

20
24

Welcome
to

Beste
Das
Oktoberfest!



63rd

Oktoberfest^{USA}™

LA CROSSE, WISCONSIN

September 26–29



Guten Tag alle Festers

Welcome to Oktoberfest '24: Friendship, Gemütlichkeit and More! I hope this year's theme resonates with you as much as it does with us. Whether you are on the Oktoberfest grounds, at one of our parades or other signature events, you'll experience Friendship, Gemütlichkeit and More. After the crowds have left, we take our "show" on the road to nursing homes, schools & other communities throughout the year. We look forward to seeing you at Oktoberfest this year and we hope you make it part of your fall traditions. Have a safe and happy Oktoberfest. When out and about, please thank our EMTs and police officers who are working overtime to keep our community safe.

Prost!

Terry Zalewski, 2024 President

MAJOR SPONSORS

Visit oktoberfestusa.com for complete Sponsor/Klub Member listings



A-1 Mobile Storage
Advanced Media Solutions
Baird Wealth Management
Bakalars Sausage
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Cary Heating & AC
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Century 21
Clason Buick GMC
Colgan Air Services
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Five Star Telecom, Inc
Fox 25 48
Great River Harley-Davidson
HSR Associates
Kish & Sons Electric

Kunes RV
La Crosse Area Chamber
La Crosse Sign Group
Life in Harmony Music Therapy LLC
Marine Credit Union Foundation
Moen Sheehan Meyer, Ltd
Morrison & Associates
Olson Solar Energy
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River Bank
Ron Hammes Refrigeration

Satori Arts
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Stifel
The Board Store
Town n' Country Title
Travel Leaders
Vestis
WBN Event Group
Xcel Energy

DAY

1

THURSDAY, SEPTEMBER 26

EVENTS

7–9 am

SENIOR BREAKFAST | **Fest Grounds**

Free admission! Pancakes, sausage, eggs, coffee, juice. Featuring live music | Mike Hayes broadcasting live for WIZM-AM

Sponsor: WIZM

11 am–2 pm

SPECIAL FESTER CARNIVAL | **Copeland Park**

Sponsors: Dairyland Power Cooperative, E. Stanek Electric, Marine Credit Union Foundation

4 pm–midnight

FEST GROUNDS

Admission wristband required

Free admission 9/26 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, Festival Foods, State Bank Financial, Big Al's



4–9 pm

CARNIVAL | **Copeland Park**

Fest fun with carnival rides!

Carnival wristband can be purchased at mredsmidways.com

PRESENTING SPONSOR:



EVENTS

7 pm



TORCHLIGHT PARADE | Northside La Crosse
Kane & Gillette Streets to Clinton Street
Sponsor: Kwik Trip

7:30–11 pm



TORCHLIGHT AFTER GLOW BASH
Copeland Park–Loggers Field
Free admission, families welcome! Kick off your Oktoberfest on the Northside with The Swing Crew!
Sponsors: Kwik Trip, Brilliant Bodywork, Rudy's, Misty's Dance Unlimited, Borton Construction, Inc., State Farm Paul Dunham Agency, Colgan Air Services, Harter's Quick Cleanup

MUSIC

La Crosse Bierhaus Stage inside the Heritage Hofbräu Haus

5–8 pm

BRIAN BRUEGGEN & THE
MISSISSIPPI VALLEY DUTCHMEN

Altra Federal Credit Union Festplatz

8–11:30 pm

GOOD FOR GARY

All events are subject to change without notice.

DAY

2

FRIDAY, SEPTEMBER 27

EVENTS

9:30 am–midnight **FEST GROUNDS**

Admission wristband required

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

Play games, have fun and win prizes!

Sponsor: Fowler & Hammer Inc

4–9 pm

CARNIVAL | Copeland Park

Fest fun with carnival rides!

Carnival wristband can be purchased at

mredsmidways.com



MUSIC

Altra Federal Credit Union Festplatz

11:30 am–2:30 pm	THE SWING CREW
3–5:30 pm	PAT McCURDY
6–9 pm	JUNK FM
9:30 pm–midnight	POP ROCKS

The Remainders Garden Stage

11:30 am–2 pm	SHIRTS AND SKINS
2:30–5 pm	COPPER BOX OKTOBERFEST EXPERIENCE
5:30–8 pm	HILLBILLY ROCKETSHIP
8:30–11 pm	COYOTE WILD

La Crosse Bierhaus Stage inside the Heritage Hofbräu Haus

11:30 am–2 pm	MIKE SCHNEIDER BAND
2:30–4:30 pm	OKTOBERFEST SINGERS
5–8 pm	BAREFOOT BECKY & IVANHOE DUTCHMEN
8:30–11 pm	RHYTHM PLAYBOYS

All events are subject to change without notice.

DAY

3

SATURDAY, SEPTEMBER 28

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**
Sponsor: Kwik Trip
- 11 am–midnight FEST GROUNDS
Admission wristband required
- 11 am–10 pm CARNIVAL | **Copeland Park**
Carnival wristband can be purchased at mredsmidways.com
- 2–4 pm LEDERHOSEN GAMES | **Fest Grounds**
Sponsor: Fowler & Hammer Inc
- 9 pm 63rd OKTOBERFEST FIREWORKS
CELEBRATION | **Fest Grounds**
Sponsors: Cleary Management & Oktoberfest USA



PRESENTING SPONSOR:

MUSIC



Altra Federal Credit Union Festplatz

11:30 am–1:30 pm	STEVE'S ONE MAN BAND
2–5 pm	MUD DOGS BAND
5:30–8:30 pm	FLASH MOB
9 pm–midnight	BELLA CAIN

The Remainders Garden Stage

1–3:30 pm	POLKA-ZEIT
4:15–7:30 pm	PACIFIC COAST HIGHWAY
8–10 pm	THE REMAINDERS

La Crosse Bierhaus Stage inside the Heritage Hofbräu Haus

1:30–4 pm	BRIAN BRUEGGEN & THE MISSISSIPPI VALLEY DUTCHMEN
4:30–7:30 pm	THE SQUEEZETTES
8–11 pm	RHYTHM PLAYBOYS

DAY

4

SUNDAY, SEPTEMBER 29

PRESENTING SPONSOR: **Ehler**
INSURANCE

EVENTS

7:30–11 am

PANCAKE BREAKFAST

Boys & Girls Club of La Crosse

Ticket information at oktoberfestusa.com/tickets

Sponsors: Festival Foods & Kwik Trip

9:30 am

ECUMENICAL SERVICE

Our Redeemer Lutheran Church

2135 Weston Street, La Crosse

11 am–6 pm

FEST GROUNDS - FREE ADMISSION!

Including a free balloon artist and other family friendly programming!

12–2 pm

LEDERHOSEN GAMES | **Fest Grounds**

“Pint Size Games” for the younger festers

Sponsor: Fowler & Hammer

MUSIC

The Remainders Garden Stage

11:30 am–2 pm

HIGH MILEAGE

2:30–5:30 pm

PHOENIX

La Crosse Bierhaus Stage inside the Heritage Hofbräu Haus

11:30 am–12 pm

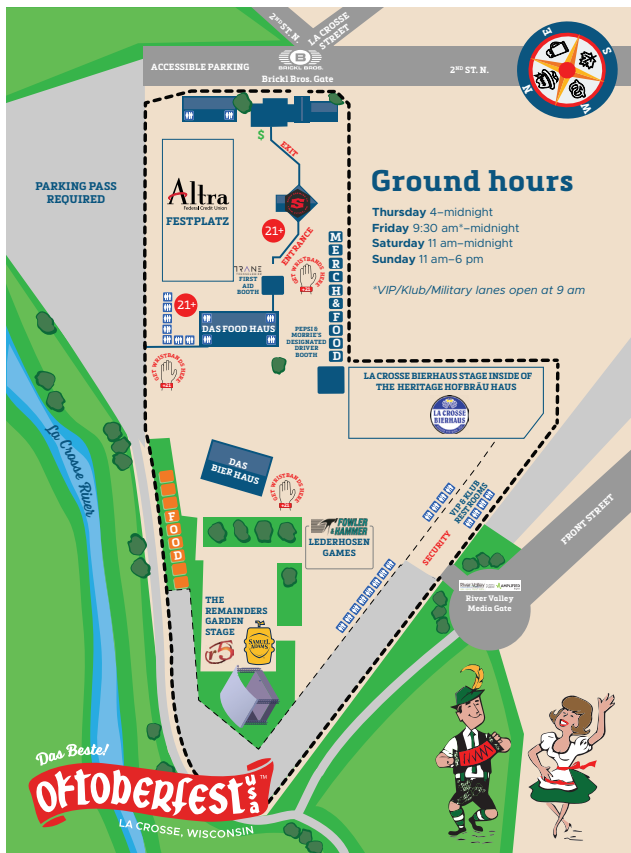
HANS MAYER MUSIC

3–6 pm

MOLLIE B & SQUEEZEBOX WITH TED
LANGE

La Crosse Fest Grounds

1 Oktoberfest Strasse La Crosse, WI 54601



MAP OF
THE
PARADE
ROUTES

Torchlight Parade Route

Brought to you by Kwik Trip

SEPT
26



Maple Leaf Parade Route

Brought to you by Kwik Trip

SEPT
28



Special Fest Events

Begins Sept 16

OKTOBERFEST USA MEDALLION HUNT

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

Sponsor: Emerj360

Sept 30

11 am–1:30 pm

LADIES DAY LUNCHEON

Cargill Room, The Waterfront | \$40 per ticket

Tickets available in advance online only at oktoberfestusa.com

Sponsors: Wichelt Imports, Salon Professional Academy, Kramer's Bar & Grill, Travel Leaders, Coulee Region Women Magazine, Ryan Sherry Insurance, Dairyland Power Co-op





Royal Introductions

SPECIAL FESTER BALL

Sun, Sept 8 | 4–8 pm | All Star Lanes

“Tanz fur Alle” Dance for Everybody

Free admission/donations appreciated!

MISS LA CROSSE/OKTOBERFEST SCHOLARSHIP PROGRAM

Sat, Sept 14 | 7 pm | UW-La Crosse Student Union, The Bluffs

VIP: \$50

General Admission: \$25

Tickets available at oktoberfestusa.com

PARADE MARSHAL ANNOUNCEMENT

Wed, Sept 18 | 4:45 pm | Copeland Park/Logger’s Field

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

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

MRS. OKTOBERFEST RECEPTION

Sat, Sept 21 | 5 pm | UW-La Crosse Student Union, The Bluffs

\$50 advance purchase online only at oktoberfestusa.com

Sponsor: Mayo Clinic Health System

FESTMASTER’S BALL

Wed, Sept 25 | 5 pm | The La Crosse Center, South Hall

\$78 advance purchase online only at oktoberfestusa.com

Featuring Brian Brueggen and the Mississippi Valley Dutchmen

Sponsors: Central Animal Hospital, Coulee Bank, Designing Jewelers,

Emplify Health by Gundersen, Explore La Crosse, Gerhard’s Kitchen Bath

& Lighting Store by First Supply, Kwik Trip, LTC Global, Oktoberfest USA

Board of Trustees, Tim and Marj Gillespie, Trane Technologies, TrustPoint,

WBN Event Group, The Weber Group, 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 26-28, 2024. Visit oktoberfestusa.com/tickets to see all ticket and package details.

FREE ADMISSION on Sunday, September 29 from 11 am-6 pm courtesy of Ehler Insurance.

Collector Items

2024 Souvenir Buttons

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

2024 Mrs. Oktoberfest Collector Pins

\$4 each. Pins can be purchased from any Mrs. Oktoberfest or on the Fest Grounds.

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.

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 Companies.

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 26-28, 2024.
For the most up-to-date information, visit oktoberfestusa.com.

Danke! to Our Shuttle Sponsors

Country Inn + Suites | Courtyard by Marriott | Holiday Inn Express & Suites Onalaska
Quality Inn | Smokey's Bar & Grill Holmen | Super 8 | The Charmant

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 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
Veteran's Park La Crescent | 35 min. past the hour
Courtyard by Marriott | 45 min. past the hour
The Charmant | 50 min. past the hour

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

Oktoberfest Grounds | on the hour
Valley View Mall | 15 min. past the hour
Holiday Inn Express & Suites Onalaska | 25 min. past the hour
Smokey's Bar & Grill | 40 min. past the hour

Route 4 Friday 5 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

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 5.5"x8.5"

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 12 to have your admission wristbands shipped directly to you! Or visit us at the Oktoberfest Office starting 7/29 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 on site) 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. Check out our shuttle schedule or lacrossedowntown.com/parking

For more information, visit oktoberfestusa.com/frequently-asked-questions/



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PO Box 1716

La Crosse, Wisconsin 54601

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✉ office@oktoberfestusa.com



@oktoberfestlax

Photography by Dylan Overhouse, Nick Walton, & House Hike Photography