



Ride  
free...



**STURGIS BUFFALO CHIP**  
COMMERCIAL DECK

## WELCOME TO THE STURGIS BUFFALO CHIP

...where authenticity isn't just celebrated; it's a way of life. Immerse yourself in an experience that goes beyond the ordinary – a place where the passion for music, motorcycles, freedom, and camaraderie converges, creating the most genuine journey of its kind.

At the heart of large, iconic gatherings lies a common thread — an unbreakable communal bond. This empowers individuals to temporarily set aside their challenges and rediscover the activities and interests that enrich their lives. It's a journey through joyful memories of the past, the creation of meaningful moments in the present, and a departure with a renewed sense of optimism for the future.

At The Chip, that bond comes in the form of family. For the past 43 years, this family-owned festival has kept its promise to deliver “The Best Party Anywhere”. Our passions resonate with the very essence of our identity, and our small slice of heaven in South Dakota provides a canvas for genuine connections and unforgettable experiences.

Lose yourself in the soul-stirring beats and rhythms that define The Chip's musical landscape. From iconic performances to intimate gatherings, our stage is set for you to connect through the universal language of music.

Feel the wind in your hair as you navigate the open roads. The Chip is a haven for motorcycle enthusiasts, offering the freedom to explore and forge relationships with fellow riders who share your love for the open highway.

Here, camaraderie isn't just a concept — it's a living, breathing force that binds us together. Engage in meaningful conversations, share stories, and build connections with like-minded individuals who understand the true meaning of friendship.

The Chip isn't just an event; it's a reflection of your core values. You'll find a community that praises individuality and embraces diversity, creating a space where your presence is not only welcomed but celebrated.

Ready to embark on a journey where your business objectives and the passion points of your target audience align within an authentic experience like no other? **Partner with us at The Chip and become a part of a community that mirrors your values and honors the true essence of your company.**





# Welcome Home Bikers!

## 1982 - THE BUFFALO CHIP HOLDS FIRST EVENT!

The Buffalo Chip welcomes bikers to acres of gathering and camping freedom. That first year was called the Buffalo Chip Picnic, and the grounds consisted of an open field with a few porta potties and a makeshift stage where campers enjoyed three nights of performances by entertainers Johnny Paycheck, Susan Nelson and Foggy Notion.



## THE LARGEST MUSIC FESTIVAL IN MOTORCYCLING® DELIVERS

**Authenticity** Step into The Chip, where authenticity reigns supreme. Our unique blend of music, motorcycles, freedom, and camaraderie offers more than just an event – it's an immersive journey, allowing fans to forge real connections that resonate with their core values and identity.

**Passion** The Sturgis Buffalo Chip is an unrivaled experience that transcends the ordinary. Here, deep-seated emotions form the pulse of a vibrant community, where people forge meaningful connections, and moments become memories that resonate. It's not just an event; it's a sanctuary where the thrill of the ride converges with the magic of shared experiences.

**Consistency** Like everyone else, rally goers must navigate the highs and lows of economic shifts, political changes and social dynamics. Amidst this ever-changing landscape, the Sturgis Buffalo Chip has stood steadfast throughout its 40-year history, providing a reliable sanctuary where the spirit of freedom endures.

**Value** At The Chip, our fans take center stage as the driving force shaping our principles and decisions. Their passion fuels our dedicated staff to continually push the envelope, striving for constant and never-ending improvement. We are committed to crafting an unparalleled music and motorcycle experience that exceeds expectations.

**Memories** From its unruly roots to its legendary present, The Chip produces unrivaled energy, entertainment, and atmosphere. These experiences aren't just personal; they become enduring tales where the echoes of unforgettable moments resonate and contribute to a legacy of lasting memories.

2023 JEFF KLAUM | @JEFF\_KLAUM



Where  
Were You?



2023 CHAD MARTEL | @CHADMARTEL

*Not to brag, but the world's top brands kinda think we're a BIG deal.*

## ELEVATE YOUR BRAND

### Stand Out

In the crowded landscape of brands, differentiation is paramount. The Sturgis Buffalo Chip excels in cultivating and expressing the identity and personality of brands like yours on a truly unparalleled stage where you can authentically and memorably stand out.

### Build Relationships

At the Sturgis Buffalo Chip, we don't just create events; we foster genuine and memorable connections with fans, transforming them into customers for life.

### Foster Engagement

Forge direct connections with hundreds of thousands of consumers year-round at The Chip. This unique opportunity goes beyond event-centric engagement, offering a continuous channel for sustained connection and relationship building.

### Earn Unmatched ROI

A seamless and fully integrated brand alliance with the Sturgis Buffalo Chip offers you unparalleled reach, integration, and interaction, surpassing any other event of its kind. Elevate your brand's presence and engagement with an alliance that goes beyond boundaries.





*We think a great view is all you need!*

*but for all you number crunchers - we got you!*

## 43 YEAR HISTORY

Fueled by the Spirit of Freedom, the Sturgis Buffalo Chip has been crafting unforgettable fan experiences for over four decades.

## 50 | 24 STATES | COUNTRIES

Recognized as the 'Mecca of Motorcycling,' the Sturgis Buffalo Chip proudly welcomes a global community of passionate fans.

## 1,000 ACRES

As the largest-attended festival of its kind, the Chip boasts an unrivaled collection of environmental, sensory, and emotional elements for an unparalleled event experience.

## 500K RALLY CONSUMERS

With an average of over 500,000 motorcycle enthusiasts per year over a 10-year event anniversary cycle, the Sturgis Buffalo Chip becomes a hub where many choose to stay, shop, and play.

## 1.4B MARKETING REACH

Led by record-setting coverage from the nation's top media outlets, the Sturgis Buffalo Chip boasts one of the largest audiences and marketing platforms in the world of motorcycling.

## 635K TARGET AUDIENCE

Through year-round motorcycle-driven promotions with top brands, the Sturgis Buffalo Chip consistently expands its consumer database, securing hundreds of thousands of consumer touches per year for its valued partners.



OK - these numbers are pretty eye-popping as well!


## TOTAL REACH

Delivering Unparalleled Visibility Across All Forms of Media

- EARNED** **1.3 BILLION** EARNED IMPRESSIONS in mainstream broadcast, digital and content coverage.
- OWNED** **560 MILLION** PROPRIETARY IMPRESSIONS through leading platforms, properties and partners.
- PAID** **42 MILLION** TARGETED IMPRESSIONS across digital, outdoor, radio, television and print advertising.

## DIGITAL PROPERTIES

Leading in Digital Connections, Year-Round, Across Key Platforms

-  **BUFFALOCHIP.COM**  
**1.5 MILLION** PAGE VIEWS
-  **E-NEWSLETTER**  
**3.7 MILLION** TOTAL VIEWS  
**257K** SUBSCRIBERS

## SOCIAL

Initiating, Engaging & Influencing Social Conversations



- |                               |                                   |                                   |
|-------------------------------|-----------------------------------|-----------------------------------|
| <b>377K</b><br>FACEBOOK FANS  | <b>55K</b><br>INSTAGRAM FOLLOWERS | <b>53K</b><br>YOUTUBE SUBSCRIBERS |
| <b>247K</b><br>MOST SEEN POST | <b>105K</b><br>MOST SEEN POST     | <b>75K</b><br>HOURS WATCH TIME    |
| <b>13.8M</b><br>TOTAL REACH   | <b>689K</b><br>TOTAL VIEWS        | <b>1.8M</b><br>TOTAL VIEWS        |

\*Valid as of September 2023

**UNRIVALED**  
access to  
passionate  
and loyal  
consumers!







the  
MOST  
VALUABLE  
fans in  
motorcycling!

### Passion

FACT:  
**OVER 70% OF FANS**  
say that the Sturgis Buffalo Chip is  
the most anticipated event they  
look forward to each year.

TAKEAWAY:  
The more emotionally engaged  
fans are, the more likely they are  
to connect with brands.

### Spending

FACT:  
**OVER \$100,000**  
FAN MEDIAN HOUSEHOLD INCOME  
These fans spend more on their  
trip to The Chip than those at music  
festivals, resort destinations, major  
league sports and Las Vegas.

TAKEAWAY:  
Buffalo Chip fans are affluent,  
ready to purchase, and influenced  
by brands they share a communal  
connection with. They are heavy  
purchasers of motorcycles, power-  
sports, outdoor and travel products  
and services.

### Loyalty

FACT:  
**OVER 50% OF FANS**  
have been to The Chip five or more  
times in their lifetime. These fans  
are responsible for more repeat and  
consecutive attendance, spending  
and influence.

TAKEAWAY:  
Loyal fans value and support brands  
that support their experience at The  
Chip and are more likely to spread the  
brand-love to their family and friends.

### Influence

FACT:  
**78% OF CHIP FANS**  
say they are highly influential  
among their family, friends and  
social media audiences.

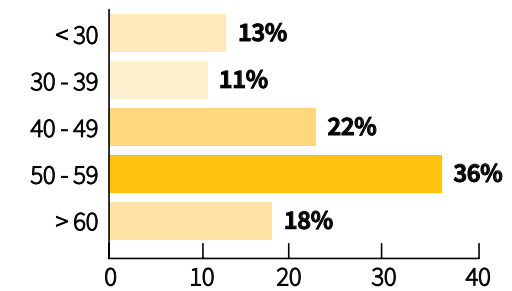
TAKEAWAY:  
The family of fans at The Chip  
are two-wheeled catalysts and  
micro influencers. They have both  
the cool factor and street credibility  
to validate products and services  
they share a connection with.

*Creating  
a lifetime  
of memories!*

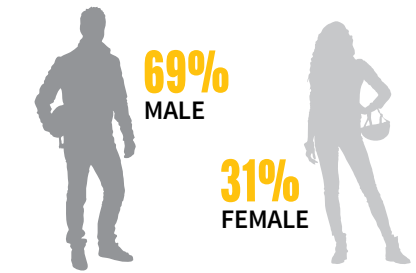


## SHOWCASE YOUR BRAND TO AN AUDIENCE AS UNIQUE AS YOUR VISION!

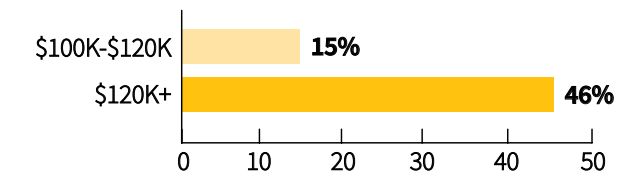
### Age



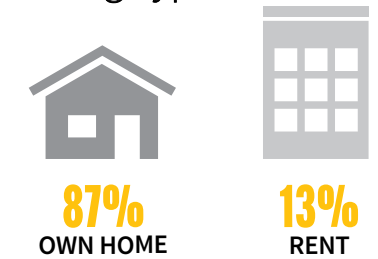
### Gender



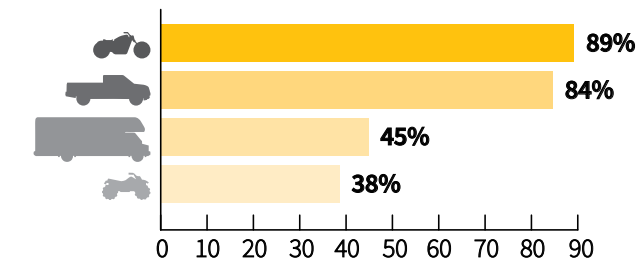
### Income



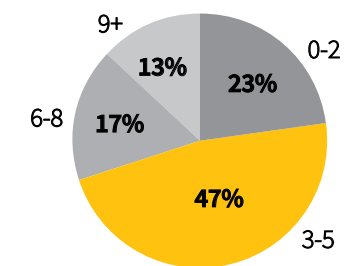
### Dwelling Type



### Vehicle Ownership



### Trips Taken per Year



**69%** MORE LIKELY TO SUPPORT A SPONSOR OF THE CHIP

“Bell Textron demonstrated a few of our helicopters at the Sturgis Rally in the Black Hills, SD. This was our second year joining the event and our association with the Buffalo Chip enabled us to meet more potential customers than many aviation industry shows we attend. The team at the Buffalo Chip went out of their way to accommodate our unique needs and genuinely made us feel like part of their family. We intend to build on this relationship in the future.”

**Bell Flight**



## TRUSTED CAPABILITIES THAT DELIVER RESULTS

**Strategy & Planning** Crafting winning brand alliances at the Sturgis Buffalo Chip involves more than setting strategic goals — it requires a purposeful plan of attack. To succeed, your brand must embody authenticity, full integration, and on-site presence with a clear purpose. The key lies in providing a mutually beneficial touchpoint for fans — whether it’s meeting needs, solving problems, amplifying moments, or delivering an elevated experience. That strategic approach ensures alliances go beyond mere partnerships, creating meaningful connections that resonate with the audience.

**Integrated Marketing** A brand alliance with The Chip holds immense value. This is due to its capacity to activate onsite during the rally and seamlessly integrate brand identity, attributes, and messaging across a high-impact mix of digital advertising, content marketing, social media, and year-round promotions. You’ll experience integrated marketing at its very best with a comprehensive and cohesive approach that ensures your brand resonates during the event and maintains a long-term presence throughout the year.

“The Buffalo Chip team is instrumental in giving us the freedom to activate and execute on what success looks like to Sailor Jerry Rum and Tullamore Dew Irish Whiskey. As a result, we maximized every piece of our partnership including adding Reyka Vodka and Milagro Tequila, two emerging brands to our onsite activations. Our branding around The Chip, our presence on stage each night and the help of the hardest working staff at any event in the USA allowed us to double our sales from the previous year. We are already looking forward to next year at the Chip!”



**William Grant & Sons Sailor Jerry, Tullamore Dew, Reyka Vodka and Milagro Tequila**

## FOR A WORLD-RENOWNED FAMILY OF BRANDS

**Onsite Activation** At the core of every successful brand alliance is an authentic, purposeful, and memorable connection with the fans. Onsite activation is the heartbeat that transforms alliances into meaningful experiences, ensuring a genuine and enduring impact on the audience.

**Unmatched Industry Experience** Benefit from seasoned, turn-key oversight that guarantees effective management and execution of your program from start to finish. Ensure a seamless and successful implementation of your initiatives with our behind-the-scenes industry expertise.

“At Progressive, our priority is protecting the means for you to live your passions,” said Eric Doubler, Progressive Recreational Lines Business Leader. “As the number one motorcycle insurer in the country, we work to ensure the motorcycles you ride to Sturgis and the RVs you camp in during the Rally are protected so you can keep enjoying the open road.

Recognizing the commitment and enthusiasm motorcycle and RV owners possess, it’s also our goal at Progressive to connect authentically with them through shared experiences during these bucket list adventures, and where better to do that than the Sturgis Buffalo Chip.

We’re thrilled to be the Sturgis Buffalo Chip presenting sponsor and excited to once again be a part of an event that will provide many riders with memories that last a lifetime.”

Progressive Insurance

**PROGRESSIVE**



“The Chip isn’t just a sponsorship for Monster Energy. It’s a true partnership in every way. Woody and his team prioritize the fan experience above everything else and the collaboration between The Chip and Monster Energy is above and beyond the status quo.”

Monster Energy



**MONSTER**  
ENERGY





# Take risks.

JOIN THE BEST FAMILY OF FANS IN THE WORLD

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