



RALLY SUMMIT





2019 Sturgis Rally Media Planning





2019 Goals

- Increase Growth Past 80th
- Grow Marketing Budget
- Expand on Rally Brand
 - Continue Growth “Past Main Street”
- Include Black Hills
 - Black Hills Include the Sturgis Rally





2019 and Beyond

- NEEDS
 - Increase 1st Timers
 - Non Traditional Attendees
- Diversify Riders
 - Women, Minorities, Non V-Twin
- Invest in 2nd Half of Rally
 - 8 hour away crowd





Media Strategy

- Website Driven
- Increased Digital Budget
- Print Partners
- Trade / Motorcycle Shows
- Pins/Rackcards
- OOH Placement
- Sponsor Partnerships (Coke, JD, more)





Benefits of Investing

- Full data and attribution access
- Help shape the voice and strategy
- Cross promotional support
- Help transform the greatest motorcycle rally in the country





Why It's Important

- Dramatically under funded
 - Smaller Events have 10x budgets
 - Better community support systems
- Important to SD Economy
 - Pass through economies are dramatic





Opportunities

- Marketing Partner
 - Influence the direction of the conversation
- Advertising
 - Website / Social Media
 - OOH Signage
 - Magazine Placement
- Sponsorship
- Rides, Poker Runs, Events





QUESTIONS?

