

NEW EVENT • EASTER 2027



MODERN MUSCLE. VINTAGE STEEL.

CROMWELL RACECOURSE • EASTER 2027 • 26-28 MARCH

The event at a glance. What's on, the programme, tickets and how to get involved. Three days of diggers, dozers and old tractors.

3 Days

GOOD FRIDAY TO EASTER
SUNDAY

285

TRACTORS. THE NUMBER TO
BEAT

Cromwell

RACECOURSE, CENTRAL OTAGO

2029

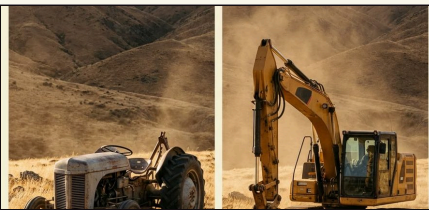
NEXT EDITION. EVERY SECOND
EASTER

THE EVENT

A NEW EVENT FOR CENTRAL OTAGO

Modern earthmoving machinery working alongside the vintage tractors and crawlers that came before it. Three days over Easter weekend. Bring the family. Bring earmuffs.

WHAT'S ON



TRACKS & WHEELS

Modern diggers alongside the old iron they replaced. Both ends of seventy years, same dirt.



VINTAGE STEEL

Restored tractors and crawlers fired up and working, not parked behind a rope.



EARTHMOVING DEMOS

Big machines doing what they do, up close, all weekend. Expect dust.



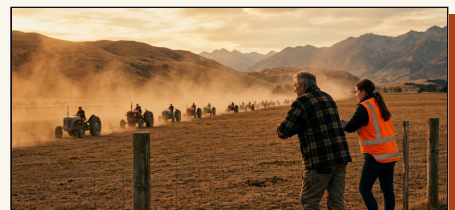
TRADE STALLS & FOOD

Machinery dealers, trade stalls and a decent feed. Coffee from early.



FOR THE KIDS

A bouncy castle, a big sandpit full of toy diggers and a look inside a real cab.



THE PARADE OF STEEL

Every machine that moves, moving. Sunday afternoon. Worth standing at a fence for.



285

THE NUMBER TO BEAT

THE TRACTOR MUSTER

SATURDAY. ONE Paddock.

More vintage tractors in it than anyone has managed before. If your old girl still runs, she's invited. Every machine counted, every owner part of it.

- Register early. Muster numbers are handed out in order, and low numbers are already going.
- The count happens Saturday afternoon, then the photo.
- Every mustered tractor joins the Parade of Steel on Sunday.

THE PROGRAMME

FRIDAY

26 MARCH • GOOD FRIDAY

- Gates open, machines arrive.
- Earthmoving demos begin.
- Trade stalls and food open.
- Evening: participants' get-together.

Draft programme, subject to change.

SATURDAY

27 MARCH

- The tractor muster and record attempt.
- Demos and working displays all day.
- Kids zone in full swing.
- The count, then the photo.

SUNDAY

28 MARCH • EASTER SUNDAY

- Kids zone open all day.
- Final demos and displays.
- The Parade of Steel.
- Pack down, see you in 2029.

TICKETS • ON SALE 2026

GET FIRST DIBS. ONE EMAIL WHEN TICKETS OPEN. THAT'S IT.

- Ticket numbers are limited. When they're gone they're gone.
- Kids' pricing confirmed when tickets open.

[TRACKSANDWHEELS.CO.NZ](https://tracksandwheels.co.nz)

GET INVOLVED

FOUR WAYS IN

PARTICIPANTS

BRING A MACHINE

Entry is \$25 a machine, capped at \$100 however many you bring.

EXHIBITORS

DISPLAY YOUR GEAR

Machinery dealers and businesses. Get your gear in front of the right crowd.

TRADE STALLS

SET UP A STALL

Three days of steady foot traffic and hungry people.

VOLUNTEERS

LEND A HAND

A few hours on a gate earns you a weekend pass and eternal gratitude.

THE VENUE

CROMWELL RACECOURSE

Flat ground, big sky, mountains on all sides. Plenty of parking. Not a bad turnout.

WHERE

CROMWELL RACECOURSE, CENTRAL OTAGO

PARKING

ON SITE, PLENTY OF IT

GATES

OPEN FROM 8AM DAILY

CAMPING

DETAILS TO COME

TALK TO US

BRINGING A MACHINE, A STALL OR A SPARE PAIR OF HANDS?

MARKETING@TRACKSANDWHEELS.CO.NZ
[TRACKSANDWHEELS.CO.NZ](https://tracksandwheels.co.nz)



CENTRAL OTAGO TRACKS & WHEELS

SPONSORSHIP PROSPECTUS 2027

EASTER 2027 • FRI 26 – SUN 28 MARCH • CROMWELL, CENTRAL OTAGO

PARTNER WITH US

ONE OF CENTRAL OTAGO'S PREMIER RURAL EVENTS

Central Otago Tracks & Wheels brings together vintage machinery enthusiasts, agricultural businesses, contractors, transport operators, community groups, families and visitors from across New Zealand. Three days over Easter, every second year, at the Cromwell Racecourse.

As a sponsor, your organisation connects directly with a highly engaged rural audience while supporting a community-focused charitable event.

VINTAGE & MODERN TRACTORS

EARTHMOVING DEMONSTRATIONS

STATIONARY ENGINES

TRUCK DISPLAYS

AGRICULTURAL EXHIBITS

TRADE & MARKET STALLS

FOOD STALLS

FAMILY ENTERTAINMENT

HERITAGE & EDUCATIONAL DISPLAYS

WHY SPONSOR?

FOUR REASONS TO GET ON BOARD

01

BRAND EXPOSURE

Reach thousands of visitors through event promotion, signage, social media, media coverage and on-site engagement.

02

COMMUNITY LEADERSHIP

Show your commitment to rural communities, heritage preservation, education and local economic development.

03

BUSINESS NETWORKING

Build relationships with contractors, farmers, machinery operators, transport businesses, community organisations and local families.

04

LONG-TERM PARTNERSHIP

Be part of a growing biennial event, held every second Easter, designed to leave a lasting legacy in Central Otago.

OUR AUDIENCE

WHO YOU'LL BE IN FRONT OF

- Farmers, contractors and machinery operators
- Trucking and transport companies
- Families and local residents
- Tourism visitors and heritage enthusiasts
- Community groups and rural businesses

EXHIBITORS & TRADE STALLS

COMBINE SPONSORSHIP WITH A SITE

Sponsorships of \$10,000 or more include a complimentary exhibitor site or trade stall (subject to availability). Smaller sponsors can add a site at trade rates. Well suited to agricultural suppliers, machinery dealers, contractors, rural service providers, automotive businesses, transport operators and community organisations.

Trade sites available in 5x10m, 10x10m and 20x10m, or custom sizes by arrangement.

SPONSORSHIP OPPORTUNITIES

CHOOSE YOUR LEVEL

BENEFIT	GOLD \$25,000+	SILVER \$15,000 – \$24,999	BRONZE \$5,000 – \$14,999
Logo placement on event website	Premium	✓	Listing
Logo placement on event signage	Premium	Selected	Selected
Recognition in event programme	✓	✓	✓
Social media promotion before, during and after the event	✓	✓	✓
Public acknowledgement during event announcements	✓	✓	-
Opportunity to display promotional material	✓	✓	-
Complimentary exhibitor site or trade stall (sponsorships of \$10,000+, subject to availability)	✓	✓	\$10k+
Recognition in media releases where appropriate	✓	-	-
Priority sponsorship renewal for future events	✓	-	-
Invitation to sponsor appreciation function	✓	-	-

In-kind and mixed cash/in-kind sponsorships are welcome. All figures exclude GST.

NAMING RIGHTS

PUT YOUR NAME ON THE ACTION

A limited number of naming-rights sponsorships are available for key attractions. Pricing and benefits are negotiated individually.

TRACTOR PULL ARENA
THE [YOUR NAME] TRACTOR
PULL ARENA

**EARTHMOVING
DEMONSTRATION AREA**
THE [YOUR NAME]
EARTHMOVING ZONE

FAMILY ACTIVITY AREA
THE [YOUR NAME] FAMILY
ZONE

VEHICLE DISPLAY AREA
THE [YOUR NAME] HERITAGE
VEHICLE PARK

EVENT PARTNER
CUSTOM PARTNERSHIP PACKAGES
We welcome discussion of customised sponsorship packages built around your business.

CURRENT SUPPORTING ORGANISATIONS

IN GOOD COMPANY

We are proud to be working with, and in discussion with, several leading organisations:

JJ'S

SOUTHLAND FARM MACHINERY

HAWKESWOOD MINING

RD PETROLEUM

CENTRAL OTAGO COMMUNITY GROUPS

AGRICULTURAL & HERITAGE ORGANISATIONS

SPONSORSHIP ENQUIRIES

HELP BUILD SOMETHING SPECIAL

Invest in a community-driven event that celebrates the people, machinery, history and rural spirit of Central Otago.

ANNA HARRISON

Chairperson

ODETTE HOPGOOD

Event Coordinator

GET IN TOUCH

event@tracksandwheels.co.nz

021 949 306

tracksandwheels.co.nz