



2026 Event Promotion Guide

EVENT SNAPSHOT

Name: Oktoberfest

Hosted By: Walnut Creek Downtown Association

 September 25 & 26, 2026

 Friday • 5:00–10:00 PM | Saturday • 12:00–9:00 PM

 Downtown Walnut Creek – Civic Park East

 Free Admission – encourage guests to RSVP!

IMPORTANT LINKS

Event Page: <https://walnutcreekdowntown.com/events/oktoberfest>

RSVP Eventbrite Page: <https://www.eventbrite.com/e/walnut-creek-oktoberfest-tickets-1987653865217?aff=oddtcreator>

Marketing Toolkit & Graphics:

<https://walnutcreekdowntown.com/events/oktoberfest/marketing-toolkit>

Tag Us: IG [@walnutcreekdowntown](#)

FB [@downtownwalnutcreek](#)

TikTok [@walnutcreekdowntown](#)

Hashtag: #OktoberfestWC

HIGHLIGHTS

- Biergarten (Local + German) Wine + Cocktails
- Live Music + Entertainment
- Kinder Karneval (Family-Friendly Activities)
- Artisan Vendors

ADDITIONAL FEATURED EXPERIENCES

- **Chillgarten (21+)** - A lounge experience featuring a dedicated bar, specialty cocktails, and more.

- **Contest** – Stein holding, yodeling, and costume contests on both Friday and Saturday.
- **German Entertainment** – Traditional German bands and authentic Bavarian folk dancers throughout the weekend, including Nature Friends Schuhplattler dancers, BlowMusik, and Deutscher Musik Verein San Francisco
- Aerial Arts Performances
- Mobile Pet Adoptions with Joybound People & Pets

SHORT DESCRIPTION

Option #1:

Raise a stein at Walnut Creek Oktoberfest, returning September 25–26 to Civic Park East! Enjoy German-inspired food, craft beer, live music, traditional entertainment, family-friendly fun, and an enhanced 21+ Chillgarten in the heart of downtown Walnut Creek.

💎 Free Admission with RSVP » ([link to Eventbrite page](#))

Option #2:

Celebrate Oktoberfest in downtown Walnut Creek with two days of Bavarian-inspired fun, featuring live music, German food and beer, traditional dancing, artisan vendors, family activities, and the enhanced 21+ Chillgarten. Grab your lederhosen or dirndl and join the festivities September 25–26 at Civic Park East!

LONG DESCRIPTION

Celebrate the sights, sounds, and flavors of Oktoberfest as downtown Walnut Creek transforms into a Bavarian-inspired festival **September 25–26 at Civic Park East**.

Welcoming more than 15,000 guests, the two-day celebration features German-inspired food, German beers and local craft brews, live music across multiple stages, traditional bands and folk dancers, artisan vendors, and activities for all ages. Families can enjoy the Kinder Karneval, while guests 21 and over can unwind in the enhanced Chillgarten, featuring a dedicated bar, specialty cocktails, and a relaxed place to gather with friends.

Whether you come to raise a stein, dance along to the music, shop local vendors, or simply soak up the festive atmosphere, Walnut Creek Oktoberfest offers something for everyone. Throw on your dirndl or lederhosen and join one of downtown Walnut Creek's most anticipated events of the year.

Free to attend. Fun for all ages. [RSVP »](#)

ALT SOCIAL CAPTIONS

- Prost to the weekend! 🍷 Walnut Creek Oktoberfest is back September 25–26 with live music, German-inspired bites, craft brews, dancing, family fun, and plenty of reasons to stick around awhile. Grab your crew and meet us at Civic Park East! 🍻
- Steins up, Walnut Creek! 🍺 Oktoberfest takes over Civic Park East September 25–26 with two days of live music, German-inspired food, craft brews, dancing, and fall festival fun. Grab your crew and join the party!
- Save the date for one of downtown Walnut Creek’s favorite fall traditions. Oktoberfest returns September 25–26 with live entertainment, German-inspired food and drinks, family activities, local vendors, and more at Civic Park East.

ADDITIONAL INFORMATION

Thank you for helping to promote Walnut Creek Downtown’s Oktoberfest! For additional information and event details, please visit our website. For media requests, graphics, and marketing, please contact the Walnut Creek Downtown team:

Kelly Fordon, Marketing Coordinator – kelly@walnutcreekdowntown.com

Kelsey Wendt, Events Manager – kelsey@walnutcreekdowntown.com

