



**HARLEY-DAVIDSON'S OFFICIAL
2021 STURGIS GUIDE**

WE RUN DEEP

Harley-Davidson's roots run deep at Sturgis. Some would say our names are synonymous with each other. As the official motorcycle of the 81st Sturgis Rally, we're going to honor our long-lasting relationship by going bigger than ever. More events. More music. More new bikes. More everything. To help you get the most of it, we've put together this 2021 Sturgis Guide. Everything you don't want to miss is listed for you in here, under their locations: H-D event headquarters at the Sturgis Community Center at 4th & Lazalle, Full Throttle Saloon's Pappy Hoel Campground, Outlaw Square & Deadwood Welcome Center, Spearfish Canyon Lodge, Hill City and Rapid City. Think of this as your go to source to experience all the great things Harley-Davidson has to offer at this Sturgis Rally. I look forward to seeing you there.

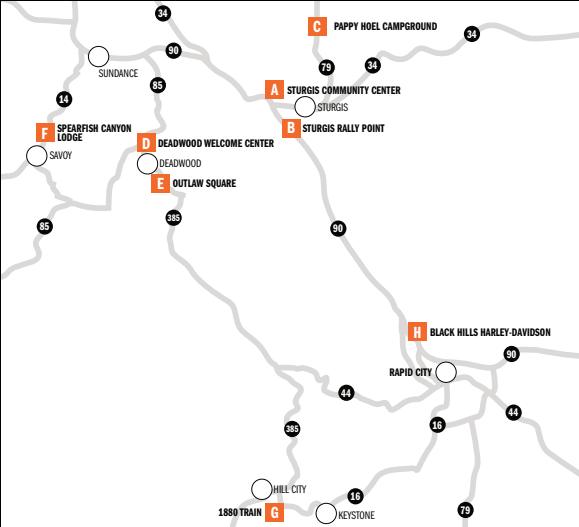
-Bill Davidson

CONTENTS

- P2 • H-D LOCATIONS
- P3 • STURGIS SPOTLIGHT
- P5 • H.O.G. MEMBERS
- P7 • DAILY SCHEDULE
- P10 • STURGIS MAP
- P18 • LET'S RIDE CHALLENGE

H-D LOCATIONS

- A STURGIS COMMUNITY CENTER**
1401 Lazalle St, Sturgis, SD 57785
- B HARLEY-DAVIDSON RALLY POINT**
2nd St, Sturgis, SD 57785
- C PAPPY HOEL CAMPGROUND/FULL THROTTLE SALOON**
19942 SD-79, Vale, SD 57788
- D DEADWOOD WELCOME CENTER**
501 Main St, Deadwood, SD 57732
- E OUTLAW SQUARE**
703 Main St, Deadwood, SD 57732
- F SPEARFISH CANYON LODGE**
10619 Roughlock Falls Rd, Lead, SD 57754
- G 1880 TRAIN – HILL CITY**
222 Railroad Ave, Hill City, SD 57745
- H BLACK HILLS HARLEY-DAVIDSON**
2820 Harley Dr, Rapid City, SD 57702



STURGIS SPOTLIGHT

DEMO THE FULL LINE-UP OF H-D MOTORCYCLES

Stop by our main demo headquarters at the Sturgis Community Center to ride any of our 2021 models, including the Pan America™ and the new Sportster S. We will also have the full 2021 line-up available for demo at Pappy Hoel Campground. If you're looking for a longer riding experience, we will be offering extended demos at the Deadwood Welcome Center, the Spearfish Canyon Lodge and the 1880 Train in Hill City.

LIVE ENTERTAINMENT

Enjoy daily stunt shows and police skills demonstrations at the Sturgis Community Center. At Rally Point in downtown Sturgis and Outlaw Square in downtown Deadwood, you'll find daily live music & entertainment including a DJ, bands and other live performances. Take a ride out to Pappy Hoel Campground/Full Throttle Saloon to enjoy nightly bands and a great party atmosphere. Don't miss out!

H.O.G. MEMBER PERKS

At this year's Annual Sturgis Rally, members of Harley Owners Group (H.O.G.) will have the opportunity to ride and engage with other members. From group rides to a pool party at the campground, members will get together to enjoy the camaraderie that Harley-Davidson riders share. See the next page for a list of all the H.O.G. activities happening this year.

HARLEY-DAVIDSON IS TAKING OVER DEADWOOD

Located in the heart of the Black Hills and arguably some of the best riding in the area, this historically lawless town is a must stop destination for riders and lovers of the old west. You'll find extended demos at the Deadwood Welcome Center and an overload of entertainment at Outlaw Square, all sponsored by Harley-Davidson.

CELEBRATE WOMEN RIDERS IN STURGIS

Harley-Davidson is proud to support women riders. On Tuesday, August 10, the Buffalo Chip becomes home to women who ride. Join us as we welcome the Suffragists Centennial Ride as they ride cross-country through Sturgis. Harley-Davidson will be part of the Biker Belles ride (advanced registration required). Don't forget to check out the Maiden Moto Art Show, all week at the Buffalo Chip, featuring moto-centric art from female artists.

BLACK HILLS HARLEY-DAVIDSON LOCATIONS & HOURS

STURGIS

1040 Junction Ave,
Sturgis, SD 57785

7/31-8/3: 9am-6pm
8/4-8/5: 8am-8pm
8/6-8/13: 8am-9:30pm
8/14: 8am-6pm
8/15: 8am-4pm

DEADWOOD

681 Main St
Deadwood, SD 57732

7/31-8/3: 9am-8pm
8/4-8/12: 9am-10pm
8/13-8/14: 9am-7pm
8/15: 10am-4pm

RAPID CITY

2820 Harley Dr, Rapid City, SD 57702

7/31-8/5: 8am-6pm
8/6-8/13: 8am-8pm

HILL CITY

261 E Main St,
Hill City, SD 57745

7/31-8/6: 9am-7pm
8/7-8/10: 9am-9pm
8/11-8/13: 9am-7pm
8/14: 9am-6pm
8/15: 10am-4pm

BADLANDS

601 Main St,
Wall, SD 57790

7/31-8/5: 8am-7pm
8/6-8/13: 8am-8pm
8/14: 8am-7pm
8/15: 10am-4pm



HARLEY OWNERS GROUP

THE OFFICIAL RIDING CLUB OF HARLEY-DAVIDSON

Not familiar with Harley Owners Group? It is the official Riding Club of Harley-Davidson! Check out the benefits and endless opportunities to engage with other like-minded individuals while enjoying this great country from your Harley-Davidson. Learn more at H-D.com/HOG.

H.O.G. MEMBER CHECK-IN LOCATIONS

Each location will have a unique rally token for H.O.G. Members.
Sat 8/7/2021 – Sat 8/14/2021 – 9am-5pm

PAPPY HOEL CAMPGROUND/FULL THROTTLE SALOON
19942 SD-79, Vale, SD

STURGIS COMMUNITY CENTER
1401 Lazelle St, Sturgis, SD

CLUB H.O.G AT STURGIS

Stop in, grab a refreshment, and relax at the Harley-Davidson Garage. The Club is open to H.O.G. Members and one guest per member. While there, you can enjoy complimentary haircuts, hair braiding, tattoos, and pinstriping.

Sat 8/7/2021 – Sat 8/14/2021 – 9am – 5pm
PAPPY HOEL CAMPGROUND/FULL THROTTLE SALOON
Harley-Davidson Garage
19942 SD-79, Vale, SD

H.O.G. SOCIAL HOUR

Enjoy complimentary appetizers and beverage specials throughout the week.

Sat 8/7/2021 – Sat 8/14/2021 – 4pm-6pm
IRONHORSE SALOON
888 Junction Ave, Sturgis, SD

H.O.G MEMBER EVENTS AT STURGIS

In addition to the H.O.G. Member Check-Ins, check out these H.O.G. Member Events throughout the event. These events are open to H.O.G. Members and one guest per member.

H.O.G. Member Ride at Sturgis

PAPPY HOEL CAMPGROUND/FULL THROTTLE SALOON
Monday 8/9/21
Rider Check-In & Staging starts at 8:00am
Kickstands Up at 9:00am

H.O.G. Bike Games

PAPPY HOEL CAMPGROUND/FULL THROTTLE SALOON
Thursday 8/12/21 – 3:00pm

Party at the Pool

PAPPY HOEL CAMPGROUND
Thursday 8/12/21 – 6:00pm

STURGIS COMMUNITY CENTER/RALLY POINT

Demo Hours – 9am-5pm

- Registration Closes – 4:00pm
- Last Demo Ride leaves – 4:30pm

H.O.G. Check-in & Lounge – 9am-5pm

Stunt Show & Police Skills Demonstrations – 11am-4:30pm

Mayor’s Ride – 9am

PAPPY HOEL CAMPGROUND/FULL THROTTLE SALOON

Demo Hours – 9am-5pm

- Registration Closes – 4:00pm
- Last Demo Ride leaves – 4:30pm

Dyno Drags – 9am-5pm

H.O.G. Check-in & Clubhouse – 9am-5pm

OUTLAW SQUARE

Deadwood Live Ticketed Event – Tickets available online at *h-deadwoodlive.com*

Live Music – Jesse James Dupree & Dixie Inc. – 6-7pm

Live Music – The Frontmen – 7-9pm

DEADWOOD WELCOME CENTER

Demo Hours – 9am-5pm

- Registration Closes – 4:00pm
- Last Demo Ride leaves – 4:30pm

SPEARFISH CANYON LODGE

Demo Hours – 9am-5pm

- Registration Closes – 4:00pm
- Last Demo Ride leaves – 4:30pm

1880 TRAIN – HILL CITY

Demo Hours – 9am-5pm

- Registration Closes – 4:00pm
- Last Demo Ride leaves – 4:30pm

STURGIS COMMUNITY CENTER/RALLY POINT

Demo Hours – 9am-5pm

- Registration Closes – 4:00pm
- Last Demo Ride leaves – 4:30pm

H.O.G. Check-in & Lounge – 9am-5pm

Stunt Show & Police Skills Demonstrations – 11am-4:30pm

Live Music – Outlaw Jim & the Whiskey Benders [Sponsored by Worth H-D] – 7pm [Rally Point]

PAPPY HOEL CAMPGROUND/FULL THROTTLE SALOON

Demo Hours – 9am-5pm

- Registration Closes – 4:00pm
- Last Demo Ride leaves – 4:30pm

Dyno Drags – 9am-5pm

H.O.G. Check-in & Clubhouse – 9am-5pm

OUTLAW SQUARE

Rockford Fosgate All Out Bagger Show – 11am-4pm

DJ Sinister – 12:45-3:45pm

Live Music – Ashmore [Sponsored by American Eagle H-D] 4:00-6:45pm

Live Music – Royal Bliss [Sponsored by House of H-D] – 7:30-9pm

DEADWOOD WELCOME CENTER

Demo Hours – 9am-5pm

- Registration Closes – 4:00pm
- Last Demo Ride leaves – 4:30pm

SPEARFISH CANYON LODGE

Demo Hours – 9am-5pm

- Registration Closes – 4:00pm
- Last Demo Ride leaves – 4:30pm

1880 TRAIN – HILL CITY

Demo Hours – 9am-5pm

- Registration Closes – 4:00pm
- Last Demo Ride leaves – 4:30pm

STURGIS COMMUNITY CENTER/RALLY POINT

Demo Hours – 9am-5pm

- Registration Closes – 4:00pm
- Last Demo Ride leaves – 4:30pm

H.O.G. Check-in & Lounge – 9am-5pm

Stunt Show & Police Skills Demonstrations – 11am-4:30pm

Live Music – Dogtown [Sponsored by Lone Wolf H-D] – 7pm [Rally Point]

PAPPY HOEL CAMPGROUND/FULL THROTTLE SALOON

Demo Hours – 9am-5pm

- Registration Closes – 4:00pm
- Last Demo Ride leaves – 4:30pm

Dyno Drags – 9am-5pm

H.O.G. Check-in & Clubhouse – 9am-5pm

H.O.G. Member Ride

- Rider Check-in & Staging – 8am
- Kickstands up – 9am

OUTLAW SQUARE

Legend’s Ride – 11am-3pm

DJ Sinister – 11am-3pm

Live Music – Outlaw Jim & the Whiskey Benders [Sponsored by Worth H-D] – 4:00-6:45pm

Live Music – Ryan Chrys & the Rough Cuts – 6-9pm

DEADWOOD WELCOME CENTER

Demo Hours – 9am-5pm

- Registration Closes – 4:00pm
- Last Demo Ride leaves – 4:30pm

SPEARFISH CANYON LODGE

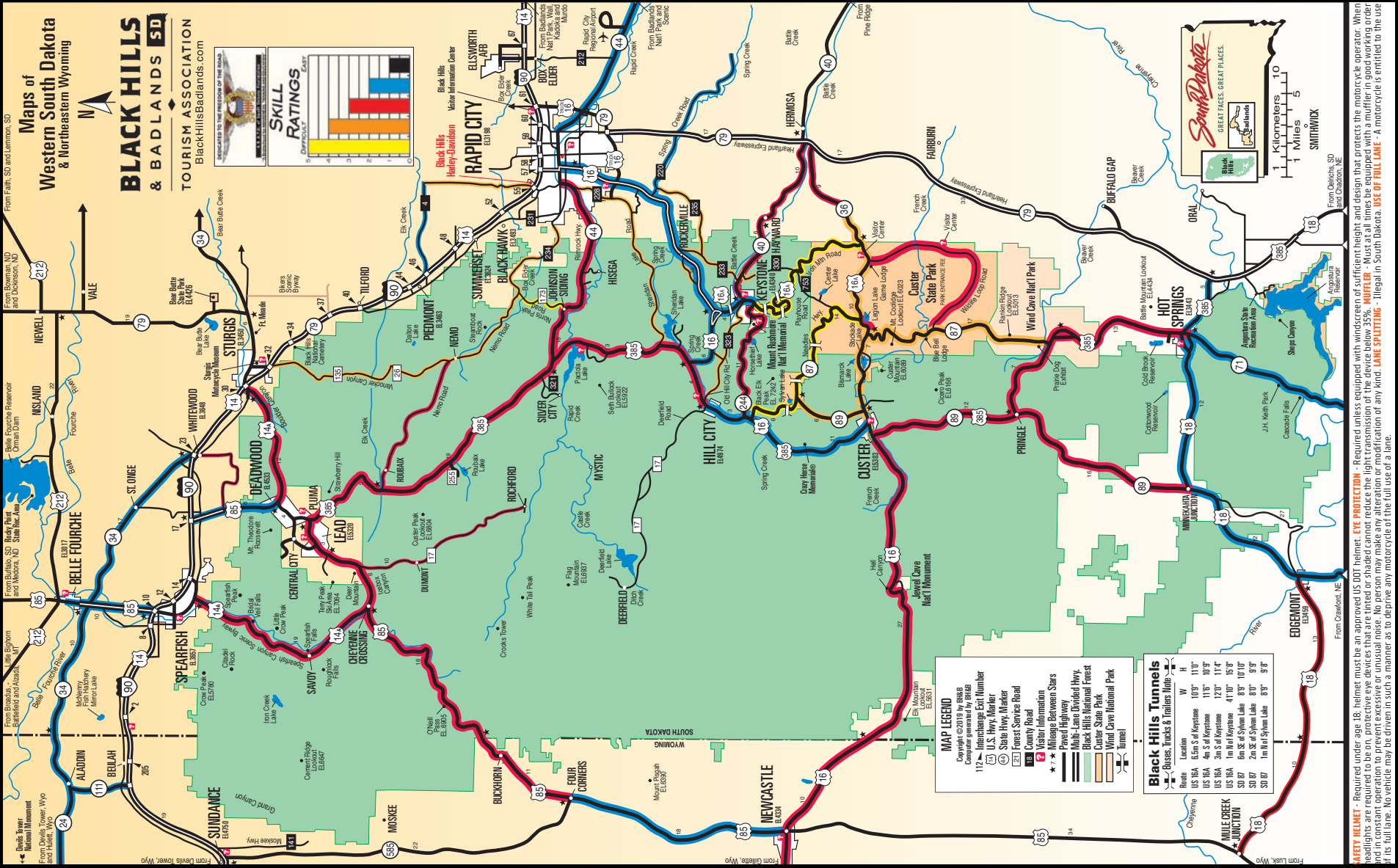
Demo Hours – 9am-5pm

- Registration Closes – 4:00pm
- Last Demo Ride leaves – 4:30pm

1880 TRAIN – HILL CITY

Demo Hours – 9am-5pm

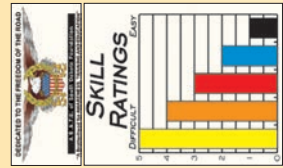
- Registration Closes – 4:00pm
- Last Demo Ride leaves – 4:30pm



Maps of
Western South Dakota
& Northeast Wyoming

**BLACK HILLS
& BADLANDS** SD

TOURISM ASSOCIATION
BlackHillsBadlands.com



MAP LEGEND

Complete 2019 by BMB
Complete updated by BMB

112 Interchange Exit Number

13 U.S. Hwy. Marker

24 State Hwy. Marker

231 Forest Service Road

88 County Road

Visitor Information

★ ★ Mileage Between Stars

Paved Highway

Multi-Lane Divided Hwy.

Black Hills National Forest

Custer State Park

Wind Cave National Park

Tunnel

Black Hills Tunnels

Route	Location	W	H
US 85A	6.5m S of Keystone	103'	113'
US 85A	4m S of Keystone	113'	103'
US 85A	2m S of Keystone	123'	114'
US 85A	1m S of Keystone	41'	158'
SD 87	6m SE of Sylvan Lake	83'	107'
SD 87	2m SE of Sylvan Lake	80'	93'
SD 87	1m SE of Sylvan Lake	83'	93'

SAFETY HELMET - Required under age 18; helmet must be an approved US DOT helmet. **EYE PROTECTION** - Required unless equipped with windshield of sufficient height and design that protects the motorcycle operator. When headlights are required to be on, protective eye devices that are tinted or shaded cannot reduce the light transmission of the device below 35%. **AUTOLIFT** - Must at all times be equipped with a muffler in good working order and in constant operation to prevent excessive or unusual noise. No person may make any alteration or modification of any kind. **LAKE SPLITTING** - Illegal in South Dakota. **USE OF FULL CUE** - A motorcycle is entitled to the use of its full lane. No vehicle may be driven in such a manner as to deprive any motorcycle of the full use of a lane.

TUESDAY, 8/10 SCHEDULE

STURGIS COMMUNITY CENTER/RALLY POINT

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

H.O.G. Check-in & Lounge - 9am-5pm

Stunt Show & Police Skills Demonstrations - 11am-4:30pm

Military Appreciation Ride & Gold Star Memorial Ceremony - 2pm

Live Music - Ashmore [Sponsored by American Eagle H-D] - 7pm
[Rally Point]

PAPPY HOEL CAMPGROUND/FULL THROTTLE SALOON

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

Dyno Drags - 9am-5pm

H.O.G. Check-in & Clubhouse - 9am-5pm

OUTLAW SQUARE

V-Twin Visionary Speed & Style Showcase - 12-6pm

DJ Sinister - 12:30-3:30pm

Live Music - Dogtown [Sponsored by Lone Wolf H-D] - 3:30-5:30pm

Live Music - Ryan Chrys & the Rough Cuts - 6-9pm

DEADWOOD WELCOME CENTER

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

SPEARFISH CANYON LODGE

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

1880 TRAIN - HILL CITY

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

WEDNESDAY, 8/11 SCHEDULE

STURGIS COMMUNITY CENTER/RALLY POINT

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

H.O.G. Check-in & Lounge - 9am-5pm

Stunt Show & Police Skills Demonstrations - 11am-4:30pm

V-Twin Visionary Bike Show - 11am-3pm [Rally Point]

Stunt Show on Harley-Davidson Way - 1:30pm

Live Music - Dogtown [Sponsored by Lone Wolf H-D] - 7pm
[Rally Point]

PAPPY HOEL CAMPGROUND/FULL THROTTLE SALOON

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

Dyno Drags - 9am-5pm

H.O.G. Check-in & Clubhouse - 9am-5pm

OUTLAW SQUARE

Live Music - Royal Bliss

[Sponsored by House of H-D] - 12:30-2:00pm

DJ Sinister - 2-5:30pm

Led Sled Customs Motorcycle Showcase - 2-6pm

Live Entertainment: Flaunt Girls - 3:30-5:30pm

Live Music - The Osceola Brothers - 5:30-6:45pm

Live Music - Ryan Chrys & the Rough Cuts - 7-9pm

H-D Presents Big Kenny's Hard Rock Pool Party
& Veterans Benefit Auction - 2-9pm

DEADWOOD WELCOME CENTER

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

SPEARFISH CANYON LODGE

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

1880 TRAIN - HILL CITY

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

THURSDAY, 8/12 SCHEDULE

STURGIS COMMUNITY CENTER/RALLY POINT

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

H.O.G. Check-in & Lounge - 9am-5pm

Stunt Show & Police Skills Demonstrations - 11am-4:30pm

Live Music - Messer [Sponsored by Longhorn H-D] - 7pm [Rally Point]

PAPPY HOEL CAMPGROUND/FULL THROTTLE SALOON

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

Dyno Drags - 9am-5pm

H.O.G. Check-in & Clubhouse - 9am-5pm

H.O.G. Bike Games - Starting at 3pm

H.O.G. Member Pool Party - Starting at 6pm

Jakyl Concert - 9:30pm

OUTLAW SQUARE

DJ Sinister - 12:30-3:30pm

Live Music - Outlaw Jim & the Whiskey Benders

[Sponsored by Worth H-D] - 3:30-5:30pm

"The Song" H-D Contest Winner Presentation - 5-7pm

Live Music - Ryan Chrys & the Rough Cuts - 6-9pm

DEADWOOD WELCOME CENTER

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

SPEARFISH CANYON LODGE

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

1880 TRAIN - HILL CITY

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

FRIDAY, 8/13 SCHEDULE

STURGIS COMMUNITY CENTER/RALLY POINT

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

H.O.G. Check-in & Lounge - 9am-5pm

Stunt Show & Police Skills Demonstrations - 11am-4:30pm

PAPPY HOEL CAMPGROUND/FULL THROTTLE SALOON

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

Dyno Drags - 9am-5pm

H.O.G. Check-in & Clubhouse - 9am-5pm

OUTLAW SQUARE

DJ Sinister - 12:30-3:30pm

Live Music - The Osceola Brothers - 3:30-5:30pm

Live Music - Ryan Chrys & the Rough Cuts - 6-9pm

DEADWOOD WELCOME CENTER

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

SPEARFISH CANYON LODGE

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

1880 TRAIN - HILL CITY

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

SATURDAY, 8/14 SCHEDULE

STURGIS COMMUNITY CENTER/RALLY POINT

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

H.O.G. Check-in & Lounge - 9am-5pm

Stunt Show & Police Skills Demonstrations - 11am-4:30pm

PAPPY HOEL CAMPGROUND/FULL THROTTLE SALOON

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

Dyno Drags - 9am-5pm

H.O.G. Check-in & Clubhouse - 9am-5pm

OUTLAW SQUARE

DJ Sinister - 12:30-3:30pm

Live Music - 3:30-7pm

DEADWOOD WELCOME CENTER

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

SPEARFISH CANYON LODGE

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

1880 TRAIN - HILL CITY

Demo Hours - 9am-5pm

- Registration Closes - 4:00pm
- Last Demo Ride leaves - 4:30pm

LET'S RIDE CHALLENGE

Join us on the road this summer for a chance to win a custom Harley-Davidson® motorcycle and many other instant win prizes.*

JULY 23RD - SEPT 30TH ENTER AT H-D.COM/RIDE

Scan the QR to enter in the Let's Ride Challenge sweepstakes for your chance to win prizes.

*NO PURCHASE NECESSARY. Ends 9/30/21.
To play and for Official Rules, visit <http://h-d.com/ride>.





GENUINE
HARLEY-DAVIDSON
EVENT APPAREL
AVAILABLE AT ALL
FIVE LOCATIONS



WALL, SD



RAPID CITY, SD



OR SHOP ONLINE AT:
STURGIS HARLEYDAVIDSON.COM