
**The 10th Annual City of Winters, CA.
Tractor Parade & Festival
Friday, December 6th, & Saturday, December 7th, 2024
Historic Downtown Winters, CA**



Overview

BACKGROUND

While others cringe at the smell of tractor exhaust, Winters residents take in a deep breath as it signals the arrival of the holidays — and the Tractor Parade & Festival. From the lights and food trucks to jolly old St. Nick out collecting Christmas wishes, this event has become an annual icon that draws in visitors by the thousands.

It all started with a bottle of wine — or three — among friends on an October evening in 2015. When the conversation began to swirl around the upcoming holidays, Kathy Cowan recalled how her neighbor had decorated an old tractor in the front yard with Christmas lights. That’s when the first tractor parade light bulb turned on, as an idea above Kathy’s head. The idea of a tractor parade was well-received by the group, and Kathy and her husband Wade Cowan left with one question on their minds, “How do we get this going?”

Luckily for them, they weren’t alone in turning this idea into reality. Through word of mouth, perseverance, and enough volunteer elbow grease to lubricate the axles of every tractor in the parade, the event was primed and ready to precede the lighting of the town Christmas tree. Even with the hours of hard work put in, expectations were humble as this was to be the very first-holiday tractor parade — that, and the fact that only six tractors had committed to the event with only a week to go. The holiday cheer of the tractor parade, it seemed, would be kept to a dull roar.

However, the holiday season always comes hand-in-hand with the magic of procrastination, and as the big day drew nearer, six tractors had turned into 32. The buzz had circulated and the day of the inaugural tractor parade had finally arrived. Wade and Kathy were about to eat dinner at the Buckhorn when a crowd suddenly filled Railroad Avenue and Main Street. Dinner was immediately postponed, and with an ad hoc effort of Winters Police Department, Winters Fire Department, Winters City Council members, and a small army of volunteers, the tractor parade went on without a pout.

“Apparently, the tractor parade is going to be a big deal in this town.” Wade recalls saying at the following debriefing meeting, “We need to get more organized.” In the following years, not only has the organization increased, so has its overall popularity. In 2019 organizers expected to draw over 6,000 visitors and did. With the 2020 Tractor Parade canceled due to the coronavirus pandemic, the 2021 event was beyond all expectations, with an estimated 10,000 attendees and 50 Tractors.

Even with this explosion of popularity, Wade and Kathy refuse to take credit. “This is not our event.” Kathy said, “Everyone helped put this together.” The annual tractor parade isn’t just an ode to Winters’ agricultural roots, but to its hospitality and the tenacious work ethic of its residents. It’s because of this work ethic that makes the fruits of our labor shine so bright as they stroll past us at three miles per hour. (Original article appeared in the [Winters Express](#))

For the 2024 Event, we are adding even more elements throughout the two-day Festival that includes Food Trucks, a Variety of Kids Activities, A Holiday Marketplace, Costumed Characters, of course, the Holiday Tree Lighting Ceremony on Friday, December 6th, and the now famous Tractor Parade on Saturday, December 7th, 2024.

Event Details

WHERE *Downtown Winters, CA:* Rotary Park and Main Street

WHEN Friday, December 6th, 2024 ~ 2 pm to 9 pm, Tree Lighting at 6 pm
Saturday, December 7th, 2024 ~ Noon to 9 pm, Parade at 6 pm

BY WHO The Event is proudly presented by the [City of Winters, CA](#).



The event is produced in part by [Bay Area Pop Up Events](#). The company was established to provide a wide range of event consulting and production services to chambers of commerce, merchant associations, various city agencies, corporations, non-profit groups, and other event industry professionals. The company's founder, Steven Restivo, has been involved in the event world for over 30 years and has contributed to producing over 2,000 public events and large corporate functions.



Presented by The City of Winters, CA
Produced by Bay Area Pop Up Events ~ Ph: 415-269-5288
www.WintersTractorParade.com ~ Steven@BayAreaPopUpEvents.com

Event Layout

Friday, Dec. 6th, 2024
Rotary Park & Main Street
Street Closure: 1 pm to 10 pm
Holiday Market Place: 2 pm to 9 pm
Hot Cocoa Crawl & Elf Hunt: 4 pm to 7 pm
Local School Bands: 5 pm to 5:45 pm
Tree Lighting Ceremony: 6 pm to 6:30 pm
Santa & Friends: 6:30 pm to 8:30 pm

Saturday, Dec. 7th, 2024
Rotary Park & Main Street
Street Closure: 11 am to 10 pm
(All Vendors & Food Trucks on Main St. Relocate by 4:30 pm)
Friends of the Library Event 10 am to 2 pm
Holiday Market Place: Noon to 9 pm
Tractor Parade: 6 pm to 7 pm
Santa & Friends: 7 pm to 9 pm

Legend:
10 x 10 Exhibitor Spaces (Yellow)
Food Trucks/Booths (Red)
Road Closed/RC Ahead (Cyan)
Water Filled K Rail (Orange)
Restrooms Location (Green)

San Francisco Bay Area Pop Up EVENTS
"Live, Local, Safely Social!"

The 2024 Winters Tractor Parade & Festival
Festival Layout for Both Days
Rotary Park & Main Street ~ Elliot St. to 1st St.
WintersTractorParade.com

Holiday Tractor Parade
Saturday, Dec. 7th, 2024
Parade at 6 pm

Community Center & Rotary Park
Friends of the Library Family Holiday Festival: 10 am to 2 pm
Holiday Marketplace, Food Trucks, DJ Music: Noon to 9 pm
Santa & Friends after the Parade: 7 pm to 9 pm

WintersTractorParade.com

Parade Start
Main St at Haven St
6:00 pm

Parade Staging Area on Main St. btwn Grant Ave & Haven St
3 pm to 5:45 pm

Parade Route
Main Street to Morgan St

Detour Route
4th Street Closes at 5:45 pm

Exiting Event
Railroad Ave (89) to 29A To 505

Exiting Event
To 505

Exiting Event
To 505

Exiting Event
To 505

Entering Event from 505

PG & E Parking Lot

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Event Images



Benefits

These are just a few of the media outlets that we are reaching out to:

- **Print:** The Winters Express, The Daily Democrat, The Sacramento Bee, and more
- **Radio:** KCBS, KGO, KFBK, 93.7 The River, and more
- **Online:** Facebook and other social media outlets.
- **TV:** We are looking to partner with a local TV Station to help promote the event.
- **Publicity:** We will be sending out press releases to thousands of contacts in our media database.
- **Promotion & Marketing:** The Winters Tractor Parade & Festival is being marketed in a variety of publications and online. Publicity and promotion will consist of Press releases, posters, and postcards distributed throughout the area.
- **THE WEB:** The official event website is WintersTractorParade.com. It is being promoted in all materials related to the event.

- **And More:**
- Have access to one of the most **sought-after demographic** niches in the country. This is an exceptional opportunity to reach the sophisticated California market.
- Reach a large audience with **repeated impressions**. Your company name and/or logo can appear on the event's promotional materials, including the official event website.
- A **unique opportunity** to engage with people. Event attendees are a captive, receptive audience that has time to look, listen, and hear about your products and/or services.
- Develop **new business contacts**. The Event provides a unique networking opportunity to connect with the community in a fun and entertaining environment.
- Demonstrate, sample, or **test market your product**. Receive instant responses about your products and/or services from attendees.
- Show your company's **commitment to the arts** and the local community. The Event offers a great way for you to show your commitment to the residents of the community.
- Help **promote community outreach**. The Event provides a **unique opportunity for the community** to come together. The community has a long tradition of supporting its benefactors.

Sponsor Levels

TITLE/PRESENTING SPONSOR \$10,000

- Category exclusivity for the 2024 Event
- Right of first refusal for the 2025 Event
- Company name and logo incorporated into Event name for all advertising and promotional purposes, including all print advertising, radio spots, posters/postcards, and the Website
- Official Holiday Tree Lighting (Friday) & Parade Sponsor (Saturday)
- Large banners placed around the event site (sponsor to provide)
- 10ft x 20ft space in a prime location at the Event for both days
- Prime spot in the Parade

MAJOR SPONSOR \$5,000

- Company logo **prominently** displayed in all advertising, online, and on posters/postcards for the Event and on the Event Website
- Official Holiday Tree Lighting (Friday) & Parade Sponsor (Saturday)
- Large banners placed around the Event site (sponsor to provide)
- 10ft x 10ft space in a prime location at the Event for both days
- Inclusion in the Parade

PARTICIPATING SPONSOR \$3,000

- Business name displayed in all promotional and marketing materials for the Event.
- Official Holiday Tree Lighting (Friday) & Parade Sponsor (Saturday)
- 10 x 10 space at the Event for both days

CONTRIBUTING SPONSOR \$1,500

- 10ft x 10ft Space at the Event for both days
- Official Holiday Tree Lighting (Friday) & Parade Sponsor (Saturday)

Please Note: All income for the 2024 Tractor Parade and Festival goes back into the cost of producing the Event for the Community.