

BIRTHPLACE

OF

ROUTE

66

FESTIVAL

SPRINGFIELD,
MISSOURI ★ USA



PRESENTED BY

 Aaron Sachs
& Associates, P.C.
Autoinjury.com

DOWNTOWN SPRINGFIELD, MISSOURI

   #ROUTE66SGF | ROUTE66FESTIVALSGF.COM

In 2026, America's Mother Road, Route 66, will be celebrating its 100th anniversary. With Springfield being the Birthplace of Route 66, it is the perfect place to celebrate this milestone occasion.

Experience Route 66 Like Never Before:

- Marvel at hundreds of classic cars on display
- Tour an eclectic collection of vintage RVs
- Enjoy live performances from local and regional bands
- Explore the history of each decade along Route 66 through interactive exhibits
- Make a whole trip of it – map out the perfect road trip and encounter all the exceptional towns, attractions, and activities The Mother Road through Missouri has to offer

Leading up to the 2026 anniversary, Springfield will continue to expand its annual Birthplace of Route 66 Festival.

The Birthplace of Route 66 Festival is Missouri's largest celebration of the Mother Road, taking place the second weekend in August each year in downtown Springfield, Missouri.

Why is Springfield called the Birthplace of Route 66

Springfield is known as the Birthplace of Route 66 because it is here where the iconic highway was named "Route 66." On April 30, 1926, Springfieldian John T. Woodruff and Tulsan Cyrus Avery, sent a now-famous telegram to the U.S. Highway Commission proposing the name. The route was officially approved by the Secretary of Agriculture on November 11, 1926.

Woodruff was elected as the first president of the National Route 66 Association in 1927. Its purpose was to get U.S. Highway 66 paved from



end to end and to promote tourism on the highway. The stage was set for what would become not only the country's first cross-country highway, but an enduring piece of Americana that travelers from around the world still yearn to experience.

In 2011, Springfield began hosting what has now become a high-energy three-day festival of classic cars, music and fun for the whole family. In just 11 short years, the festival has grown to attract nearly 100,000 people. The festival boasts 3 days and nights of concerts on its mile-long festival footprint.



Interested in Participating?

VENDORS

No festival is complete without a selection of good food, interesting things to buy and services to make each visit fun and memorable. Vendors interested in participating in the festival should email Tom Mast at masterfuleventsmo@gmail.com.

SPONSORS

We have sponsorship opportunities designed for businesses of all sizes. Each opportunity is a chance to brand the space of choice by integrating your company's messaging, signage, product, etc. With its broad appeal, the Birthplace of Route 66 Festival is an opportunity to align your brand with thousands of consumers that purchase, travel, dine-out, and appreciate all things Americana. For sponsorship details, contact Cora Scott at 417-380-3352 or cscott@springfieldmo.gov.

CAR EVENTS

Classic Car Show

Every year during the festival weekend, hundreds of cars, trucks and more fill downtown Springfield with eye-popping color and chrome. Pre-register for a premium location: \$35/vehicle; Day of Show: \$40/vehicle

Register online at route66festivalsgf.com or email springfieldroute66carshow@gmail.com.

Parade

With more than 700 classic cars, trucks and other surprises, this highly anticipated parade makes it way down Route 66 through Springfield on Friday evening, beginning at 6 p.m. Those interested



may add the parade as a part of their car show registration at no additional cost, or simply register below for the parade only for a \$10 donation. Register online at route66festivalsgf.com or contact Parade Director Cora Scott at cscott@springfieldmo.gov.

VOLUNTEERS

The Birthplace of Route 66 Festival would not take place without volunteers. Drive a shuttle, help keep festival grounds clean, work an information booth or help register cars! For more information, visit route66festivalsgf.com or contact Festival Director Cora Scott, Director of Public Information & Civic Engagement at the City of Springfield, at cscott@springfieldmo.gov.

IN 2022 THE FESTIVAL ATTRACTED:

- Visitors from 32 states and 18 countries
- About 700 parade entries and car show registrants
- 12,000 concert attendees
- 210 motorcycles in a motorcycle show and Poker Run events.
- 65,000 attendees



BIRTHPLACE OF ROUTE 66 FESTIVAL
 SPRINGFIELD, MISSOURI
 ★ USA ★



Classic Car Show
 Friday & Saturday



Rockin' the Route Kickoff Concert & Street Party
 Thursday, 7-10 p.m.



Aaron Sachs Stage
 Hot artists playing cool jams all weekend long!



Gypsy Poker Run & Bike Show
 Saturday



Parade
 Friday, 6 p.m.



Route 66 Exhibits
 Friday & Saturday



Food

Mouth-watering delicacies, thirst-quenching beverages & specialty snacks & desserts



Shopping

Huge variety of onsite vendors, plus a wide array of boutiques, art galleries, & shops in SGF's vibrant downtown



Kids Activities

Things to keep the little ones entertained, energized & excited

FESTIVAL PARTNERS:

