



CITY OF
STURGIS
SOUTH DAKOTA

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Countdown begins for 84th Sturgis Rally

STURGIS – The 84th City of Sturgis Motorcycle Rally is just a week away and preparations are well underway for this year’s Rally.

A new premiere event has been added to the lineup this year that will continue the city’s legacy of motorcycle racing that dates back to 1938. The inaugural Spirit of Sturgis TT race through downtown Sturgis will be held on the final Sunday of the 84th Annual City of Sturgis Motorcycle Rally on Aug. 11.

“The history and the legacy of the City of Sturgis Motorcycle Rally started with racing,” said Sturgis Mayor Angela Wilkerson. “To host this event, Sturgis is building a bridge to the future.”

The Spirit of Sturgis TT is a culmination of the collaborative effort to combine the rich heritage and tradition of the Sturgis Motorcycle Rally with American Flat Track’s 70+ years of national championship racing to create a modern-day racing spectacle for fans, said Gene Crouch, CEO of AMA Pro Racing.

This groundbreaking event, taking place in the heart of downtown Sturgis, will feature an innovative mix of street and dirt sections and will be free for the public to attend.

"The Spirit of Sturgis TT is not just a race; it's a tribute to the enduring legacy of the Sturgis Motorcycle Rally, blending tradition with innovation," Crouch said. "Racing through the storied streets of Sturgis promises a spectacular new chapter in the city's rich history in motorcycle racing, while offering an unparalleled experience for fans and competitors."

The 84th edition of the Sturgis Motorcycle Rally kicks off on Friday, Aug. 2, with a parade and opening ceremonies at Harley-Davidson Rally Point.

The All American Thrill Show is set to take center stage during the opening ceremonies. The one-of-a-kind aerial extravaganza promises to deliver an adrenaline-fueled spectacle that captures the essence of the rebellious American spirit. Audiences can expect a jaw-dropping display of death-defying stunts, and mind-boggling acrobatics during this heart pounding performance.

For his many contributions to the Rally, Neil Hultman will be honored posthumously as the Grand Marshal of the 84th Sturgis Motorcycle Rally.

Hultman was "Sturgis" long before Sturgis was cool. He was just 18 years old in 1947 when he bought his first motorcycle, a new Indian Chief, from J.C. "Pappy" Hoel, the father of what is now known as the Sturgis Motorcycle Rally.

For many years, Hultman served as the road captain on organized rides to Mount Rushmore and Devils Tower.

Hultman's family will be on hand at the opening ceremonies to accept the honor on behalf of Neil and his wife, Ramona.

On Tuesday, Aug. 6, local veteran and Sturgis City Council member Mike Bachand will be honored on Military Appreciation Day. The ceremony begins at 2 p.m. at Harley-Davidson Rally Point. The B-1 flyover will be at 3 p.m. on Tuesday.

Following is a list of some city events scheduled during the 10-day run of the City of Sturgis Motorcycle Rally:

Wednesday, July 31

- Third Annual Police Chief's Ride. Check-in at 8:30 a.m. ride begins at 9 a.m. Sturgis Tennis Courts at 6th & Williams Streets.

Friday, Aug. 2

- 3 p.m. Parade down Main Street Sturgis led by American Legion BH Riders
- 3:30 p.m. Opening ceremony featuring the mayor's welcome, blessing of the bikes, introduction of the grand marshal and entertainment by The All American Thrill Show.

Saturday, Aug. 3

- 22nd annual Sturgis Mayor's Ride. Check-in starts at 7 a.m. with breakfast and then kickstands up at 9 a.m. to Devils Tower.
- 6 p.m. registration, leave at 7 p.m. for Mayor's Pub Crawl, downtown Sturgis

Monday, Aug. 5

- 7 a.m. to 7:40 a.m. registration, shuttle to start leaves at 7:45 a.m. for Legendary Sturgis 5K. Woodland Shelter in the Sturgis City Park.
- Noon, Mayor's Poker Tournament, noon, Cadillac Jack's, Deadwood

Tuesday, Aug. 6

- 5 p.m. registration, Northern Hills Tattoo & Piercing Contest, Harley-Davidson Rally Point.
- 2 p.m. Military Appreciation Day at the Sturgis Rally. This year's honored veteran is Mike Bachand
- 3 p.m. B-1 Bomber from Ellsworth Air Force Base flyover of Main Street Sturgis

Wednesday, Aug. 7

- Second Pearl's Girls Ride. Check-in at 8:30 a.m. ride begins at 9 a.m. Sturgis Tennis Courts at 6th & Williams Streets.

- Registration starts at 5 p.m. with judging at 6 p.m. for the Sturgis Annual Beard and Mustache Contest at Harley-Davidson Rally Point.

Sunday, Aug. 11

- Noon. Spirit of Sturgis TT Race, Main St.

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