



2026 VIP CATERING SERVICES - REQUEST FOR PROPOSAL

The Sponsorship Department of the City of Sturgis, SD is accepting proposals for quality, professional catering services for the 2026 Sturgis Motorcycle Rally - VIP Hospitality Village, during the upcoming 86th Anniversary Event.

Our Hospitality Village guests are corporate sponsors, select exhibitors, and VIPs of the motorcycle industry. As such, the City of Sturgis requires high-quality, excellent service.

Catering services will be located in the VIP Hospitality Village, inside the Community Room of the Sturgis Public Library.

The services required include daily VIP meals of breakfast and lunch, two (3) separate VIP special evening events, the 2026 Police Chief's Ride, and the 24th Annual Mayor's Ride breakfast. Service is to begin on Wednesday, August 5, 2026, and end on Saturday, August 15, 2026.

Turnkey catering service is requested to include but is not limited to the purchase of all food, preparation, cooking, grilling, serving, dishwashing, clean-up, and providing any additional equipment necessary such as hotplates, warmers, etc.

Please submit your proposal for catering services for the ten (10) days, during the 2026 Sturgis Motorcycle Rally, noting the following list of general information and requirements, as well as the Events specified in Exhibits A, B, C, D, E, F, G, and H.

Caterer Requirements

- Onsite setup shall be completed by Thursday, August 6, 2026.
- Professional at all times in dress, appearance, language and conduct.
- Self-contained to meet all health code standards and provide adequate staff to also manage buffet tables, wait on the tables in the Hospitality Village, clear away used dishes in a timely manner, and service specified receptions.
- Able to clean cookware and preparation/cooking/serving utensils off-site.
- Obtain a 2026 South Dakota Temporary Tax License.
<https://dorresources.sd.gov/f/SturgisRallyApp>
- Accommodate and comply with all State and Local health inspections and regulations.
- Meal and operational suggestions outside of the proposed requirements are encouraged.



City Requirements

- Shall provide a Caterer with a *City Temporary Vending Permit*. (Reference *Vendor Manual* at www.sturgismotorcyclerrally.com.)
- Rally-branded shirts will be provided for catering staff and should be worn consistently during all VIP operations. Aprons are also provided.

General Information **** Proposals will be accepted through July 6, 2026. ****

- **Dishes & Linens:** The City will provide linens for tables. The Caterer is responsible for setting up linens on buffet and guest tables. Plates and silverware must be of high quality. The City will provide plates, silverware, cups and glasses if required.
- **Preparation & Storage:** Please describe how and where food will be prepared, as well as onsite storage for each of the events accommodated.
- **Beverages:** All beverages shall be Coca-Cola products, the "Official Soft Drink" Sponsor of the Rally. The City will provide soda and bottled water. Caterer shall purchase additional coffee, juice, and other such products from the local Coca-Cola distributor.
- **Proposals:** Proposals should be based on a "price-per-person" and include items listed as well as gratuity, staff, catering tax license, and any other related costs unless otherwise approved (City is tax exempt). *Include in your proposal a provision for accommodating the estimated guest count if not met or exceeded and associated accounting.*
- **Awarding of Proposal:** The City's selection will be based upon a) the Caterer's ability to provide food that meets or exceeds our guests' expectations; b) creative selection and presentation; c) commitment that food quantity will be sufficient to cover the events' estimated meal count numbers and the specified receptions; d) adherence to all State and local health regulations in preparation, serving and storage of food; e) a detailed written plan on how these health and safety requirements, for food preparation and storage at the selected venues, will be met; and f) inclusion of a recycling plan in the proposal.

Please let me know if you have any questions or need further information. Thank you very much for your consideration.

Sincerely,

Lance Scherer

Sponsorship Director

City of Sturgis, SD

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EXHIBIT A

VIP Hospitality Village

VIP Daily Breakfast & Lunch

Friday, August 7 through Saturday, August 15, 2026

Facility: The Community Room of the Sturgis Public Library includes a small kitchen (sink, refrigerator, stove, oven, dishwasher, and island table). *Please note that this is not a commercial kitchen.*

Additionally, the City will provide:

- Tables and chairs
- Table linens
- Steam table
- Salad cooling table
- Upright electric coolers (2) (*one each for guest beverage and food storage*)
- Bagged ice service

Caterer requirements:

- Please note that the requested Service is for a VIP facility, with the expectation of an elevated quality/experience when compared to that of an employee type meal program.
- Service will be Wait Service for main entree (hot foods) and country-style buffet for cold foods
- Wait staff during hours of operation for tableside orders and cleanup
- “To-Go” boxes, napkins, and wrapped plastic silverware available for guest take-out
- Paper napkins for takeout meals only.
- “To-Go” items such as small bags of chips, granola bars, candy bars, nuts, and fresh fruits for daily guest snacks and takeout
- Beverage stocking
- Dishwashing of dishware and flatware
- Cleaning of cookware and preparation/cooking/serving utensils off-site
- Gas grill
- Janitorial services for kitchen, serving, and eating areas (Please note that City custodial staff will provide daily cleaning of restroom facilities and adjacent areas outside the VIP Village)

Proposal: Please submit proposals for consideration of the following meals, also attaching;

- Suggested Breakfast & Lunch Menus, for each day of service
- Available gluten-free options such as a salad or omelet
- Planned food preparation and service description



EXHIBIT A

VIP Hospitality Village

Breakfast

Served daily, 7:00 AM - 9:00 AM

- Menu must be changed from day to day
- At least two main dishes (one hot, one cold) daily
- Two different breakfast meats each day
- Breads for toast, sweet rolls or donuts, fruit, and other items each day

Estimated Breakfast Meals to be provided:

- 400 meals total during Rally
- Approximately 45 per day.

Suggested *upscale* options, possibly with a local flair, are encouraged, such as:

- Smoked Salmon & Dill Scrambled Eggs
- Buffalo Sausage & Cheddar Scramble
- Smoked Trout Benedict Casserole
- Stuffed French Toast
- Buttermilk Pancakes with Chokecherry Syrup
- Breakfast Croissant Sandwiches
- Greek Yogurt Parfaits
- Dakota Oats Bar
- Artisan Pastries
- Mini Muffin Sampler
- Scones with Clotted Cream & Jam
- Wild Berry Scones
- Mini Kolaches
- Herbed Cheddar Biscuits
- Loose Leaf Tea Assortment



EXHIBIT B

VIP Hospitality Village

Lunch

Served daily, 11:00 AM - 1:30 PM

- Menu must change from day to day
- At least two main dishes (one hot, one cold) daily, (*such as hamburgers and cold sandwiches, etc.*)
- Two different sides each day
- Chips, bread, fruits, and other snacks available each day

Estimated Lunch Meals to be provided:

- 450 meals total during Rally
- Approximately 50 per day

Suggested *upscale* options, possibly with a local flair, are encouraged, such as:

- Gourmet Sandwiches and Wraps
- Signature Salads
- Kettle Chips
- Root Veggie Chips
- Parmesan Herb Wedges
- Assorted Mini Desserts - cheesecakes, berry tartlets, lemon bars, French macarons
- Iced Tea Bar



EXHIBIT C

Police Chief's Ride - Lunch

Police Chief's Ride - Lunch Buffet

Wednesday, August 5, 2026, 12:30 PM - 2:00 PM

Description: Annual Police Chief's Ride Lunch

Facility: Sturgis Woodland Park Shelter

- No appliances provided
- Electrical access available

Caterer requirements:

- Service will be Buffet Style
- Example food items: hamburgers and cold sandwiches, sides, chips, etc.
- Estimate of approximately 75 attendees

Proposal: Please submit a proposal in consideration of the meal described, also attaching;

- Suggested Menu
- Planned food preparation and service description



EXHIBIT D

VIP Mayor's Reception

VIP Village: Mayor's Reception

Friday, August 7, 2026, 7:00 - 9:00 PM

Description: City VIP Reception for Mayor's invited guests.

Facility: City Hall Balcony with an alternate location of the Library Community Room in inclement weather.

Set Up:

- Tables will be provided by City for serving and dining
- Complete by 3:30 PM, with food served at 3:45 PM

Caterer requirements:

- Service will be Buffet Style
- Service will be "Light Hors d' Oeuvres"
- Estimate of approximately 100 guests

Proposal: Please submit a proposal in consideration of the meal described, also attaching;

- Suggested Menu
- Planned food preparation and service description



EXHIBIT E

Mayor's Ride - Breakfast

Mayor's Ride - Breakfast Buffet

Saturday, August 8, 2026, 6:30 - 9:00 AM

Description: 24th Annual Mayor's Ride Breakfast

Facility: The Sturgis Community Center Gymnasium

- West portion of Gym
- Building access from rear Parking Area
- No appliances are provided
- Electrical access available

Caterer requirements:

- Service will be Buffet Style
- Example food items: breakfast burritos or breakfast sandwiches, sweet rolls, yogurt, fruit, coffee, juice, etc.
- Estimate of approximately 190 attendees

Proposal: Please submit a proposal in consideration of the meal described, also attaching;

- Suggested Menu
- Planned food preparation and service description



EXHIBIT F

Mayor's Ride - Lunch

Mayor's Ride - Breakfast Buffet

Saturday, August 8, 2026, 12:45 - 2:30 PM

Description: 24th Annual Mayor's Ride Lunch

Facility: Sturgis Woodland Park Shelter

- No appliances are provided
- Electrical access available

Caterer requirements:

- Service will be Buffet Style
- Example food items: brisket or similar sandwiches, sides, chips, fruit, deserts, etc.
- Estimate of approximately 190 attendees

Proposal: Please submit a proposal in consideration of the meal described, also attaching;

- Suggested Menu
- Planned food preparation and service description



EXHIBIT G

VIP Sponsor Reception

VIP Village: Sponsor Reception

Monday, August 10, 2026, 7:00 - 9:00 PM

Description: City VIP Reception for Sponsors

Facility: City Hall Balcony with an alternate location of the Library Community Room in inclement weather.

Set Up:

- Tables will be provided by City for serving and seated dining
- Complete by 6:00 PM, with food served at 6:45 PM

Caterer requirements:

- Service will be “Heavy Hors d’ Oeuvres”
- Prime Rib, sirloin cutlets, or comparable
- Estimate of approximately 70 guests

Proposal: Please submit a proposal in consideration of the meal described, also attaching;

- Suggested Menu
- Planned food preparation and service description



EXHIBIT H

VIP Vendor Reception

VIP Village: Vendor Reception

Thursday, August 13, 2026, 7:00 – 9:00 PM

Description: City VIP Reception for Vendors

Facility: City Hall Balcony with an alternate location of the Library Community Room in inclement weather

Set Up:

- Tables will be provided by City for serving and dining
- Complete by 6:30 PM, with food served at 6:45 PM

Caterer requirements:

- Service will be “Light Hors d’ Oeuvres”
- Estimate of approximately 80 guests

Proposal: Please submit a proposal in consideration of the meal described, also attaching;

- Suggested Menu
- Planned food preparation and service description