

GAYLORD *Alpenfest*®

JULY 8 - JULY 12, 2025



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Gaylord Area

Chamber of Commerce

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LIVINGSTON ENERGY STORAGE

It's time to cheer for Alpenfest's 60th year!

Willkommen Zu Alpenfest!!

On behalf of the City of Gaylord, the Gaylord Area Chamber of Commerce, and the Alpenfest Committee, I am thrilled to welcome you to the 60th Annual Alpenfest—our community's beloved celebration of tradition, togetherness, and summer fun!

This event is truly one for the whole family, filled with music, laughter, and unforgettable memories. We kick things off on Tuesday with the Honors Luncheon, followed by the Opening Ceremonies and the symbolic Burning of the Boogg—when we send our worries up in smoke and embrace the joy of Alpenfest with clear hearts and big smiles.

Wednesday begins with the charming Walking Parade and the World's Largest Coffee Break. Kids take center stage with a day full of games, crafts, and extra carnival time. As the sun sets, relax and sing along with The Insiders: A Tribute to Tom Petty.

Thursday turns up the twang with the Family Tradition Band, and Friday starts with finding our next Alpenfest Queen and keeps the energy high with the ultimate throwback party featuring Mega 80's. We'll wrap up this milestone celebration Saturday night with the powerhouse sound of Main Street Soul.

Throughout the week, enjoy free food events, free entertainment, exciting contests, and activities for all ages. Be sure to wear your Alpenfest pin with pride and take time to explore the Alpenstrasse, lined with handcrafted goods, unique gifts, and the flavors of Ethnic Alley.

And of course, don't miss the Grand Parade on Saturday at noon, featuring the crowd-favorite Petoskey Steel Drum Band.

From our family to yours, thank you for making Alpenfest such a cherished tradition. Let's make this 60th year the most memorable yet.

It's time to cheer for Alpenfest's 60th year!

With warmest regards,

Ken Mattei
2025 Alpenfest Chairman



Legend of the Boogg

Watch your troubles go up in smoke!

The Boogg, a giant snowman of cotton wool, symbolizes winter to the Swiss. They burn the statue yearly with colorful pageantry to celebrate the beginning of Spring. In Gaylord, the Burning of the Boogg has taken on new meaning and added delight. Alpine Village Residents and visitors jot down

their troubles and problems on slips of paper, place them inside the Boogg. As the sun sets, then the Boogg is ignited and everybody's troubles go up in smoke!



Lampion Parade

*Escort the Boogg
to its burning site*



The Lampion parade originated in Switzerland where it coincides with the burning of the Boogg during their spring celebration. Parsnips are hollowed out and designs cut into the sides. The lantern is then placed in a macrame basket and a candle is placed inside. At Alpenfest, children and adults cut designs into the

sides and top of a paper bag and cover them with colored tissue paper. A flashlight is inserted providing light, as well as a handle carry the lantern. Everyone carries their lampion in a procession that takes the Boogg to its burning site.

Festival Schedule

TUESDAY July 8

11:30 AM - 1:00 PM Alpenfest Honors Luncheon and Awards Presentation

Join the Alpenfest Committee under the Pavilion to honor key supporters, including this year's Parade Marshall, Der Buergermeister, award winners, and our Honored Business. Enjoy entertainment by the Gaylord Alpine Band and a live community painting by Daniel Duncan (Duncan Studios), to be auctioned off. Purchase tickets in advance at The Gaylord Area Chamber of Commerce. No tickets sold at the door.

1:00 PM - 3:00 PM Alpen Idol Registration Claude Shannon Park Sign up for Alpen Idol auditions. Must be registered to audition.

1:00 PM - 2:30 PM Art Tent Painting with Nature Use Nature made paintbrush to create a painting. **Hosted by Gaylord Conservation District**

1:30 PM- 3:00 PM Senior Bingo Under Pavilion, For Seniors Only! Prizes Awarded. **Sponsored by Awakon Federal Credit Union**

2:00 PM Alpenstrasse, Ethnic Alley and T. J. Schmidt & Company Carnival, Beer Garden opens

4:00 PM - 6:00 PM Art Tent Tie-Dye Shirts open to 16 and under includes 1 free shirt and tie-dye stations. Supplies are limited. **Sponsored by The Team Real Estate Group**

5:00 PM Official Opening of Alpenfest 60! Main Stage, Willkommen by Mayor Todd Sharrard, and singing of National Anthem. Presentation of Colors by Ralph Holewinski VFW Post 1518, Alphorn Salute and introduction of Der Buergermeister, Honored Business, Dar and Edelweiss Awards. Also presenting our 2025 Alpenfest Queen Contestants and our 2025 Pin Design winners.

5:00 PM Wurst Wagon Under Pavilion, Delicious hot dogs and chips are sponsored and served up hot and fresh by our finest **Michigan State Troopers.**

5:30 PM Alpenfest Idol Preliminary Round Claude Shannon Park Come audition for Gaylord's own Alpenfest Idol. All ages welcome. Bring your own chairs.

6:00 PM Jason Abbott Main Stage, Come watch Comedian Magician with the whole family for a few hours of laughing and amazement. The first hour of the performance you can win prizes.

7:00 PM - 9:00 PM Art Tent Lampion Making Make your Lampion for Burning of the Boogg Parade. Bring your flashlight to the art tent and we will provide the rest. **Sponsored by Alpenfest Queen Candidates**

8:00 PM - 10:00 PM Fleetwood Macked Main Stage, the Ultimate Tribute to Fleetwood Mac is a New York based Fleetwood Mac Tribute Band. Hailed as the most authentic Fleetwood Mac tribute band in the U.S., much of the realism comes from the bands history. Come rock with us to kick off night 1 of Alpenfest

10:00 PM Burning of the Böögg Put your troubles on paper, slip them inside the Böögg and watch them go up in smoke. Trouble slips are located at the base of the Böögg on the center of the Strasse. Lampion and Boog parade start at 10:00 PM and continues to the corner of First Street and Center.

Festival Schedule

WEDNESDAY July 9 KIDS DAY

8:30 AM Alpenfest Attire Contest Family Fare Parking Lot Categories for Best Dressed Family, Individual, and Child. Winners and prizes announced after the walking parade at World's Largest Coffee Break.

9:00 AM - 10:30 PM Art Tent Sensory Free Crafts Join us for special crafts tailored to those with sensory friendly needs. **Sponsored by E-Free Church, Jets Pizza, & Acorn Health**

9:00 AM Alpenfest Walking Parade Join the Gaylord Alpine Band and come dressed in your finest Alpenfest attire for the annual walking parade. Parade starts at the Family Fare parking lot and ends at the World's Largest Coffee Break, walking down Main Street.

9:30 AM Die Groeste Kaffe Pause - The World's Largest Coffee Break Under Pavilion, Join us for coffee, donuts, and milk. Listen to the sounds of the The Gaylord Alpine Band.

Sponsored by Coldwell Banker

10:30 AM Hula Hoop Courthouse Lawn, Various age categories. Prizes awarded.

10:30 AM-11:30AM Jump Rope Competition Courthouse Lawn, Various age categories. Prizes awarded.

11:15 AM Stilt Walking Contest Courthouse Lawn, All ages welcome. Prizes awarded.

12 :00PM Alpenstrasse, Ethnic Alley, and T.J. Schmidt & Company Carnival, Beer Garden opens Under Pavilion, Complimentary kids root beer available while supplies last.

12:00 PM Pizza Eating Contest Under Pavilion, All ages welcome. Prizes awarded. **Sponsored by Jets Pizza**

12:00 PM - 4:00 PM Art Tent Kids Painting with Daniel Duncan Come enjoy a painting lesson. First come first serve with limited seating. New groups start every hour. **Sponsored by E-Free**

1:00 PM Pie Eating Contest Under Pavilion, All ages welcome. Prizes awarded.

1:00 PM - 5:00 PM Rosco the Clown and Tommy Tropic Pavilion Courthouse Lawn,. Be entertained with balloon artistry, juggling, and lots of laughs.

1:30 PM Bubble Gum Blowing Contest Under Pavilion, All ages welcome. Prizes awarded.

2:00 PM Goldfish Eating Contest Under Pavilion, All ages welcome. Prizes awarded.

3:00 PM Diaper Derby Under Pavilion come cheer on the little ones and see who is the speediest crawler, prizes awarded

4:00 PM - 5:00PM Potato Sack Races Court House Lawn

4:30 PM - 6:30PM Next to Art Tent Teen Painting 30 spots available. Get a chance to create an Alpenfest painting.

5:00 PM - 7:00PM Art Tent Friendship Bracelets Grab a bestie and come make bracelets. **Sponsored by State Savings**

5:00 PM - 7:30 PM Frohliche Musiker Blasorchester Band Main Stage, The Fröhliche Musiker Blasorchester is a 14-piece Bavarian-style band based in Saginaw, Michigan. They offer a high-energy, audience-interactive performance in the tradition of German Oktoberfest.

6:30 PM - 8:00PM Next to Art Tent Adult Painting Class Pre Registration required. www.duncanstudiosboynecity.com; cost \$40.

8:00 PM - 10:00 PM Insiders, A Tribute to Tom Petty Main Stage, Close your eyes and you won't know the difference. Open them and you still might be fooled. The Insiders present the premier Tom Petty and the Heartbreakers experience. With 6 veteran musicians and decades of combined stage and touring experience, The Insiders are genuinely running down the dream.

Legend of Herr Gessler



According to Legend, Herr Gessler was an evil ruler of Switzerland and Austria in the 13th Century. He forced everyone in the area to bow down to his hat as a symbol of authority. Gessler would leave his hat in the square and all those who passed it would be forced to bow. When William Tell, who had been hiding in the mountains with his son when Gessler came into power, came into the square he did not bow down to the feathered hat. Herr Gessler became so enraged that he arrested Tell and his son. As punishment, Tell had to shoot an apple off his son's head. Tell succeeded and then turned his bow on Gessler. Tell was able to overthrow Gessler and become the new ruler. Somehow Gessler was able to escape to Gaylord, a few hundred years later. He now tries to ruin Alpenfest for everyone by demanding quiet and the passerby bow down to his hat. However, the Alpine Village wins over the evil tyrant with the sweet lyrics of "Edelweiss"

THANK YOU

TO OUR LEDERHOSEN SPONSORS



MUNSON HEALTHCARE
Otsego Memorial Hospital



DTE Energy
Foundation



Festival Schedule

THURSDAY July 10

11:00 PM - 1:00 PM Art Tent Arts and Crafts Station "Live It Out" themed crafts
Sponsored by E-Free Kidz Jam

11:30 AM Ladies Ankle Competition. Main Stage, All ages welcome. Who has the thinnest? The smoothest? Prizes awarded.

12:00 PM Alpenstrasse, Ethnic Alley, and T.J. Schmidt & Company Carnival, Beer Garden opens

12:15 PM Men's Knee Competition Main Stage All ages welcome. Who has the knoggiest? Most Scarred? Most Tan? Prizes awarded.

1:00 PM - 5:00 PM Rosco the Clown and Tommy Tropic Courthouse Lawn, Entertaining Alpenfest guests for years with balloon artistry, juggling and lots of laughs.

1:00 PM La Promenade Des Biscuits. Under Pavilion, Join us for Gaylord's version of a cake walk. **Sponsored by the Gaylord Girl Scouts.**

2:00 PM - 3:00 PM Art Tent Decorate Your Bike Get ready for the bike parade and bedazzle your bike! Great for all ages! **Sponsored by Zonta Club**

3:00 PM Bike & Trike Parade In Front of Sherriff Department, Show off your decorated bikes with Rosco the Clown.

4:00 PM Stone Throw Conest East Side of Pavilion parking lot, Test your strength and see how far you can throw the stone. Ages 18 and older. Prizes awarded.

4:00 PM - 6:00 PM Art Tent Kindness Rock Painting Pick a rock and decorate it with inspiration designs or messages. Give away or hide around Gaylord. **Sponsored by Smith Realty**

5:00 PM Ice Cream Social Under Pavilion, Banana splits with toppings. **Sponsored by Alpine Chocolat Haus**

5:00 PM- 5:30 PM Gaylord Community Productions Main Stage, Selections from summer musical 'Matilda'. Come watch the full musical August 8th-11th at the Gornick Auditorium at Gaylord High School. Tickets on sale at gaylordcommunityproductions.com

6:00 PM Brat Eating Contest Main Stage, This contest is limited to 12 contestants. Contestants must be 18 years old or older to enter. Eat as many brats as you can in 10 minutes for your chance to be the 2025 Brat Eating Contest winner! **Sponsored by Nowicki's Sausage Shoppe Gaylord**

8:00 PM - 10:00PM Family Tradition Band Main Stage, FTB is a modern take on an old timeless classic sound which includes many traditional country elements such as fiddle, banjo and pedal steel guitar. This combined with spot-on vocal harmonies, dual electric guitars and a rock solid rhythm section, is what creates the authenticity of the band.



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"The Jeweler with Service"



Edward Jones

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DONATION TO JIM MONGEAU FUND



Festival Schedule

FRIDAY July 11

9:00 AM Pancake and Sausage Breakfast Under Pavilion, Start your day off with a pancake and sausage breakfast **Sponsored by Gaylord Community Schools.**

10:00 AM- 4:30PM Post Office Center of Strasse, Have your mail sent with the official pictorial Gaylord Alpenfest Cancellation. Bring your own postage or purchase your stamp and envelope by cash or check.

10:00 AM - 11:00 AM Art Tent Kids Dance Class Come get your wiggles out! **Sponsored by Movement on Main**

11:00 AM Pet Parade Make your pet the star of the Strasse at the Pet Parade with Rosco the Clown. Registration under the pavilion. Prizes awarded. **Dogs Must Be On Leash.**

12:00 PM Alpenstrasse, Ethnic Alley, and T.J. Schmidt & Company Carnival, Beer Garden opens

12:00 PM - 1:00 PM Art Tent Book Tasting, Explore children's books and get inspired to create your own in this Color My World themed event. Complete a colorful craft and take home a blank book to make your own story! Limited supply for blank books. **Sponsored by Otsego County Library & PoWeR Book Bags**

1:00 PM PETS NEED TO BE OFF ALPENSTRASSE

1:00 PM - 3:00 PM Alpenfest Idol Finals Main Stage. Cheer on our Alpen Idol finalists as they go after the grand prize of becoming our 2025 Gaylord Alpenfest Idol Winners.

1:00 PM - 5:00 PM Rosco the Clown and Tommy Tropic Courthouse Lawn. Be entertained with balloon artistry juggling, and lots of laughs.

3:00 PM - 4:00 PM Art Tent Kids Building Workshop Stop by and build a unique wood craft. **Sponsored by Home Depot**

3:30 PM - 4:30 PM Spam Carving Courthouse lawn, Come show off you spam carving skills. You will have 30 minutes to create a can of spam masterpiece. First 50 people. Judges will be watching and voting for their top three. **Sponsored by Cutting Edge Storage**

4:00 PM - 5:00 PM Art Tent Crown Decorating Kids can get ready to cheer on the Queen candidates by decorating their own crowns. **Sponsored by Gaylord High School Cheer Teams**

5:00 PM - 7:00 PM Alpenfest Run Registration Pickup At the North Central State Trailhead.

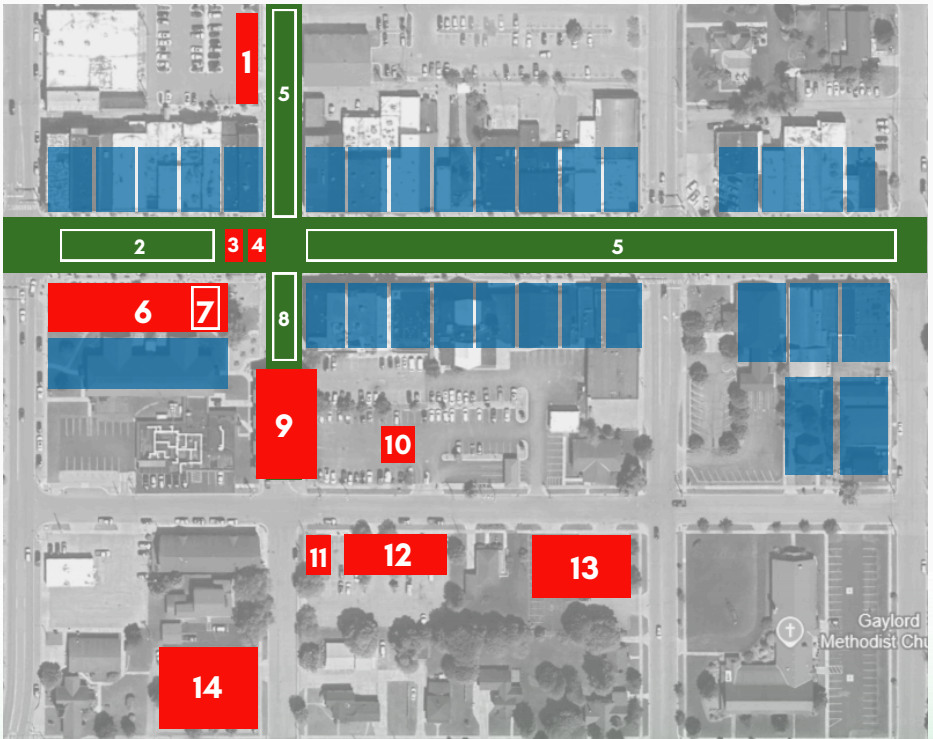
5:30 PM 2025 Alpenfest Queens Pageant Main Stage, Local young ladies will be competing for the crown and honor of becoming our 2025 Gaylord Alpenfest Queen.

8:00 PM - 10:00 PM Mega 80s Main Stage, Take a handful of your favorite 80's songs, a splash of some retro fashion, a pinch of panache and an eye-popping video spectacle in the background and what do you get? The Mega 80's, of course! Now veterans of the 80's cultural milieu, they are still rocking as hard as ever. The proof is in the pudding!

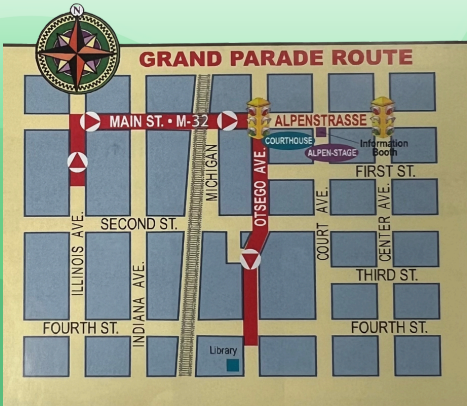


Happy 150th
Anniversary
Otsego County





MAP DIRECTORY



- #1 PUBLIC RESTROOMS
- #2 CRAFT VENDORS
- #3 MUNSON MEDICAL TENT
- #4 INFORMATION/MERCH BOOTH
- #5 TJ SCHMIDT & CO CARNIVAL MIDWAY
- #6 COURTHOUSE LAWN
- #7 ART TENT
- #8 ETHNIC ALLEY
- #9 PAVILLION - MAIN STAGE - BEER GARDEN
- #10 STONE THROW (THURSDAY)
- #11 PUBLIC RESTROOMS
- #12 FARMERS MARKET (SATURDAY)
- #13 BURNING OF THE BOGG (TUESDAY)
- #14 PETOSKEY STEEL DRUM BAND (SATURDAY)

CARNIVAL HOURS OF OPERATION

TUESDAY 2:00 PM - 11:00 PM
WEDNESDAY 11:00 AM - 11:00 PM
THURSDAY 12:00 PM - 11:00 PM

FRIDAY 12:00 PM - 11:00 PM
SATURDAY 12:00 PM - 9:00 PM
**DAY PASS TIMES WILL VARY*



Festival Schedule

SATURDAY July 12

7:30 AM Alpenfest Run Start and end at North Central State Trailhead. Bragging rights to top finishers. Free Commemorative Alpenfest Run T-shirt and medals to the first 150 runners who register.

- Registration - 7:30 AM
- 10K Run - 9:00 AM
- 1 mile fun walk/run - 8:30 AM
- 5K run - 9:15 AM

8:00 AM Farmers Market Court and First Street

10:30 AM - 11:30 AM Art Tent Make Some Noise Prepare for the parade and create your very own noisemakers! **Sponsored by Meijer**

12:00 PM Alpenstrasse, Ethnic Alley, and T.J. Schmidt & Company Carnival, Beer Garden opens

12:00 PM Alpenfest Grand Parade The pageantry of Gaylord's premier parade unfolds down Main Street and Otsego Avenue.

1:00 PM - 1:30 PM Grand Traverse Pipe and Drum Main Stage, Founded in 1974, The Grand Traverse Pipes and Drums have entertained crowds throughout the Northern Michigan region. The haunting sound of the pipes, the crisp thunder of the drums, and the flash of the kilts is a delight to the eyes and ears!

1:00 PM - 5:00 PM Rosco the Clown Under Pavilion, Join Rosco as he makes his way around the festival entertaining children and families of all ages. Many Gaylord parents grew up with Rosco at Alpenfest and now their children and grandchildren are enjoying his magic of balloon artistry.

1:30 PM - 2:30 PM Art Tent Superhero Masks Enjoy etching in your super power design onto a scratch mask to reveal a colorful masterpiece.

1:00 PM - 2:00 PM Petoskey Steel Drum Band Concert Court and 2nd Street, The Petoskey Steel Drum Band brings a unique sound to events all over Michigan. This group of about 40 students performs a blend of Caribbean steel drum music with contemporary tunes.

1:30 PM Walking Tacos Under Pavilion, Join us for a new Alpenfest favorite as we serve walking tacos to the many fans of Alpenfest. **Sponsored by Sheriff Nowicki's Family**

1:30 PM - 3:30 PM Mysty Blues Main Stage, Enjoy Polka tunes for all ages.

3:00 PM - 4:30 PM Art Tent, Instrument Crafts, Explore various musical themed crafts. **Sponsored by Gaylord Orchestra**

5:00PM - 6:00PM Art Tent Kids Magician

7:00 PM - 9:00 PM Main Street Soul Main Stage, This 11-piece band is AMAZING, playing hits from high-energy Motown Classics to more current Top 40 favorites, everyone will want to get up out of their seat and dance to the music!

9:00 PM Alpenfest Comes to an End We hope you had an enjoyable week here at the 60th Alpenfest a **Thank you on behalf of the Gaylord Area Chamber of Commerce and Alpenfest Committee.**

SEE YOU NEXT YEAR!
July 14th-18th, 2026

ALPEN CARSHOW - MAY 16TH, 2026



THANK YOU

TO OUR MAIN STAGE SPONSORS



Nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association

A SPECIAL THANK YOU TO *Our Alpenfest Committee*

KEN MATTEI ✨ COURTNEY WILLITS ✨ JOHN JENKINS

JANET NOWICKI ✨ SHAUNA VANDEVENTER ✨ LINDSEY YATES

CHAD McDONALD ✨ KAYDEE BORKOWSKI ✨ KIRK MILLER

Alpenfest Entertainment



TUESDAY *July 8*

JASON ABBOTT, COMEDIAN MAGICIAN 6:00 PM

FLEETWOOD MACKED

8:00 PM - 10:00 PM

WEDNESDAY *July 9*

FROHLICHE MUSIKER BLASORCHESTER BAND 5:00 PM - 7:30 PM

THE INSIDERS: A TRIBUTE TO TOM PETTY

8:00 PM - 10:00 PM



THURSDAY *July 10*

GAYLORD COMMUNITY PRODUCTIONS 5:00 PM - 5:30 PM

THE FAMILY TRADITION BAND

8:00 PM - 10:00 PM

FRIDAY *July 11*

ALPENFEST QUEENS PAGEANT 5:00 PM - 7:30 PM

MEGA 80'S

8:00 PM - 10:00 PM



SATURDAY *July 12*

GRAND TRAVERSE PIPE AND DRUM 1:00 PM - 1:30 PM

THE PETOSKEY STEEL DRUM BAND 1:30 PM - 2:30 PM

MYSTY BLUES 1:30 PM - 3:30 PM

MAIN STREET SOUL

7:00 PM - 9:00 PM

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