

FOR IMMEDIATE RELEASE

Oktoberfest USA Opens 2026 Button Design Contest

Community artists invited to help shape the look of the 65th annual celebration

La Crosse, Wis. — December 22, 2025 — Oktoberfest USA is excited to announce the launch of the 2026 Oktoberfest Button Design Contest, inviting artists, designers, and community members to submit original artwork for one of the festival's most cherished traditions. The contest opens December 21, 2025, and runs through Sunday, January 25, 2026, at 11:59 p.m.

Each year, the commemorative Oktoberfest button serves as a lasting symbol of the festival, proudly worn by attendees and displayed throughout the community. The selected design will represent the 65th Oktoberfest USA celebration, taking place September 24–27, 2026, in La Crosse, Wisconsin.

Design Requirements

Submitted designs must be created as a 6-inch circular design, with consideration that the artwork may be resized for various uses, from small buttons to large-scale promotional displays. Each entry must include the following elements:

- Oktoberfest USA red logo banner with blue “Das Beste!” (provided by Oktoberfest USA)
- Dates: September 24–27, 2026
- Festival number: 65th
- 2026 festival theme: “From Bavaria to the Bluffs!”
- Text: “La Crosse, Wisconsin”
- A maple leaf or leaves
- A minimum of two colors

Artists may use any medium of their choice, including traditional or digital tools. All artwork must be original, and the use of clipart or AI-generated content is prohibited. Designers are responsible for ensuring their work does not infringe on copyrighted materials. Multiple submissions per artist are welcome.

Submission Details

Each entry must include the designer's name and contact information (phone number and/or email address). Submissions may be delivered by one of the following methods:

- Email: office@oktoberfestusa.com
(Please include “Button Design Entry” in the subject line)
- Postal Mail:
La Crosse Festivals, Inc.
P.O. Box 1716
La Crosse, WI 54602-1716

All entries become the property of La Crosse Festivals, Inc.

Judging & Prize

Designs will be reviewed by the Board of Directors of La Crosse Festivals, Inc., whose decision will be final. The winning artist will be notified on February 17, 2026. The selected designer may be asked to make minor variations of the artwork to support additional 2026 Oktoberfest events and promotions.

The winner will receive:

- \$500 cash prize
- Two admission wristbands to the 2026 Oktoberfest
- A signature winner’s button
- Participation in the official 2026 button unveiling and press event

Questions

Questions regarding the contest may be directed to the Oktoberfest USA office at office@oktoberfestusa.com.

Oktoberfest USA encourages artists of all ages and backgrounds to participate and help bring the spirit of “From Bavaria to the Bluffs!” to life for the 65th celebration.