

**FOR IMMEDIATE RELEASE**

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**Big Grove Brewery Sponsors Krampus Parade at Christkindlmarket Des Moines**

*The craft brewery and CDM partner to bring our community a one-of-a-kind European cultural experience*

DES MOINES, October 21, 2025 – Celebrating its 10<sup>th</sup> year in downtown Des Moines, Christkindlmarket Des Moines (CDM) will take place Dec 4 – 7 and Dec 11 – 14, 2025 at Principal Park.

Help us celebrate Krampusnacht (Krampus Night, traditionally observed on Dec 5) on Sat, Dec 6 at 6:30pm with a Krampus parade sponsored by Big Grove Brewery through the festival grounds. A Krampuslauf (Running of the Krampuses) is a fun run or walk of celebrants as they portray traditional (and family-friendly) Krampi.

“We’re pleased to partner with Big Grove Brewery to provide yet another European cultural experience with our community,” shares Suzanne Hull, Director of Christkindlmarket Des Moines. According to Lindsey Rawson Van Wyk, Big Grove Brewery’s Des Moines Community Coordinator, “We’re thrilled to sponsor Christkindlmarket Des Moines’ Krampus Parade. At Big Grove, we love supporting events that bring our community together, celebrate great beer, and add a little fun to the season and this event does all 3! What could be more festive than a Krampus Parade? We hope to welcome all festivalgoers into the taproom afterward to raise a glass with us.”

[Krampi handlers and those participating in costume are asked to reserve a free ticket.](#)

*Visit Christkindlmarket Des Moines to enjoy the holiday season as you participate in a 750-year-old tradition. Shop regional vendors selling old-world, hand-crafted products from wooden vendor stalls; enjoy lively performances of polka music, traditional dance and choirs in Yuletide Hall; participate in children's activities; sip Glühwein (warm, mulled wine) and savor European beer.*

The festival is open to the public free of charge:

Thu, Dec 4, 5pm – 9pm  
Fri, Dec 5: 11am – 9pm  
Sat, Dec 6: 11am – 9pm  
Sun, Dec 7: 11am – 5pm

Thu, Dec 11, 5pm – 9pm  
Fri, Dec 12: 11am – 9pm  
Sat, Dec 13: 11am – 9pm  
Sun, Dec 14: 11am – 5pm

IECC is always looking for enthusiastic nonprofits, volunteers, sponsors and vendors to be involved and help CDM fully encompass the European holiday spirit. Visit our website

<https://christkindlmarketdsm.com> for more information on our nonprofit partnership program, volunteering, vendor applications and sponsor opportunities. All volunteers must be at least 16 years of age.

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**Christkindlmarket Des Moines 2025 Sponsors:**

Due to the generous support of numerous donors and sponsors, we’re able to offer Christkindlmarket Des Moines free to our community. 2025 sponsors included:

	Bravo Greater Des Moines grant recipient
Yuletide Hall Sponsor	Prairie Meadows Casino and Hotel
KinderKorner Sponsor	MidAmerican Energy Foundation
Weihnachtswald	Siegwerk USA Inc.
Krampuslauf (Krampus Parade)	Big Grove Brewery
Photo Backdrop	Community Choice
Platinum Sponsors	Community Choice Duke Rentals
Gold Sponsor	Lamberti, Murphy & Strong, P.C. Diamond Ridge Construction
Silver Sponsor	The Deb and Paul Hayes Charitable Fund
Bronze Sponsor	Gilcrest/Jewett Lumber Co. NB Golf Cars Polk County Board of Supervisors TwoTone Creative
Annual Hut Sponsor	The Arlyn & Alice Hesse Family Big Grove Brewery Blake and Abby Kessler Chicago Teahouse Daughters of Norway Eva Nansen Lodge 46 Greater Iowa Credit Union GreenState Credit Union Hessen Haus Iowa State Bank Precision Garage Door of Des Moines
Vendor Stall Sponsorship	The Boesenbergs The Härtel Family Merrill Lynch, Pierce, Fenner & Smith Inc. Prairie Meadows The Rasmussen Group

*The Iowa European Cultural Connection is a 501c3 tax-exempt non-profit that connects Iowans with European traditions, language education and cultural experiences.*

Marketing and branding Kit: <https://christkindlmarketdsm.com/about/marketing-and-branding-kit/>  
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