The celebrations begin on the grounds of the Capitol in Lincoln with the firing of a large artillery piece, the raising of flags, and a bugler.

The parade (In June, in Lincoln) is led by a rider on horseback carrying an American flag. He is followed by groups of riders, celebrities, a Conestoga wagon pulled by oxen, floats from towns and cities, bands, clowns, Indian princesses, and beauty queens from across the state. Thousands line the parade route.

Towns and cities set up booths along the street to advertise their vacation attractions.

The week-long celebration includes the reenactment of a shootout on Main Street, a wildwest show with Indian dances (notably the Sioux eagle dance), old time fiddlers, square dancing, and a rope spinner.

Bob Manley sings "Beautiful Nebraska" accompanied by scenes and vistas from across the state. The Miss NEBRASKAland competition attracts contestants from the universities and colleges of Nebraska.

The Buffalo Bill Award is presented to someone who has told the story of Nebraska and the west in quality “family-friendly” entertainment. There is also a parade and (“best western dress”) competition for the children.

Chuck wagon breakfasts precede “Heritage Sunday” religious services at Pinewood Bowl.
A western barbeque precedes the NEBRASKAland Championship Rodeo at Sherman Field.

The week-long festival concludes with a bugler, the firing of howitzers, and an invitation to return next year for NEBRASKAland Days.