

Title: Summerfest Collection

Call Number: Mss-1699

Inclusive Dates: 1967 – ongoing

Bulk: 0.4 cu. ft.

Location: BV, Sh. 110

Abstract: Summerfest is an annual music festival that takes place at Henry Maier Festival Park in downtown Milwaukee. First held in 1968, Summerfest bills itself as “the world’s largest music festival.”

The Summerfest Collection contains advertisements and brochures, maps, newsletters, newspaper clippings, photographs, press releases, schedules and programs, tickets, and other material related to Summerfest.

Administrative Note: The Summerfest Collection was processed in July 2022 by Michael Barera. The collection was created when Summerfest materials were removed from the Festivals/Fairs Collection (Mss-0799).

Contents	Box #	Folder #
Advertisements and brochures, 1973-2022	1	1
Bumper stickers and decals, 1970, undated	1	2
Correspondence, 1969-1978	1	3
Maps, 1971, 1978	1	4
Newsletters <i>The Summerfest Headliner</i> , 1978-1980	1	5
Newspaper and magazine clippings, 1967-1999	1	6
Photographs, undated	1	7
Press releases, 1975-1981	1	8
Schedules and programs, 1968-2017, undated	1	9
Tickets, 1981-2017	1	Env. 11
Miscellaneous, 1969, 1987, undated	1	10