



**MEDIA RELEASE: For Immediate Release**

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**TICKETS TO DAYTON ART INSTITUTE’S ANNUAL OKTOBERFEST GO ON SALE AUGUST 6.  
FESTIVAL TAKES PLACE SEPTEMBER 27-28.**

*Raise a stein! Dayton Art Institute’s Oktoberfest celebration is a weekend filled with live music, delicious food, a variety of beer, wine, cocktails, artisans and family-friendly fun. Tickets go on sale August 6.*

(DAYTON, OHIO) – July 31, 2025 – Dayton’s favorite fall festival is back! The Dayton Art Institute (DAI) will host its annual Oktoberfest celebration on the museum grounds from September 26 to September 28, 2025.

Presented by Miller Lite, the DAI Oktoberfest will kick off celebrations Friday, September 26, with the Lederhosen Lunch (sponsored by Bladecutter’s, Inc. Lawn & Landscaping), 11 a.m.–1:30 p.m., and the Preview Party (sponsored by PNC), 7–11 p.m., followed by two full days of Oktoberfest fun on Saturday, noon–11 p.m. and Sunday, noon–7 p.m.

“Oktoberfest isn’t just a beloved Dayton tradition, it’s the Dayton Art Institute’s largest fundraiser,” said DAI Director & President Michael R. Roediger. “This weekend of art, celebration and community directly supports the museum’s mission and helps keep our doors open year-

round. Every ticket, every pint and every pretzel help ensure that the world-class art housed in the DAI remains accessible to all in our community for decades to come. Whether you're a first-timer or a longtime attendee, your support truly makes a difference."

As the longest-running Oktoberfest celebration in southwest Ohio, the DAI Oktoberfest was established by the DAI Associate Board in 1971, with the first full public festival in 1972. Each year, the Associate Board organizes the festival as a fundraiser to support the museum's ongoing initiatives. Over the years, the Associate Board has raised millions of dollars for the museum through Oktoberfest. Since its inception, more than one million people have attended the DAI Oktoberfest and each year, the festival sees an average of 25,000 guests.

The DAI Associate Board is a community volunteer board that assists in the planning of two major museum fundraisers, Oktoberfest and Art Ball. Planning efforts for this year's celebrations are led by the 2025 Oktoberfest Chairs Shawnee and Steve Breitenstein, and co-chairs Briana Snyder and Max Spang.

"Serving as the chairs for the DAI's Oktoberfest is such an exciting experience," said Steve Breitenstein. "This beloved celebration is one of Dayton's longest-standing traditions and the largest fundraiser for the Dayton Art Institute. This year brings exciting new features and the return of a favorite tradition from the past: the community-wide poster contest, which invited local artists to join in the fun. Supporting Oktoberfest means supporting the arts, education and cultural vitality of the entire Dayton region. Shawnee and I are proud to be part of something that brings people together and gives back in such a big way."

Continuing in 2025, guests may purchase a weekend pass, allowing them to attend the festival on both Saturday and Sunday at a discounted advance price of \$20 or \$25 at the gate. Advance general admission tickets for Oktoberfest (Saturday/Sunday) are \$12 adults, \$8 seniors (60+) and youth (ages 7–18). Tickets purchased at the gate are \$15 adults, \$10 seniors and youth. Children 6 and under are free. Advance General Admission tickets may be purchased online at [www.daytonartinstitute.org/oktoberfest](http://www.daytonartinstitute.org/oktoberfest) or at the Dayton Art Institute during regular museum hours, beginning August 6. No refunds or exchanges.

Highlights of the festival include:

**LEDERHOSEN LUNCH:** Hosted by the DAI's Former Associate Board, this lively community tradition offers guests the only opportunity for free admission all weekend. Grab your spot near the main beer truck and be among the first to raise a glass of Oktoberfest brew. A selection of mouthwatering German food is available for purchase, including bratwurst, mettwurst, schnitzel sandwiches, German salads, homemade noodles and more. The Lederhosen Lunch will feature live accordion music by Charlie Campbell. During Lederhosen Lunch, guests may also buy event tickets, as well as Oktoberfest mugs and T-shirts.

**PREVIEW PARTY:** Presented by PNC, this exclusive, ticketed event includes complimentary draft beer, wine and soft drinks, as well as live entertainment by Mojoflo and Schnickelfritz.

Advance tickets for the Preview Party are \$55 members or \$75 non-members and may be purchased online at [www.daytonartinstitute.org/oktoberfest](http://www.daytonartinstitute.org/oktoberfest), beginning August 6. All tickets purchased online after 4 p.m. on September 26 or at the gate are \$95. All guests must be 21 and have a valid ID to attend the Preview Party. Individuals under 21 are not permitted at Preview Party, including children and infants with adults. No refunds or exchanges.

**OKTOBERFEST:** The main Oktoberfest celebration is held September 27 and 28 and includes a wide variety of delicious foods, more than 50 different craft and international beers, a selection of domestic and international wines, a cocktail trailer, live music, family activities and nearly 50 notable artisans. Visitors can relax in the fully covered main stage and food court areas, as well as a TV tent with four big-screen TVs for all the weekend sports action. Live music will be featured on two stages throughout the festival. The ACCO Brands FamilyFest takes place Saturday and Sunday afternoon, noon–5 p.m. each day, offering FREE fun art activities for the whole family.

Make it a Sunday Funday and visit Oktoberfest on Sunday, September 28, for special happy hour prices from 4–6 p.m. All draft beer and wine will be \$6, and bottles of wine will be available for \$18. Boozy Bodega beverages are excluded from happy hour prices.

**STEINHOLDING COMPETITION:** Back by popular demand for a second year, DAI’s Oktoberfest is proud to serve as an official U.S. Steinholding Association state championship qualifying event. Steinholding is a traditional Bavarian strength contest in which competitors hold a full one-liter beer stein out in front of their bodies with a straight arm parallel to the ground. You hold as long as you can, and the last person holding with good form is the winner. The competition features men’s and women’s categories and will take place on Sunday, September 28 at 2 p.m. at the Food Court Stage. \$10 registration fee and a valid Oktoberfest admission ticket required to compete. Registration opens on August 6 and will be available at [daytonartinstitute.org/oktoberfest](http://daytonartinstitute.org/oktoberfest).

**COMMEMORATIVE POSTER:** For the first time in more than 30 years, DAI’s Oktoberfest will again offer a custom commemorative poster for sale at the Mugs & Tees booth. Local artist Sam Trimble was selected in a competitive jury process to design this year’s poster, and will be present at the festival to autograph poster purchases.

“I grew up just north of Dayton, where the Dayton Art Institute played a major role in shaping my love for art and design, a passion that ultimately led me to my career,” Trimble said. “Oktoberfest also holds a special place in my heart. As a child, my grandma would take me every year, always full of love for our German heritage. I now live in North Dayton, in the same home my great-grandfather moved into after immigrating from Germany during wartime. German culture has always been cherished and passed down through my family. My grandma sadly passed away last year, but when I saw this opportunity, I felt deeply inspired to create something beautiful—something she would have been proud of.”

**PARKING & SHUTTLES:** Getting to and from Oktoberfest is easy, with **free shuttle service, including shuttles for the Preview Party**. Follow the Oktoberfest signs and park for free at the University of Dayton U1 parking lot on River Park Drive, between Patterson Blvd. & Main St., east of the University of Dayton Marriott, and take the free shuttles directly to and from both the Preview Party and Oktoberfest.

In addition, Greater Dayton RTA will provide free shuttles from downtown Dayton to the festival during the Lederhosen Lunch on September 26 from 10:30 a.m.–2 p.m., as well as September 27 from 11 a.m.–midnight and September 28 from 11 a.m.–8 p.m. ***There are no RTA shuttles during Preview Party.***

The DAI Oktoberfest wouldn't be possible without the generous support of many sponsors: Presenting Sponsor Miller Lite; Preview Party Sponsor PNC; Benefactor Sponsors ACCO Brands, The SharpGroup – Berkshire Hathaway HomeServices Professional Realty, and White-Allen Family Companies; Patron Sponsors Bladecutter's, Inc. Lawn & Landscaping, Dayton Children's Hospital, and NRG Home; Supporting Sponsors Enterprise Roofing, Fully Promoted of Centerville, Messer Construction, Pickrel, Schaeffer & Ebeling, Rumpke, Surdyk Dowd & Turner, Co. LPA, Taft/, and Warped Wing Brewing Company; and Universal Changing Trailer Sponsor United Rehabilitation Services. (Sponsors current as of July 25, 2025.)

Oktoberfest will feature several great entertainers throughout the weekend. The Main Stage offers a wide range of rock, pop and more on Friday, Saturday and Sunday, while the Food Tent Stage provides traditional German music on Saturday and Sunday. Live music will be provided by Charlie Campbell, Chasing Dreams, Dave'd and Confused, Ithika, KC & The Moonlighters, Ken Taylor & His Six Fat Sausage Polka Band, Mary's Turbo Accordion Express, Mojoflo, Party Punch, Schnickelfritz and Spungewurthy. For a full entertainment schedule, please visit [www.daytonartinstitute.org/oktoberfest](http://www.daytonartinstitute.org/oktoberfest).

"Nothing says fall in Dayton like Oktoberfest at the DAI—cold beer, good friends, live music and a whole lot of support for one of our city's most treasured institutions," said Shawnee Breitenstein. "It is a beautiful reflection of what makes Dayton special—community, culture, creativity and connection. It's a time to come together and support the museum that belongs to all of us."

For more information about Oktoberfest, including [volunteer opportunities](http://www.daytonartinstitute.org/oktoberfest) at this year's festival, go to [daytonartinstitute.org/oktoberfest](http://www.daytonartinstitute.org/oktoberfest). The website serves as the go-to location for all things festival related, including ticket information, festival activities and announcements, event schedules and more. Be sure to also connect with the DAI on [Facebook](#) and [Instagram](#) for more about Oktoberfest. Join the conversation online with the hashtags **#OktoberfestDayton** and **#OKTDAI**.

For more information about planning a visit to the DAI, including current museum hours and updates, go to [www.daytonartinstitute.org/visit](http://www.daytonartinstitute.org/visit) or call 937-223-4ART (4278).

## **ABOUT DAYTON ART INSTITUTE**

**MISSION:** *Through art, we create transformative and diverse experiences, strengthen community connections and inspire imagination.*

**VISION:** *Through art, we will be a community leader recognized as a welcoming, thought-provoking and collaborative place that nurtures inclusion, diversity, equity and accessibility.*

*The Dayton Art Institute (DAI) is one of the Miami Valley's premier fine art museums, offering a full range of programming in addition to exhibiting its collection. The museum is currently open Wednesdays, 11 a.m.–5 p.m., Thursdays, 11 a.m.–8 p.m., Fridays & Saturdays, 11 a.m.–5 p.m. and Sundays, noon–5 p.m. Go to [www.daytonartinstitute.org/visit](http://www.daytonartinstitute.org/visit) for the latest museum information and updates. Museum admission is \$15 adults, \$10 seniors (60+), active military and groups (10 or more), \$5 students (18+ w/ID) and youth (ages 7–17), free for children (ages 6 & younger) and free for museum members.*

*Admission includes access to all Special Exhibitions, Focus Exhibitions, The Lange Family Experientcenter and the museum's collection galleries. Some events and programs may carry an additional charge and include museum admission as part of that price. Free parking is available at the museum, and the facility is fully accessible. The DAI's Museum Store and Leo are open during regular museum hours, offering unique shopping, as well as drinks and tasty treats. The Museum Store also offers online shopping at [www.daytonartinstitute.org/shop](http://www.daytonartinstitute.org/shop). For more information about the DAI, visit [daytonartinstitute.org](http://daytonartinstitute.org) or call 937-223-4ART (4278). The Ohio Arts Council helps fund this organization with state tax dollars to encourage economic growth, educational excellence and cultural enrichment for all Ohioans. The DAI also receives support from Culture Works and the Montgomery County Arts and Cultural District.*

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