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Chadrad Communications, Inc.
226 Bordeaux St - Chadron, NE 69337
308-432-5545 fax 308-432-5601
E-mail: kcsr@chadrad.com

(S.D.)-Sturgis Looks For New Sponsor Agent For Rally



By: Jeremy Anderson Posted at: 11/19/2012 06:37 AM

STURGIS, S.D. (AP) - Officials in Sturgis are hoping to bring in more money for the annual motorcycle rally with a new agent handling official sponsorships.

The city of Sturgis has severed ties with its old agent Motoring USA and issued a new request for proposals for a new sponsorship agent.

While the Sturgis Motorcycle Rally is a boon for the local economy, city officials hope to expand it even more with a new agent. The city earned a net profit of nearly \$400,000 during this year's rally.

In addition to overseeing vendors, marketing and advertising, Sturgis leaders hope to find an agent with a global reach to expand the Sturgis brand.

Proposals are due to the city by Nov. 30.