's Magical Midways

4 pm–midnight

FEST GROUNDS

Admission wristband required

Free admission 9/24 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, Knutson Construction, Festival Foods, First American Roofing and Siding, Inc.



5–7 pm

LEDERHOSEN GAMES | **Fest Grounds**

Stein races, stein holdings, barrel roll

Sponsor: River Valley Media

PRESENTING SPONSOR:



EVENTS

5–9 pm

CARNIVAL | Valley View Mall

Fest fun with carnival rides and food vendors!

Sponsor: Kwik Trip

7 pm



TORCHLIGHT PARADE | Northside La Crosse

Kane & Gillette Streets to St. James 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 and The La Crosse Confluence!

MUSIC

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

4–8 pm

MOLLIE B

8:30–11 pm

SELF-TITLED

Altra Federal Credit Union Festplatz

8–9 pm

UWL SCREAMING EAGLES

9:30–midnight

SOME SHITTY COVER BAND

All events are subject to change without notice.

DAY

2

FRIDAY, SEPTEMBER 25

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 | Valley View Mall

Fest fun with carnival rides and food vendors!

Sponsor: Kwik Trip



PRESENTING SPONSOR:



MUSIC

Altra Federal Credit Union Festplatz

11:30 am–2:30 pm	THE SWING CREW
3–5:30 pm	PAT McCURDY
6–9 pm	SHIRTS AND SKINS
9:30 pm–midnight	GOOD FOR GARY

The Remainders Garden Stage

11:30 am–2 pm	FLASH MOB
2:30–5 pm	BLUE COLLAR 40
5:30–8 pm	FLY CASUAL
8:30–11 pm	MADDIE JO BAND

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	KRIS & THE RIVERBEND DUTCHMEN
8:30–11 pm	POLKA-ZEIT

All events are subject to change without notice.

DAY

3

ERF DAS BESTE OKTOBERFEST! DAS BESTE OKTOBERFEST! DAS BESTE OKTOBERFEST!

SATURDAY, SEPTEMBER 26

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
Hosted by La Crosse Area Family YMCA
- 10 am
MAPLE LEAF PARADE | **Northside to Downtown**
Presented by La Crosse Regional Airport
- 11 am–midnight
FEST GROUNDS
Admission wristband required
- 12–9 pm
CARNIVAL | **Valley View Mall**
Fest fun with carnival rides and food vendors!
Sponsor: Kwik Trip
- 2–4 pm
LEDERHOSEN GAMES | **Fest Grounds**
Sponsor: River Valley Media
- 9 pm
65th OKTOBERFEST FIREWORKS | **Fest Grounds**
Sponsors: Cleary Management & Oktoberfest USA



PRESENTING SPONSOR: **UNIONHOME**
MORTGAGE



MUSIC

Altra Federal Credit Union Festplatz

11:30 am–1:30 pm	ECOLIMES
2–5 pm	FAILURE TO LAUNCH
5:30–8:30 pm	SMART MOUTH
9 pm–midnight	BELLA CAIN

The Remainders Garden Stage

1:30–4 pm	BT BAND
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 VALLEY DUTCHMEN
4:30–7:30 pm	MOLLIE B
8–11 pm	POLKA-ZEIT

All events are subject to change without notice.

DAY

4

SUNDAY, SEPTEMBER 27

PRESENTING SPONSOR:

EVENTS

Ehler
INSURANCE

- 7:30–11 am** PANCAKE BREAKFAST | Harry J Olson Senior Center
1607 North St - La Crosse, WI
Sponsors: Festival Foods & Kwik Trip
- 9:00 am** ECUMENICAL SERVICE
Blessed Sacrament Church | 130 Losey Blvd South
- 11 am–6 pm** FEST GROUNDS - FREE ADMISSION!
Festing fun for the whole family! Join us for kids activities, vendors, music, and more!
- 12 pm** PARADE AWARD CEREMONY
News 8 Now Heritage Hofbräu Haus
Parade Award Sponsors: Edward Jones, Signarama La Crosse
- 12–2 pm** LEDERHOSEN GAMES | Fest Grounds
“Pint Size Games” for the younger festers
Sponsored by River Valley Media

MUSIC

The Remainders Garden Stage

- 11 am–1 pm** THE EXECUTIVES
1:30–3 pm REMIX

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

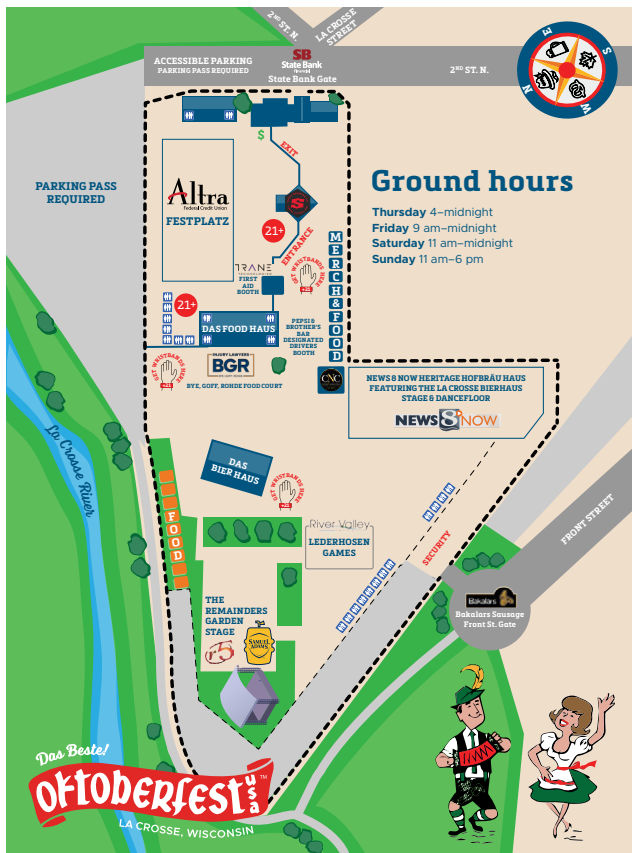
- 2–5 pm** MOLLIE B

All events are subject to change without notice.

oktoberfestusa.com | 8

La Crosse Fest Grounds

1 Oktoberfest Strasse La Crosse, WI 54601



MAP OF
THE
PARADE
ROUTES

Torchlight Parade Route

Brought to you by Co-op Credit Union



SEPT
24



Maple Leaf Parade Route

Brought to you by La Crosse Regional Airport

La Crosse Regional

AIRPORT



SEPT
26



Special Fest Events

OKTOBERFEST USA MEDALLION HUNT | Begins Mon, Sept 14

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

VISITATION WEEK | Begins Mon, Sept 28

The 2026 Royal Family will visit local schools, living facilities, and businesses. *Sponsored by Kwik Trip*

LADIES DAY LUNCHEON | Mon, Sept 28 | 11 am–1:30 pm

Celebrations on the River

Advance purchase only at oktoberfestusa.com/tickets

Sponsored by Wichelt Imports, 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

Sun, Sept 13 | 3–6 pm | Fest Grounds

“Your Heart of the Fest!” Dance for Everyone! Free Admission!

Sponsored by Brilliant Bodywork

MISS LA CROSSE/OKTOBERFEST SCHOLARSHIP PROGRAM

Sat, Sept 12 | 6 pm | UW-La Crosse Student Union, The Bluffs

Tickets available at oktoberfestusa.com/tickets

Sponsored by Neuie's Vogue Bar & Grill

PARADE MARSHAL ANNOUNCEMENT

Tues, Sept 15 | 4:45 pm | Copeland Park/Loggers Field

Program begins at 5:15 pm

Tickets available online at oktoberfestusa.com/tickets

MRS. OKTOBERFEST RECEPTION

Sat, Sept 19 | 5 pm | UW-La Crosse Student Union, The Bluffs

Advance purchase online only at oktoberfestusa.com/tickets

Sponsored by Stifel

FESTMASTER'S BALL

Wed, Sept 23 | 5 pm | The La Crosse Center, South Hall

Advance purchase online only at oktoberfestusa.com/tickets

Featuring Brian Brueggen and the Mississippi Valley Dutchmen

Sponsored by Morrie's Auto Group, Kwik Trip, Badger Smiles,

LTC Global, Tim and Marj Gillepsie, Trust Point, Gerhard's Kitchen

Bath and Lighting Store by First Supply, Coulee Bank, Emplify Health

by Gundersen, Designing Jewelers, WXOW

All events are subject to change without notice.

Things to Know

Fest Grounds Admission Wristbands

An admission wristband is required to enter the Fest Grounds September 24–26, 2026. Visit oktoberfestusa.com/tickets to see all ticket and package details.

FREE ADMISSION on Sunday, September 27 from 11 am–6 pm courtesy of Ehler Insurance.

Collector Items

2026 Souvenir Buttons

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

2026 Commemorative Steins & Pickle Crock Mugs

Available for purchase at oktoberfestusa.com/shop

2026 Mrs. Oktoberfest Collector Pins

\$5 each. Pins can be purchased online or on the Fest Grounds Friday 9/25.

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 and Brother's Bar Designated Drivers Booth: Register at the Designated Driver Booth and receive a wristband entitling you to complimentary Pepsi products on the Fest Grounds, sponsored by Gillette Pepsi Companies and Brother's Bar.

Hotels/Lodging: Visit our website at 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 24–26, 2026.

For the most up-to-date information, visit oktoberfestusa.com.

Thank you to our 2026 Shuttle Sponsors: Go Riteway, Hampton Inn Onalaska, Hampton Inn Express & Suites Onalaska, Smokey's Bar & Grill, Lush Wine Bar, Days Inn, Country Inn & Suites, Econo Lodge, Quality Inn, Super 8.

Route 1 Thursday 5 pm–12 am

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

UW-La Crosse Student Union | 10 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

Shelby Mall | 15 min. past the hour

Bridgeview Shopping Center | 40 min. past the hour

Veterans Freedom Park (French Island) | 50 min. past the hour

Route 3 Friday 5 pm–12 am & Saturday 2 pm–12 am

Oktoberfest Grounds | on the hour

Shelby Mall | 15 min. past the hour

Veterans Park La Crescent | 40 min. past the hour

Veterans Freedom Park (French Island) | 50 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

Bridgeview Shopping Center | 15 min. past the hour

Days Inn La Crosse | 20 min. past the hour

Econo Lodge La Crosse | 35 min. past the hour

Quality Inn La Crosse | 40 min. past the hour

Super 8 La Crosse | 45 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

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 by September 10 to have your admission wristbands shipped directly to you! Or visit us at the Oktoberfest Office starting 7/27 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

cityoflacrosse.org/Your-Government/Departments/Parking

For more information, visit

oktoberfestusa.com/about/faq



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Photography by

