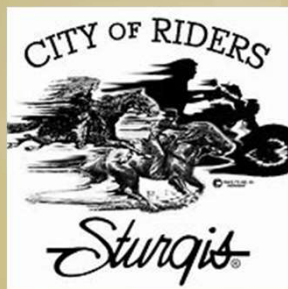




2018 Sturgis® Motorcycle Rally™ Gives Back





Buffalo Chip

- \$85,000
- Raised through its Legends Ride, Legends Lunch, Biker Belles and Freedom Celebration
- Funds raised were given to:
 - Sturgis Motorcycle Museum
 - Special Olympics
 - Sgt. Colton Levi Derr Foundation
 - America's Mighty Warriors
 - Warrior Dog Foundation





Sturgis Churches, Schools, 1st Interstate Bank

- \$12,997 1st Interstate Parking lot
 - Girls Softball
 - Little League
 - Eastern Star
 - SBHS Scholarships
- Youth Soccer
- Buccaneers Football
- FFA



- \$44,593 Blessed Emmanuel, Grace Lutheran
- 1st Presbyterian, St. Francis
- \$9,000 SBHS





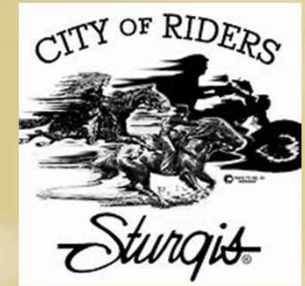
Hamsters

- \$16,000 - Sturgis Motorcycle Museum
- \$283,941 - to Lifescape Children's Care Hospital, Rapid City
 - \$2,977,659 Lifetime donations from Hamsters





City of Sturgis



- \$19,575
- \$16,000
- \$1,000
- \$797
- 34,373

Sturgis Rally Charities

- \$145,234 raised for SRC since 2011

PD Bike Raffle to Police Athletic League

Legendary 5K to Senior Center

Mayor's Poker Tournament to Arts Council

Mayor's Ride to 8 organizations including:

- Sturgis Volunteer Fire Department
- Sturgis Police Volunteers
- Deadwood VFW
- United Way
- Wounded Warriors





Brown-Forman

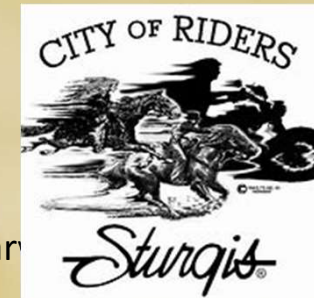
- \$5,000 Sturgis Scholarship Fund
- \$5,000 Sturgis Rally Charities





Sturgis Rally Charities

- Received \$50,000 from SMRi
 - Total of \$409,250 since 2011
- Received \$19,575 from the City Sponsorship Program
 - \$145,234 raised for SRC since 2011
- Received \$5,000 from Jack Daniel's Tasting Experience
- In 2017, there were 35 local recipients, some of those included:
 - Rural Meade County Ambulance
 - Sturgis Alliance of Churches
 - Kiwanis Food Pantry
 - Whitewood Elementary
 - Sturgis Nutrition Program
 - Compass Point
 - Old Ft. Meade Museum
 - 4th Circuit DUI Court





\$583,276
Total raised for
local non-profits from
the 78th Sturgis®
Motorcycle Rally™





Sturgis Traffic v. Motorcycle Industry



- 2018 marked the highest traffic volume during the Rally period since 2005 (except for 75th)
- Rally traffic trends similar with new motorcycle sales with us growing faster





Total Attendance

495,000

