



STURGIS™

Sturgis Rally and Events

1040 Harley -Davidson Way
Sturgis, SD 57785
(605)-347-4422

January 27, 2023

CITY OF STURGIS MOTORCYCLE RALLY
NOTICE OF REQUEST FOR HIRE
FOR 84th ANNUAL CITY OF STURGIS MOTORCYCLE RALLY LOGO

PROPOSALS DUE:

February 24, 2023 at 1:00PM Mountain Time

Final artwork from individuals for a unique logo that will be used to promote the 84th annual City of Sturgis Motorcycle Rally. Proposed artwork will be received until **1:00 P.M.** on the date shown above, at the City of Sturgis, Brand Manager's Office, 1040 Harley-Davidson Way, Sturgis, SD 57785 or via email. **No proposals will be accepted after the time specified.** Proposals shall become the sole property of the City of Sturgis upon receipt.

EVENT DESCRIPTION:

The City of Sturgis Motorcycle Rally is the largest event in the Upper Midwest. The annual event attracts 400,000-700,000 each year to the beautiful Black Hills. Riders come from every continent and often travel 1,000 miles or more on an epic journey that culminates with a ride along Legendary Main Sturgis. The 10-day event attracts international media attention and is the premiere event for the motorcycle industry.

Texas A&M completed an economic impact analysis of the 82nd Annual City of Sturgis Motorcycle Rally. This study concluded that the event generates approximately \$784 million in economic activity in the State of South Dakota. As an anchor for the state's economy, the Rally provides tens of millions of dollars for state and local governments and introducing thousands of people to South Dakota. Many of whom choose to relocate to the Black Hills after experiencing the majesty of the area.

www.sturgis-sd.gov

www.facebook.com/cityofsturgis



"In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, age, disability, religion, sex, familial status, sexual orientation, and reprisal." (Not all prohibited bases apply to all programs.)

WINGED “STURGIS S” BRAND MARK:

The City of Sturgis released its iconic winged “STURGIS S” Mark in 2021. This Brand Mark illustrates the four freedoms of the City of Sturgis Motorcycle Rally:

- ***The American Spirit***
The Eagle is the purist form of freedom in the Black Hills, and there is no event that embodies the American Spirit more than the City of Sturgis Motorcycle Rally. The open wings of our new icon are symbolic of Freedom, and the welcoming of our many visitors each year.
- ***The Black Hills***
Riding a motorcycle through the winding roads of the Black Hills is one of the most defining experiences for a rider at the City of Sturgis Motorcycle Rally. The “S” found within the new icon represents our winding roads, in addition to our community - STURGIS.
- ***The Motorcycle***
The “STURGIS S” icon is designed to pay homage to the Motorcycle. The wings double as exhaust pipes and the lateral lines denote the cooling fins of a cylinder. These light nods are a tribute to the machines that grant riders access to the freedoms we enjoy on the open road.
- ***Generational Riding***
The new icon embodies a modern-vintage virtue; a classic badge of honor for heritage riders, with the modern simplicity that welcomes new generations of riders. The mark also resembles an eagle, with its head facing forward (the future) and its tail backwards (the past), connecting the generations with open wings.

PROJECT DESCRIPTION:

Each year, the City of Sturgis uses a unique annual mark to highlight that years’ 10-day event. The City is seeking proposed artwork that uses the existing City Brand trademarks and incorporates stylized elements which would highlight the 84th Annual City of Sturgis Motorcycle Rally. The City will select the final 2024 Annual Mark based upon those submitted. At the sole discretion of the City, a public contest of finalists may occur. The final mark selected will be used in a variety of advertisements, digital media, news releases, sponsor points of sale, products and advertising and a variety of merchandise that will be sold online and in locations throughout the nation.

www.sturgis-sd.gov

www.facebook.com/cityofsturgis



“In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, age, disability, religion, sex, familial status, sexual orientation, and reprisal.” (Not all prohibited bases apply to all programs.)

KEY COMPONENTS:

- ***Simplicity:*** Proposed annual marks should be simple and recognizable. Logo designs must be easily replicable in a variety of media.
- ***Greyscale:*** Proposed annual marks must be clear and aesthetically pleasing in colorized and greyscale format.
- ***Timelessness:*** Any proposal should complement the existing City registered Brand marks. A successful annual mark should highlight the existing marks and differentiate marketing and products from the 84th Annual City of Sturgis Rally from a previous event. A proposed annual mark should retain its appeal and be timeless and recognizable in the future. This annual mark traditionally incorporates the event number (i.e., 84th for 2024) and often the specific year.

ARTISTIC USE:

Upon submission of a proposed annual mark, the artist releases all rights to the artwork. The artist understands that their submission may be made public during the selection timeframe. The artist understands that the selected annual mark will be used across a variety of media and that such use shall be at the sole discretion of the City of Sturgis. The final artwork may be altered by the City of Sturgis at the sole discretion of the City of Sturgis. The artist understands that only the singular annual mark selected will receive compensation and that the compensation will include only the elements included in this Notice of Request for Hire. No ongoing royalties of any kind will be paid to the successful artist.

Submitters also agree that use of the City's IP is strictly limited to participation in this contest and that submitted designs may not be displayed or otherwise used in any manner. Any unlicensed display or use of the City's Marks (Attachment B) is strictly prohibited.

SELECTION PROCESS:

Upon receipt of the submittals, the City of Sturgis will review artwork and determine finalists based upon their creativity and adherence to the guidelines included in this notice. The finalists may be included in a public or online contest or the City of Sturgis may ultimately select the annual mark. The decision is the sole discretion of the City of Sturgis.

COMPENSATION:

The artist that submits the mark which is selected as the final design for the 84th Annual City of Sturgis Motorcycle Rally shall receive the following:

- Introduction by the Mayor during the opening ceremonies of the 2024 City of Sturgis Motorcycle Rally
- Inclusion on multiple posts on City of Sturgis Motorcycle Rally social media
- Inclusion of biography and links on City of Sturgis Motorcycle Rally website
- \$5,000 cash payment

www.sturgis-sd.gov

www.facebook.com/cityofsturgis



"In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, age, disability, religion, sex, familial status, sexual orientation, and reprisal." (Not all prohibited bases apply to all programs.)

- 4 days/3 nights stay at the Baymont in Sturgis, SD during the 2024 City of Sturgis Motorcycle Rally
- 2- 2024 Mayor's Ride passes along with a Swag Bag from sponsors.
- 2 - Official Sturgis Motorcycle Rally T-shirts
- 2 - VIP Balcony Passes to the Iron Horse Saloon Concert of your choice.
- 1 - Brick for the Sturgis Brick Project
- 2 - 4-day VIP meals for (breakfast & lunch) at the VIP Hospitality Village

PROPOSAL:

Each proposal must conform to the adopted creative guidelines (Attachment A). The final marks must be registrable.

Submittals must incorporate at least one of the following Marks: "STURGIS S", *Brand Lockup*, or the *The Seal Lockup*. Use of the remaining Brand Marks is optional.

The "STURGIS S" Brand Mark:



The Brand Wordmark:

STURGIS[®]

www.sturgis-sd.gov

www.facebook.com/cityofsturgis



"In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, age, disability, religion, sex, familial status, sexual orientation, and reprisal." (Not all prohibited bases apply to all programs.)

The Brand Lockup:



The Tagline:

THE RIDE. THE ROAR. *THE RALLY.*[®]

And/or The Seal Lockup:



www.sturgis-sd.gov

www.facebook.com/cityofsturgis



"In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, age, disability, religion, sex, familial status, sexual orientation, and reprisal." (Not all prohibited bases apply to all programs.)

All proposals must ensure that each entry:

- uses only the approved color pallet (Attachment A, Guidelines);
- ensure the specified spacing (Attachment A, Guidelines);
- other than the stylized Wordmark, the only other accepted reference to the Event is “The City of Sturgis Motorcycle Rally”; and
- use of the Gotham Font Family for text in the proposed.

Note: City Marks may not be altered in any manner when incorporated in a submitted proposal as specified (Attachment A, Guidelines)

SUBMISSION OF PROPOSALS:

Complete artwork must be submitted on a flash drive or via Dropbox link emailed to:

City of Sturgis

Attn: Lance Scherer, Brand Manager

1040 Harley Davidson Way

Sturgis, SD 57785

rallytemp2@sturgisgov.com

RE: 84th Annual City of Sturgis Motorcycle Rally Logo

- The proposal must be submitted in a high resolution .png or .jpeg image and must include both a colorized and a greyscale image.
- The combined size of all attached files, as emailed to the City, must be less than 10MB.
- The selected artist will be required to provide a higher resolution work product and/or .eps file.
- Each proposal must include the following statement:

I submit this artwork under the terms of the “City of Sturgis Notice for Hire” issued January 27, 2023. I willfully agree to the terms and conditions contained within the “Notice for Hire” and affirm that I have the right to submit the attached work and right to assign the rights for the work.

www.sturgis-sd.gov

www.facebook.com/cityofsturgis



“In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, age, disability, religion, sex, familial status, sexual orientation, and reprisal.” (Not all prohibited bases apply to all programs.)

WORK PRODUCT:

All rights, title and interest in the Work Product (Submission) vest in the City of Sturgis and is deemed to be a work made for hire, and to the extent it may not be considered a work made for hire, Submitter hereby assigns City of Sturgis all right, title and interest in the Work Product, including all copyrights, patents and applications therefor. If the Work Product includes previously developed items, Service Provider hereby grants City of Sturgis an unrestricted, royalty-free, perpetual, irrevocable license to make, have made, use, market, import, distribute, copy, modify, prepare derivative works, perform, display, disclose, sublicense and otherwise exploit such previously developed items. Submitting Party hereby irrevocably waives (and to the extent necessary, has caused its employees, service providers and others to waive) all rights under all laws (of the United State and all other countries(now existing or hereafter permitted, with respect to any and all purposes for which the Work Product may be used, including without limitation: (a) all rights under the United States Copyright Act, or any other country's copyright law, including but not limited to, any rights provided in 17 U.S.C. 106 and 106A; (b) any rights of attribution and integrity or any other "moral rights of authors" existing under statutory, common or any other law. At no additional charge, Service Provider agrees to execute all papers (including assignments) and do all things required in order to evidence, perfect, obtain, protect, defend, convey and enforce the rights of the City of Sturgis in the Work Product.

www.sturgis-sd.gov

www.facebook.com/cityofsturgis



"In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, age, disability, religion, sex, familial status, sexual orientation, and reprisal." (Not all prohibited bases apply to all programs.)

Attachment A

Guidelines

COLOR PALLET:

<p>PRIMARY COLOR BLACK</p> <p>HEX #000000 RGB 0 0 0 CMYK 0 0 0 100 PANTONE BLACK</p>	<p>SECONDARY COLOR ROYAL</p> <p>HEX #033059 RGB 3 48 89 CMYK 100 86 38 31 PANTONE 7693 C</p>
<p>PRIMARY COLOR WHITE</p> <p>HEX #FFFFFF RGB 255 255 255 CMYK 0 0 0 0 PANTONE WHITE</p>	<p>SECONDARY COLOR BLAZE</p> <p>HEX #C24540 RGB 194 69 64 CMYK 17 87 78 6 PANTONE 7416 C</p>
	<p>SECONDARY COLOR LIGHTNING</p> <p>HEX #F2B805 RGB 242 184 5 CMYK 5 28 100 0 PANTONE 141 C</p>

www.sturgis-sd.gov

www.facebook.com/cityofsturgis



"In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, age, disability, religion, sex, familial status, sexual orientation, and reprisal." (Not all prohibited bases apply to all programs.)

SPACING REQUIREMENTS:



SPECIAL SPACING NEEDED:
CLEARANCE IS 1.35 TIMES
THE X HEIGHT OF THE
WORDMARK.

www.sturgis-sd.gov

www.facebook.com/cityofsturgis



"In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, age, disability, religion, sex, familial status, sexual orientation, and reprisal." (Not all prohibited bases apply to all programs.)

USE/MISUSE:

- Don't add visual effects like a drop shadow
- Don't mirror, reverse change angle or orientation
- Don't add an image overlay
- Don't fill in the negative space
- Don't use in any color other than black or white
- Don't change fonts in any way
- Don't change the shape of the logos
- Don't add or replace words
- Don't place the logo on top of complicated patterns or photos
- Don't place the logo as a part of any lock ups/compositions
- Don't remove or alter in any way the IP marks on the provided logo files

www.sturgis-sd.gov

www.facebook.com/cityofsturgis



"In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, age, disability, religion, sex, familial status, sexual orientation, and reprisal." (Not all prohibited bases apply to all programs.)

Attachment B

City of Sturgis Intellectual Property

Brand Marks

STURGIS S



STURGIS - THE RIDE. THE ROAR. THE RALLY.
THE RIDE. THE ROAR. THE RALLY.™

S STURGIS



STURGIS S THE RIDE. THE ROAR. THE RALLY.



WORDMARK

STURGIS™

STURGIS 81 S THE RIDE. THE ROAR. THE RALLY.



STURGIS 82 S THE RIDE. THE ROAR. THE RALLY.



83



STURGIS 2023 RALLY 83 S THE RIDE. THE ROAR. THE RALLY.



Heritage Marks

Black Hills Motor Classic Sturgis Rally & Races Black Hills S.D. ©



75th Sturgis Motorcycle Rally 1938-2015 ©

75th Sturgis Motorcycle Rally © & Design Mark



2016 76th Sturgis Motorcycle Rally Est 1938 © & Design Mark



The Legend Lives On 77th Est. 1938 Sturgis Motorcycle Rally 2017 © & Design Mark



Est. 1938 78th Sturgis Motorcycle Rally 2018 © & Design Mark



79th Sturgis Motorcycle Rally 2019 Since 1938 The Legend Lives On © & Design Mark



80th Sturgis Black Hills Rally 2020 Est. 1938 The Legend Lives On © & Design Mark



80th City of Sturgis Est. 1938 Motorcycle Rally



Take the Ride to Sturgis ©

The Legend Lives On ©

Sturgis Bike Week ©

Spirit of Sturgis ©

City of Sturgis Script



City of Riders Sturgis



www.sturgis-sd.gov

www.facebook.com/cityofsturgis



"In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, age, disability, religion, sex, familial status, sexual orientation, and reprisal." (Not all prohibited bases apply to all programs.)