



CITY OF
STURGISTM
SOUTH DAKOTA

April 23, 2026

Dear Non-profit Community Partners:

The City of Sturgis has opportunities this year for your non-profit to earn money while having fun. Event hosting not only helps your organization's fundraising efforts; it's also a great way to perform outreach in our community. If you would like to be a Sturgis Motorcycle Rally Tower Host, please submit the enclosed application by **May 15**. You can either drop it by City Hall or submit it to dholland@sturgisgov.com.

Main Street Photo Tower during the City of Sturgis Motorcycle Rally: The photo tower located at Main and Junction is available for your group to host starting on Friday, Aug. 7, through Saturday, Aug. 15. Each hosting group will need to commit to operating the tower all day in exchange for the fees collected. The non-profit groups that have operated this tower in the past have done very well. Hosts may display signs and information about the organization while working. The city provides a ticket booth with electricity and air conditioning. Open hours at the photo towers are 9 AM until 8 PM. The tower always requires at least two adults during open hours. The suggested donation for the customers to use the tower is \$5 per person. The hosting group will keep all suggested donations as well as any additional donations. Hosts will be required to enforce the time limits on those using the tower and ensure safety guidelines are followed.

If you have any questions, please contact Deb Holland at dholland@sturgisgov.com or at 605-347-4422 Ext. 208. Thank you for your time.

Sincerely,

Deb Holland
Director of Communications & Outreach