STURGIS™

THE RIDE. THE ROAR. THE RALLY.

OFFICIAL MEDIA KIT

@STURGISRALLY

@STURGISRALLY

@STURGISRALLY

@STURGIS RALLY OFFICIAL

Total Followers	433K
Average Reach	20K
Average Page Visits	363

STURGIS MOTORCYCLE RALLY.COM

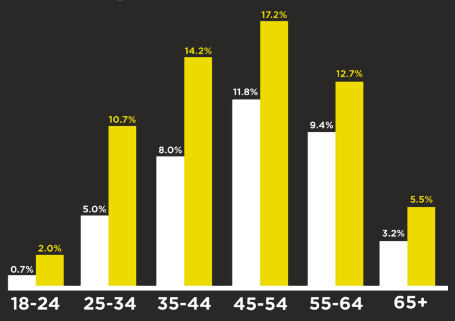
Page Views per/year	1.7M
Page Users	586K

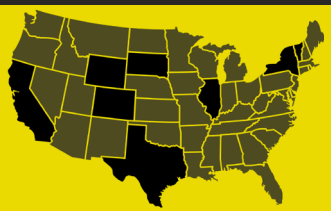
ABOUT

The City of Sturgis Motorcycle Rally is the motorcycle rally held annually in Sturgis, South Dakota, and the surrounding Black Hills region of the United States. Nearly a half million visitors attend the Rally each year attracting crowds of bikers and non-bikers from around the world. Spanning over 2 weeks, Sturgis keeps it's visitors busy with fantastic live music, live entertainment, numerous spectator opportunities, and of course, a large number of vendors and concessions.

DEMOGRAPHIC

MALE 62.1%
FEMALE 37.9%





TOP STATES

SOUTH DAKOTA
NEW YORK
TEXAS
CALIFORNIA
WYOMING
ILLINOIS
COLORADO
MINNESOTA
ARIZONA
NEBRASKA

ADVERTISING OPPORTUNITIES

KOTA (TV)
KEVN (TV)
KNBN (TV)
KBHB (Radio)
HomeSlice Group

Official Sturgis Magazine
Contact info: 605-347-2001, info@sturgismuseum.com

Black Hills Pioneer newspaper and online
Rapid City Journal newspaper and online

ADVERTISING OPTIONS

There is real value in having the largest motorcycle rally in the world link to your business if your business offers a product or service for riders who love to travel.

ADVERTISE ONLINE WITH US AND YOU CAN...

- Reach riders as they plan ahead for the next Rally.
- Reach riders before and during the Rally on their smartphones, desktops and tablets.
- Reach riders on the Official Sturgis Motorcycle Rally owned media

OFFICIAL WEBSITE

1.8 Million Page Views*
900K Visits*
590K Users*
*per year

SOCIAL MEDIA

7.2 Million Page Reach*
194K Page Visits*
432K Followers
*per year

WEBSITE ADVERTISING OPTIONS INCLUDE...

Listing Ad - Print & Complete Listing Ad Order Form

- A full-page listing ad on the site costs as little as $250/year (Jan 1-Dec 31). It includes 4 photos and up to 300 words.

STURGISMOTORCYCLERALLY.COM

SturgisMotorcycleRally.com is the authoritative website helping riders:

- Discover places to eat and drink, shop, stay and ride
- Experience the Rally through photos, videos and webcams
- Explore new things to do and see
- Secure travel services including motorcycle rentals and motorcycle shipping.
- And, when it comes to Rally events, it publishes the most comprehensive and up-to-date events calendar!

WE WELCOME NEW SPONSORS

Here are some reasons your business should be a partner sponsor with the City of Sturgis Motorcycle Rally

1. The City of Sturgis Motorcycle rally is a 10-day motorcycle event. **The largest of its kind in the world.** As a sponsor, your business will receive months of publicity through our specific advertising channels.

2. Are there any current misconceptions about your business or industry as a whole? Have you ever wished for access to a platform where you could address these misunderstandings and bring further light to why your business is the best choice for consumers? Well, look no further! **The City of Sturgis Motorcycle Rally is an excellent place to educate the public about your industry and your specific business.** And the best part about it? You can do it in person!

3. **Our online presence reaches over 50 million people annually and our print and other marketing reaching over 10 million.** Where can your business buy that marketing power at? Almost nowhere.

4. Consumers pay special attention to businesses who are involved in local happenings. By becoming a sponsor, **your brand will come across as a relatable member of the community who consumers can feel a unique bond with.** Your business' willingness to be a part of rally events will not go unnoticed and will communicate to consumers that you are an asset to the community.

5. Even if your target customer isn't into motorcycles, they still could be part of our participants. **We can provide you with our attendees likes and dislikes.**

PARTNER WITH US TODAY

- Build brand awareness
- Generate qualified leads
- Shape consumer attitudes
- Generate media exposure
- Introduce new products
- Reintroduce old products
- Pennies on the dollar for your ROI
- Social media engagement
- Great Networking opportunities
- Everyone loves a good party!

Are you interested in adding your brand to this elite group?

Lance Scherer
Sponsorship Agent
605-347-4422

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