



NEWS

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FOR IMMEDIATE RELEASE:

CITY OF STURGIS AND STURGIS MOTORCYCLE RALLY SPONSORS JOIN FORCES IN SUPPORTING THE COMMUNITY OF STURGIS

STURGIS, S.D. — As the dust has settled from the 2011 Sturgis Motorcycle Rally, the City of Sturgis is closing the door on this year's event, preparing for the 2012 Sturgis Motorcycle Rally. Part of that process includes recognizing and thanking its Sturgis Motorcycle Rally sponsors for their varied contributions to the Sturgis Motorcycle Rally and the Sturgis community. For some, Sturgis Motorcycle Rally "sponsor" may be a bit of a vague and perplexing term, the meaning of which more often than not seems to be a mystery of sorts.

"These corporations make an investment in, and form a relationship with, the Sturgis Motorcycle Rally and the community of Sturgis in return for the opportunity to have heightened exposure for their brand with the hundreds of thousands of motorcycle enthusiasts who come to Sturgis each year for the Sturgis Motorcycle Rally," Vasknetz stated. "This year, the City of Sturgis will present the Sturgis Rally Charities Foundation with a check for \$25,145.85 and SMRI \$50,291.69, which comes directly from the funds invested with the City of Sturgis by our corporate Sturgis Motorcycle Rally sponsors," added Vasknetz.

According to Sturgis City Manager Daniel Ainslie, the investment by the Sturgis Motorcycle Rally sponsors contributes hundreds of thousands of dollars annually to the City's bottom line.

"The sponsors' investment, makes a significant reduction to the expense line in our budget," Ainslie added, "In addition to their sponsorship fees, the sponsors also provide many in-kind goods and services, including fire trucks and ambulances, promotional t-shirts, Sturgis Motorcycle Rally promotional advertising in national publications and on TV, scoreboards and signage at athletic venues throughout Sturgis, as well as dozens of

CITY AND SPONSORS JOIN FORCES *continued*:

other goods and services that save the City money, so the City does not have to then underwrite these additional expenses.”

Mayor Mark Carstensen feels that the community of Sturgis is extremely fortunate to have corporate partners like Harley-Davidson Motor Company, AMSOIL, Rosenbauer Fighting Technology, BlackHillsVacations.com, Budweiser, Coca-Cola, Ford, GEICO, Jack Daniel’s, Knology, Law Tigers, Medtec, FF Journal, Sons of Anarchy, South Dakota Department of Tourism, South Dakota Pork Producers Council, Black Hills Power Corporation, Tom’s T’s and DA BUS.

“We need to not only recognize the contributions made by our Sturgis Motorcycle Rally sponsors, but more importantly publicly and sincerely thank them,” Carstensen stated. “These are very important, generous gestures.”

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