

20  
24

Welcome  
to

# Beste Das Oktoberfest!



63<sup>rd</sup>

# Oktoberfest<sup>USA</sup>™

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



A-1 Mobile Storage  
Advanced Media Solutions  
Baird Wealth Management  
Bakalars Sausage  
Brothers Bar & Grill  
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Clason Buick GMC  
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La Crosse Sign Group  
Life in Harmony Music Therapy LLC  
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Moen Sheehan Meyer, Ltd  
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Olson Solar Energy  
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Care Clinic  
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Satori Arts  
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Skies the Limit Events  
Sleepy Hollow Auto Group  
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](http://mredsmidways.com)

## PRESENTING SPONSOR:



## EVENTS

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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

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### **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](http://mredsmidways.com)



## 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	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](http://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](http://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

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### **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

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- 7:30–11 am      **PANCAKE BREAKFAST**  
**Boys & Girls Club of La Crosse**  
Ticket information at [oktoberfestusa.com/tickets](http://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

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### **The Remainders Garden Stage**

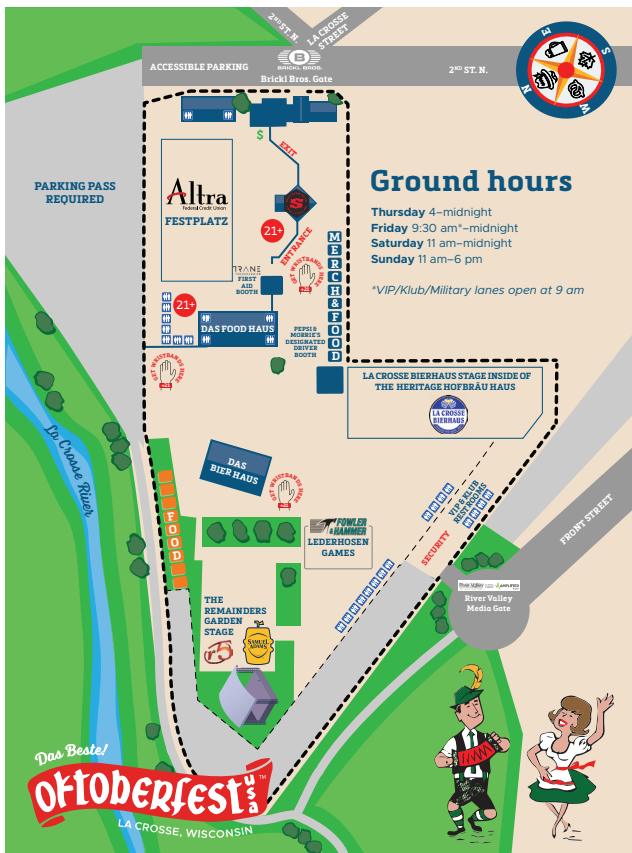
- 11:30 am–2 pm      **HIGH MILEAGE**
- 2:30–5:30 pm      **PHOENIX**

### **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



## Ground hours

- Thursday 4-midnight
- Friday 9:30 am-midnight
- Saturday 11 am-midnight
- Sunday 11 am-6 pm

\*VIP/Klub/Military lanes open at 9 am

PARKING PASS  
REQUIRED

Das Beste!  
**oktoberfest** usa  
LA CROSSE, WISCONSIN

# 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](http://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](http://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](http://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](http://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](https://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](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 26-28, 2024.  
For the most up-to-date information, visit [oktoberfestusa.com](https://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](http://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](https://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](https://lacrossedowntown.com/parking)

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



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**PO Box 1716**

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☎ 608.784.3378

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

*Das Beste!*  
**oktoberfest** <sup>USA</sup>™  
LA CROSSE, WISCONSIN



@oktoberfestlax

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