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City seeks expertise to expand and improve Rally sponsorship and licensing program

STURGIS — The City of Sturgis has issued a Request for Qualifications and Interest (RFQI) seeking an experienced consultant to help expand and improve its established Rally sponsorship and trademark-licensing program. The engagement will combine market assessment, opportunity development, and sales to increase net revenue and create lasting benefits for the year-round community.

“We are optimizing the program for the benefit of the community and our partners,” Mayor Rod Bradley said. “The Rally is an incredibly valuable asset for Sturgis, and we want to make sure we are managing that asset wisely.”

The program combines official sponsorship designations with promotional and activation opportunities involving City-controlled property, digital channels, and City events. It also licenses City-owned trademarks for approved merchandise. Growth would be pursued in ways that protect City assets, relationships, and reputation while preserving the Rally’s motorcycle identity.

The anticipated engagement covers the 2027, 2028, and 2029 Rally cycles. Initial work would include developing and selling opportunities available for 2027 while building an expanded offering for subsequent years.

The solicitation follows a resolution approved by the Sturgis City Council on Oct. 5. The City will retain control of its program, contract directly with sponsors and licensees, receive program revenues, and manage those relationships. The Council will continue setting overall policy and budget parameters. Any resulting consultant agreement will require Council approval.

Responses are due November 15, 2026, at 5 p.m. Mountain Time. The RFQI, submission requirements, anticipated schedule, and updates are available at <https://www.sturgis-sd.gov>.