Ron Martin's
SOUVENIR BIKER'S POCKET GUIDE®

Volume 18 • Issue 3
Sturgis, SD • USA

UNCLE KRACKER • NIGHT RANGER
JOE NICHOLS • KENTUCKY HEADHUNTERS

COPTER RIDES • RIDE-THRUBAR
THE WALL THAT HEALS • WALL OF DEATH
ZIP LINE • SQUID WHEELIES

BROKEN SPOKE CAMPGROUND
79 NORTH • STURGIS, SD!

World's Largest Biker Pool!

72ND Sturgis®
MOTORCYCLE RALLY
August 3-12

Local Area Maps & Event Guide
4 STEPS

STEP 1: INTAKE & EXHAUST

Visit us during Sturgis Rally 2012
Mon. Aug. 6th - Sun. Aug. 12th
1535 Lazelle Street

S&S® Cycle, Inc. • Viola, WI • sscycle.com

TWISTED TEA®

True Iced Tea Taste

Come out and be a little Twisted at all of our Rally Tea Bars and be on the lookout for the
Tea Baggin' Wagon!
Thoughts from the Publisher

Welcome to Sturgis, the Black Hills, Badlands, Deadwood and all points in between!

I want to thank Broken Spoke for the front cover, and thanks to Glencoe for the back cover. Broken Spoke is having awesome concerts, Uncle Kracker, Night Ranger and Miss Broken Spoke - $5,000 girls. That can buy a lot of shoes! Full Throttle Saloon has an awesome line-up. Mark Farner from Grand Funk Railroad – all you hippies take note! Travis Tritt and Tanya Tucker for you country folks! To top it off as always, Jackyll on Thursday. Across the street, Jay Allen Road Show presents ThunderDome! He’s got Paul Tutuill, Sr bike unveiling, S&S Night and all kinds of stuff – you never know what or who you will see, or what will happen – you gotta be there.

Glencoe Camp Resort is having concerts – Shooter Jenning, Fuel, Blue Oyster Cult, among others. And they have a pretty cool night parade – ’Nuff said. Sturgis Saloon has some great entertainment, too. Firehouse, Warrant, Sick Puppies, among others. Also, Opie from Sons of Anarchy. They have a full menu for the Rally.

Movin’ on down the street is the Side Hack Saloon – the only ladies and gentlemen club in Sturgis. Also now a full liquor bar, and home of Gunners Lounge – yeah baby! Side Hack also has a breakfast that rocks – starting at 6am. A little further up the street is One Eyed Jacks Saloon where the girls are!!!! And yes, they are! From all over. They have a full menu – the best steaks in town! Jackpine Gypsies – if it wasn’t for these guys, we wouldn’t be here. You gotta see these guy goin’ up the hill. A little trip down to Deadwood is pretty cool. Da Bus has a new double decker bus – Yahoo! That’ll be a party going down the hills. Remember – it’s a lot cheaper to take Da Bus than to pay the cops! Taking a trip out of town – if you are going to Devil’s Tower, stop by Dime Horseshoe – try the Burnout Wednesday. You can get your oil changed next door at Deluxe Harley-Davidson. You can probably use that by Wednesday with all the riding you will be doing!

Now, let’s talk about the need for speed. Chris of Cycle Solutions will make your bike go really fast! Also stop by and see Crane Cams and S&S Motors and see all the products they have – awesome display.

Keep an eye out for the Tea Baggin Wagon – Twisted Teas! Yeah! Say hi to Bill (he’s probably driving it).

Charities – Serenity House, Legends Ride, Mayor’s Ride and Kids in Chrome. All these are good charities and the money really goes to the charity.

I want to thank Thunder for the awesome maps. Thanks to Linda for her magic fingers, Mike for putting me together, Matt and Becky for putting me up, Marlene for feeding me, and Frank, Jane (a/k/a Lovey) and Hank for getting me out on time and delivered. You’re all the best.

Tell the Advertisers that you saw them in the Pocket Guide because we are advertiser supported. And don’t forget - We are available online and available prior to the Rally so you can see what is happening before you leave your home to come here. You can actually plan what you want to do during your stay.

If you want to take advantage of an excellent opportunity to get your name out – give us a call at 386-323-9955 and we will put an advertising package together that fits your budget and your needs.

In closing – my usual speech. Don’t be draggin’ revving your pipes, cause you’ll get a ticket and free room and board. I hear the food is very good. If you’ve had too much to drink, park your bike and get a taxi home. Or – take “Da Bus.”

Think before you drink. Don’t leave your drinks unattended. It’s not the bartenders job to babysit your drinks. Take care of your bartenders and servers. They work real hard to make your vacation unforgettable. Have a safe Rally. Remember – rubber side down, shiny side up.

PS – Lots of love to Ronnie and Robin

~ Ron Martin
SOUVENIR BIKER'S POCKET GUIDE FOR STURGIS® 72nd MOTORCYCLE RALLY 2012

This list of events is compiled from various sources and all dates & times are tentative & subject to change. The Souvenir Biker's Pocket Guide for STURGIS Motorcycle Rally® 2012 is published by Biker's Pocket Guide, Inc., P.O. Box 265087, Daytona Beach, FL 32126. Phone: (386) 323-9955. Publisher: Ron Martin. We are on the web at: www.bikerspocketguide.com. Events in this Guide begin Aug. 5th and end Aug. 14th. The following are listings of merchant and advertiser names and addressees who are participating in Sturgis Motorcycle Rally® 2012 festivities. Updated 07/22/12. ©2000-2012 Biker's Pocket Guide, Inc. All rights reserved. Biker's Pocket Guide, Inc., its Publisher, Agents & Advertisers do not necessarily condone any activities or advertisement listed in this Guide. The Publisher and its officers, employees, agents, volunteers, and sponsors are not responsible for any loss or damage which might be associated with patronage of any party named in this publication, and is not responsible for any Act of God such as inclement weather, fire, flood, natural or man-made disaster, etc., that are out of the control of the Publisher, which affect the publishing of this guide. Finally, no scanning or copying without the permission of the Publisher. This stuff is copyrighted! Understand...?

We are Bikers who publish a magazine, not Publishers who own Motorcycles!
Advertisers Index

Broken Spoke Campground – Sturgis, SD. Hwy 79 North just past Bear Butte State Park.
BrokenSpokeCampground.com

Crane Cams – cranecams.com

Cycle Solutions – 3585 S 600 E, Hartford City, IN 47348, (765) 768-6000; (765) 730-1646,
CycleSolutionsOnline.com

Da Bus – Sturgis, SD. SturgisBus.com

Deluxe Harley-Davidson of Sundance – Serving Casper, Gillette & Sundance. Our Harley Hotline is available 24 hours a day (307) 680-4310.
DeluxeHD.com.

Dime Horseshoe Bar – 111 N. 3rd St, Sundance, WY 82729. (307) 283-2575

Full Throttle Saloon - 12008 SD Hwy 34, Sturgis, SD. (605) 423-4584.
FullThrottleSaloon.com

Glencoe Camp Resort - P O Box 999, 20555 Glencoe Drive, Sturgis, SD 47785. (800) 272-4712.
GlencoeCamp.com


Iron Horse Campground – 20446 Sturgis Rd, Sturgis, SD 57785, (877)700-4736.
IronHorseCampground.com

Jay Allen's Road Show at the Thunderdome – Thunderdome Enterprises. 12976 SD Hwy 34, Sturgis, SD.
ThunderdomeSturgis2012.com

Jackpine Gypsies - 868 E Main, Sturgis, SD

Kids & Chrome – (605) 892-4101, KidsandChrome.com

Kimmy Cruz – KimmyCruz.com

The Knuckle Saloon - 931 - 1st St, Sturgis. (605) 347-0106.
TheKnuckle.com.

LegendsRide.com – (605) 347-9000

Lone Star Rally – (832) 437-2318, LoneStarRally.com

No Name City – 20899 Pleasant Valley Dr, Sturgis, SD. (605) 347-9169, NoNameCity.com

Outer Banks Harley-Davidson – 8739 Caratokek Hwy, Harbinger, NC. (252) 338-8866.

One Eyed Jacks - 1304 Main Street, Sturgis, SD. (605) 423-4120,
OneEyedJackSaloon.com

S&S Cycle, Inc. - 14025 Cty Hwy G, P O Box 215, Viola, WI 54664, (608) 627-0217,
SSCycle.com

Shade Valley Camp Resort – 12002 Buffalo Rd, Sturgis, SD 57785, (605)347-5556,
ShadeValley.com

Side Hack Saloon – 1027 Lazelle, Sturgis, SD. (605) 347-2828, SturgisSideHack.com

Solar Tattoos - Solar-tattoos.com

TheThunderZone – (843) 222-0327.
TheThunderZone.com

Twisted Teas – Twisted Tea Brewing Company, Cincinnati, OH
WEEKLY

Alcoholics Anonymous Meeting/Breakfast – Sturgis AA, 1222 Junction Avenue, Breakfast at 8a-10a daily; meetings at 8a/11a/2p/5p/8p.

AMD World Championship of Custom Bike Building 2012 – Industry VIP Party in association with Big Bike Europe. Sunday 8/5 from 7:30p, Lazelle & 3rd, Sturgis. Please use the Main entrance. 7:30p – Food & Beverages Served. 8p – Class of 2012 Competitor Photo. Your chance to see the 2012 World Champs bike and network with builders, industry colleagues and the media. Please have a business card with you for free entry to this trade-only event.

Biketoberfest 2012 – Join us on October 18&19, 2012 at Destination Daytona, home of Bruce Rossmeyer’s Daytona Harley-Davidson, the World’s Largest Harley-Davidson Dealership. Featuring Tali De Mar, Miss G-String International. Partner your brand, along with Playboy.com and Twisted Tea, with the event your customers will be attending. Call today! (772) 905-7878

Broken Spoke Campground – 600 acres of fun. World’s largest Biker Pool with Live music every day. Hot tubs & Tiki Bar. Real Deal Motorcycle Rodeo! Great view of all the happenings with the spectacular backdrop of the Black Hills and Bear Butte! Herds of wild buffalo, elk and deer are frequent sights. 6:30a Broken Spoke Campground Breakfast. Uncle Kracker, Night Ranger, Joe Nichols, Kentucky Headhunters! Copter Rides. The Wall that Heals. Zipline. Drive-Thru Bar. Wall of Death. Squid Wheelies. See Daily listing for bands. Miss Broken Spoke Saloon Contest, August 8-10 – you could win $5,000 – more than $10,000 in prizes will be awarded (see missbrokenspoke.com for details). Located on Hwy 79 North just past Bear Butte State Park. BrokenSpoke-Campground.com

Crane Cams – Motorcycle Performance Parts. H1-4N Ignition, Time Saver Pushrods for Shovelhead. Bolt-In Performance Cams for Twin Cam 96 Engines. Visit us during the Rally at 1535 Lazelle St, 8/6-12, or online at CraneCams.com.

Cycle Solutions, Inc. & Dynojet – Professional Dyno Tuning Center. Fully stocked w/ ‘86 through ‘12 performance parts for all H-D’s! We are a factory authorized full service Lucas oil change facility. Offering While-u-Wait Service & onsite installs on exhaust systems, breathers, fuel injection systems, oil changes, dyno tuning & much more! Factory Authorized Full Service oil change facility. Featuring Lucas oil products, K&N, NGK, lubricants, air & oil filters, spark plugs, drain plugs. We are located on 5th and Lazelle with Barnett Clutch. Call anytime (877) 871-0053. We’re home at 3585 S 600 E, Hartford City, IN. CycleSolutionsOnline.com

Da Bus – Best Damn Party on Wheels! New double-decker bus from the Knuckle to Deadwood and back!!! We provide shuttle service to all major locations (see our map).

Deluxe Harley-Davidson of Sundance – Home of the $49.95 Oil Change. On your way to Devil’s Tower, stop and get an exclusive Sundance HD T-Shirt! Serving Casper, Gillette & Sundance. Call our Emergency Hotline - available 24 hours a day. (307) 680.4310; 3300 Conestoga Dr, Gillette, WY; 220 Main St, Sundance, WY; and 831 N. Glenn Road, Casper, WY.

Dime Horseshoe Bar – Home of Burnout Wednesday. Open Daily at 10 am. 111 N. 3rd St, Sundance, WY 82729. (307) 283-2575

Full Throttle Saloon - So much to see! So much to do! So much to eat! So much to hear! 6:30a daily – All you can eat Biker Breakfast Buffet. Be part of the Full Throttle
Reality Show airing this fall on TruTV. Wet T Contests, hangover contests, Tattoo Giveaways, and Burnout Pit. Globe and Wall of Death. Best Redneck Tattoo contests, beer belly contests. Mechanical Bull Riding daily. Best Butt Contests, Flaunt Fashion Show, Air Guitar Contests! 4p-5p daily – free Beer Happy Hour, sponsored by Budweiser! Miss Full Throttle contest 8/6-8 - $5,000 prize! 12008 SD Hwy 34, Sturgis, SD. (605) 423-4584. FullThrottleSaloon.com

Glencoe Camp Resort – It’s party time again and the Pavilion is where it’s at!!! From pup tents & pop-ups to Prevosts – our campers are what makes Glencoe the best!! Full Menu Restaurant. All-u-can-eat breakfast buffet. Champagne/Mimosas & Bloody Marys (8a-11a daily); 16 oz steak-n-bake dinner nightly (choice of New York, Rib Eye, or baseball cut Sirloin) – with all the trimmings! $1 Happy Hour Daily, beaches, camping, full RV hook-ups, cabins, 3 stages of FREE LIVE MUSIC nightly – Monsters of Rock, Shooter Jennings, Foghat, John Michael Montgomery, Blue Oyster Cult, Euei! Award winning Texas BBQ in several locations, food and drink specials announced hourly. T-shirt giveaways and contests daily. Pool Tables – Dart Boards and the Hottest Barmaids around! Free vendor village. Come early – party late!!! P O Box 999, 20555 Glencoe Drive, Sturgis, SD 47785. (605) 347-4712 - (800) 272-4712. Glencocamp.com

HogGaiters – Original Waterproof! New Sturgis location – 1068 Main St. Our home base is 26 Circle Dr, Springfield, IL 217.585.1500, e-mail Doc@HogGaiters.com.

Iron Horse Campground – Cabin rentals, Da Bus shuttle service to surrounding area available. Live entertainment nightly 8:30-midnight, along with a happy hour, 5p-7p, half price. Karaoke – 5-8p daily. RV Park, large spaces (up to 80’x30’), Tent sites, clean shower facilities. Cabins. 20446 Sturgis Rd, Sturgis, SD 57786, (877)700-4766, IronHorseCampground.com

Schedule of Events (cont.)


Jackpine Gypsies Headquarters – We’re the Granddaddy of ‘em all! We warmly invite you to join us in our celebration of American Racing. With 5 different types of racing, there’s something for everyone. Historic racing, great food, fun merchandise and life long memories with family and friends awaits you. Join the Historic Jackpine Gypsies Motorcycle Club! 8/6 @10a – Amateur climb, $1500 purse; 8/10 @10a pro Hill Climb, $5500 purse. 868 E Main, Sturgis, SD. (605) 347-8613. jackpinegypsies.com

Kids and Chrome – Kids & Chrome 2012 – Join industry leaders and friends at the 2012 Kids & Chrome – Rally for a Reason – Gala on Sunday 8/12 at the Legendary Buffalo Chip Garden at the Event Center. 132nd Ave East Gate. For more information, call (605) 892-4101, or vision KidsAndChrome.com.

Kimmy Cruz – Look no more, in need of one of the best promoters, photographer, bartender and model of the motorcycle world. Angel of fire. I’ll be at the Glencoe Campground every day.

The Knuckle Saloon - World Famous! You gotta see this place! We’re the best part in Sturgis. 931 - 1st St, Sturgis. (605) 347-0106. TheKnuckle.com.

Lone Star Rally – Come see us in Galveston, TX, 11/1-4. Free admission, great food, lots of free live music on two stages! Beautiful venue. Fun, fun & more fun! All Star Tattoo Artists, top vendors and much more! For hotel deals and event info contact us at (832) 437-2318, or visit LoneStarRally.com.

Legendsride.com – 5th Annual. Kick start your Sturgis Rally with the Ride that Rocks! Join celebrities, world-class bike builders, cigar afficionados and other special guests on a stunning 50 mile ride from historic Deadwood to the legendary Buffalo Chip for the Legends Ride finale.
Schedule of Events (cont.)

Visit us online, LegendsRide.com, or at (605) 347-9000.

Mayors Ride - Ride with the Sturgis Mayor, a Benefit Ride for the Sturgis Volunteer Fire Department. Cost: $150 per Rider + Tax ($161.25). Lunch hosted by Sturgis Mayor. Participants must be 21 or older. Participants will receive a Mayor’s Ride Souvenir Gift Pak including a limited edition decanter of Jack Daniel’s Single Barrel wrapped with the Sturgis Mayor’s Ride medallion; limited edition 2012 Jack Daniel’s Tour Mayor’s Ride t-shirt; 2012 - 10th Annual Sturgis Mayor’s Ride pin; 2012 Jackpine Gypsies commemorative pin, plus other collectibles from each of the 2012 Mayor’s Ride Corporate Sponsors.

No Name City – The only place to stay while you visit Sturgis! RV, Cabins & Camping. Swimming pool, indoor & outdoor Jacuzzi, free wi-fi, game room, business center, two laundromats, Restaurant open during Rally. Shuttle Bus Service to Sturgis during the Rally and Private Parties. Exit 34, South side I-90, ¾ mile – follow the signs. 20899 Pleasant Valley Dr, Sturgis, SD, (605)347-9169, Sturgis-camping.com and Camping@nonamecity.com.


S&S Cycle, Inc. – Where there’s smoke, there’s Power! S&S is the World’s leading manufacturer of hi-performance products for American V-Twin motorcycles. We’ve been in business since 1958 and we’re still delivering “Proven Performance” – and not just blowing smoke! Ask us about our 4 steps to Performance. Visit us at 1535 Lazelle Street 8/6-12, or find us at home, 14025 Cty Hwy G, P O Box 215, Viola, WI 54664, (608) 627-0217, S&SCycle.com.


Thunder Zone – Your Bike, custom drawn by Thunder. B/W 11x17 original pen & ink sent to you ready to frame. Drawn “Thunder-style” or realistic. For info call (843) 222-0327, or visit TheThunderZone.com.

Twisted Tea – True Iced Tea Taste. Come out and be a little “twisted” at all of our Rally Tea Bars and be on the lookout for the TEA BAGGIN’ WAGON!
Schedule of Events (cont.)

Key:
BC = Buffalo Chip
ERS = Easy Riders Saloon
FTS = Full Throttle Saloon
GCR = Glencoe Camp Resort
IHCG = Iron Horse Campground
JAT = Jay Allen's Thunderdome
JPG = Jack Pine Gypsies
OEJ = One Eyed Jacks
SHS = Side Hack Saloon
SSC = Sturgis Saloon Company
SVC = Shade Valley Camp Events
TKS = The Knuckle Saloon

Friday, August 3
Hellzapoppin Side Show, SSC
11a – Blue Moon Swamp, SSC
11a-8p - Sturgis Tattoo Expo 2012, GCR
3p – Aultimate Ozzy, SSC
3p – Dan Lawson, SSC
3p – Don Ray Band, SSC
5p – Glass Onion, TKS
5p-8p – Karaoke, IHCG
6p – Arch Allies, SSC
7p, 9p, 11p – Joe Santana, JAT
7p – Jared Blake, SSC
7p – Slick Willie, SSC
8p – Fanatazzmo, OEJ
8:30p-12:30a – Blue 88, IHCG
9p – Dogs Without Sweaters, TKS
10p – Monsters of Southern Rock, SSC
11p – Ryan Rolando, SSC
11p – Dom Wier, SSC

Saturday, August 4
11a – Aultimate Ozzy, SSC
11a – Brock Finn, TKS
12n – Slick Willie, SSC
12n-3p – One Man Band, FTS
12n-3:30p – Outer Space Real Estate, SHS
3p – Aultimate Ozzy, SSC
3p – Dan Lawson, SSC
3p – Don Ray Band, SSC
4p-7:30p – Blue 88, SHS
5p – Glass Onion, TKS
5p-8p – Karaoke, IHCG
5p-9p – Rumblejets, FTS
6p – Arch Allies, SSC
7p – Dom Wier, SSC
7p, 9p, 11p – Ryan Rolando, JAT
7p – ZZ-3, SSC
8p-close - 4th Floor, SHS
8p-2a – Five 13 Band, OEJ
8:30p-12:30a – Joe Santana, IHC
9p – Dogs Without Sweaters, TKS
10p – Shooter Jennings, SSC
10p – Bad Company’s Brian Howe, FTS
10:30p – Shinedown, BC
11p – Jared Blake, SSC
11p – Jasmine Cain, SSC
12m – Miss Full Throttle Saloon Contest, round 1

Sunday, August 5
10a – Michael Lichter/Sugar Bear Free Ride, JAT
10a-2p – Lingerie Theme Day! FTS
11a – The White Buffalo, SSC
11a – Brock Finn, TKS
12n – Blue Moon Swamp, SSC
12n-3p – One Man Band, FTS
12n-3:30p - 4th Floor, SHS
1p – Adams Eve, TKS
2:30p – CIRCUS UNA, JAT
3p – ZZ-3, SSC
3p – Slick Willie, SSC
3p – Don Ray Band, SSC
4p-7p – Joe Santana, FTS
4p-7:30p – Great Outdoors, SHS
5p – Wrench, TKS
5p-8p – Karaoke, IHCG
5p-9p – Superfly Redneck, FTS
7p – Ryan Rolando, SSC
7p,10p – Farrell Webber Band, JAT
7p – Dom Wier, SSC
7p – Foghat, SSC
Look for the newest attraction to Sturgis: the Double Decker Bus! It can be found at the Knuckle Saloon. Also, watch for the Deadwood to Sturgis & Back Bus daily.
THE BROKEN SPOKE CAMPGROUND.
PURE ADRENALINE.
PURE STURGIS

Night Ranger
Aug. 5th

Uncle Kracker
Aug. 6th

Joe Nichols
Aug. 8th

Kentucky Headhunters
Aug. 7th

Copter Rides

The Wall that Heals

Zip Line

Ride-Thru Bar

Wall of Death

Squid Wheelies

World’s Largest Biker Pool

$5,000 GRAND PRIZE!

JACK SH*T (EMCEE)

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WARRANT
BLACKBERRY SMOKE
SICK PUPPIES
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See Schedule of Events for Details.
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FULL LIQUOR & EVERY DOMESTIC
IMPORT BEER YOU CAN THINK OF!

RALLY SCHEDULE

Thursday, Aug. 2nd, 2012
8pm - Close
Fantazzmo - Rock n Roll
Free Admission

Friday, Aug. 3rd, 2012
8pm - Close
Fantazzmo - Rock n Roll
Free Admission

Saturday, Aug. 4th, 2012
8pm - 2am
FIVE 13 Band - Rock n Roll
Official FINAL TOUCH
LEATHER DAY - Vendor expo
Free Admission

Sunday, Aug. 5th, 2012
8pm - 2am
FIVE 13 Band - Rock n Roll
Official Eagle Lake
Glass Day - Vendor expo
Free Admission

Monday, Aug. 6th, 2012
8pm - 2am
FIVE 13 Band - Rock n Roll
Official Pink 629 Day - Vendor expo
Free Admission

Tuesday, Aug. 7th, 2012
8pm - 2am
FIVE 13 Band - Rock n Roll
Official Bionic Band Day - Vendor expo
Free Admission

Wednesday, Aug. 8th, 2012
8pm - 2am
FIVE 13 Band - Rock n Roll
Official Affiliation Day - Vendor expo
Free Admission

Thursday, Aug. 9th, 2012
8pm - 2am
FIVE 13 Band - Rock n Roll
Official Inferno USA Day - Vendor expo
Free Admission

Friday, Aug. 10th, 2012
8pm - 2am
FIVE 13 Band - Rock n Roll
Official AZZKIKR Customs Motorcycle Day
Free Admission

Saturday, Aug. 11th, 2012
8pm - 2am
FIVE 13 Band - Rock n Roll
Official Elite
Extensions Day - Vendor expo
Free Admission

FOLLOW THE CROWDS! THE BIGGEST PARTY ON MAIN STREET!
Sturgis, SD
Full Throttle Saloon 2012

Bad Company's Brian Howe Saturday

Grand Funk Railroad's Mark Farner Sunday

Travis Tritt Monday

Cinderella special guest Sebastian Bach Tuesday

Tanya Tucker special guest Colt Ford Wednesday

Jackyl Thursday

Molly Hatchet Friday

For more information about events at Full Throttle Saloon go to: www.fullthrottlesaloon.com
SIDE HACK SALOON

FULL LIQUOR BAR!
New Home of GUNNER’S LOUNGE
“Keepin’ em wet since 1965”
LIVE ADULT ENTERTAINMENT
(NO COVER CHARGE)
A SPECIAL THANK YOU TO ALL OUR ACTIVE DUTY MILITARY AND OUR VETERANS!
Owned and Operated by an Iraq Veteran

3 LIVE BANDS DAILY!
(NOON TIL 2:00am - NO COVER CHARGE)

HOME COOKED BREAKFAST, LUNCH & DINNER
PLENTY OF BIKE PARKING
FAMOUS CUSTOM RETRO T-SHIRTS
ICE COLD AIR CONDITIONING

1027 LAZELLE STREET - STURGIS, SD
SturgisSideHack.com
(605) 347-2828

LADIES & GENTLEMEN’S CLUB
WET T-SHIRT CONTESTS DAILY!
*See schedule of events for full details.
BAR OPEN DAILY UNTIL 2AM

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PICK UP YOUR JACKPINE GYPSIES PATCHES & PINS HERE!
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V-Twin Tuning Specialists
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We are located on 5th and Lazelle with Barnett Clutch
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oil changes, dyno tuning & much more!

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All our guides are digitally crafted by our team of pro’s, built with speed and printed at an extremely high quality.

The Biker’s Pocket Guide® is proudly written, produced and printed right here in the good ‘ol USA... ya baby!

We are a proud member of the National Bikeway Vendors, Daytona Mainstreet Merchants & the South Dakota Retailers Associations.
Schedule of Events (cont.)

Monday, August 6

Legends Ride
8a – Annual Sturgis Mayor’s Ride
10a – Amateur Climb, $1500 purse, JPG
10a-2p – You Little Devil Theme Day, FTS
11a – Dan Lawson, SSC
11a – Brock Finn, TKS
12n – The Horse Backstreet Chopper Bike Show, FTS
12n – ZZ-3, SSC
12n-3p – One Man Band, FTS
12n-3:30p – Great Outdoors, SHS
12n-4p – Superfly Redneck, FTS
1p-4p – Ultimate Biker Contest, FTS
3p – Cash’d Out, SSC
3p – Joe Santana, SSC
4p-7p – N.F.L., FTS

4p-7:30p – Blue 88, SHS
5p – Wrench, TKS
5p – Silver Bullet Band, JAT
5p-8p – Karaoke, IHCG
5p-9p – Rumblejets, FTS
7p – Righteous Rectifiers, SSC
7p – Farrell Webber Band, JAT
7p – Warrant’s Cherry Pie Tour, SSC
7p – The White Buffalo, SSC
8p – WMDRA Rev-Up the Rally/Top Fuel Bike Light-Up, JAT
8p-9p – Scarlet Haze, FTS
9p-10p – Koltby Gray, FTS
8p-close - 4th Floor, SHS
8p-12m – Five 13 Band, OEJ
6p-2a – Five 13, OEJ
8:30p-12:30a – Eddie James, IHCG
9p – Farrell Webber Band, JAT
9p – Randall Swarte Band, TKS
10p – Hottest Sturgis Bartender Championship, JAT
10p – Travis Tritt, FTS
10p-2a – Blandini, FTS
10:30p – Journey, BC
11p – Jared Blake, SSC
11p – Dan Lawson, SSC
12m – Miss Full Throttle Saloon Contest, Round 2

Tuesday, August 7

MILITARY APPRECIATION DAY
10a-2p – Go Team Throttle Theme Day, FTS
11a – The White Buffalo, SSC

11a – Brock Finn, TKS
12n – Paul Yaffe Bagger Nation Bike Show, FTS
12n – Dan Lawson, SSC
12n-3p – Randy McAllister, FTS
12n-3:30p – Blue 88, SHS
12n-4p – N.F.L., FTS
1p – George and the Jungle Joes, TKS
1p – Leaving Eden, JAT
1p-4p – America’s Ultimate Biker Contest, FTS
2p – Rolling Thunder Ride from Ellsworth AFB
2:15p – WWII Veteran Honor Ceremony, VIP Tent-City of Riders Expo Tent
3p – B-1 flyover of Sturgis Main Street
3p – Blackberry Smoke, SSC
3p – Leaving Eden, JAT
3p – Slick Willie, SSC
3p – Eclipsed Unplugged, SSC
4p-7p – Rumblejets, FTS
4p-7:30p – Great Outdoors, SHS
5p – Extreme Sport Fighting, TKS
5p – Leaving Eden, JAT
5p-8p – Karaoke, IHCG
5p-9p – Joe Santana, FTS
5:30p – Craig Morgan – City of Riders USO Party
6p – Blue Oyster Cult, SSC
7p – Jared Blake, JAT
7p – Josh Weinbrenner, SSC
7p – Cash’d Out, SSC
7p – Lucas Hoge, SSC
8p-10p – Blandini, FTS
8p-close - 4th Floor, SHS
6p-2a – Five 13, OEJ
8:30p-12:30a – Double Edge, IHCG
9p – Liquid Blue, TKS
9p – Jared Blake, JAT
9p – Jasmine Cain, SSC
10p - Cinderella w/Sebastian Bach, FTS
10p-2a – Northern Comfort, FTS
10:30p – Boston, BC
11p – Righteous Rectifiers, SSC
Schedule of Events (cont.)

Wednesday, August 8
Colt Ford, FTS
10a – Rumble in the Hills Pro Hill Climb, JPG
10a – Matt Olsen Old Iron Put Free Ride & Picnic & Vintage Ride-in Bike Show, JAT
10a – Pappy Hoel Memorial Ride, FTS
10a-2p – She’s Country Cute Theme Day, FTS
11a – Brock Finn, TKS
11a – The White Buffalo, SSC
12n – Dan Lawson, SSC
12n-3p – NFL, FTS
12n-3:30p - 4th Floor, SHS
12n-4p – Superfly Redneck, FTS
1p – II Amendment, TKS
1p – Leaving Eden, JAT
1p-2p – Vintage Ride-In Bike Show Registration (1984 & Older), JAT
3p – Blackberry Smoke, SSC
3p – Big Jim and the Whiskey Benders, SSC
3p – Leaving Eden, JAT
3p – Slick Willie, SC
4p-7:30p – Wicked Whiskey, SHS
5p – Vintage Ride-In Bike Show Awards, JAT
5p – Extreme Sport Fighting, TKS
5p – Leaving Eden, JAT
5p-8p – Karaoke, IHCG
5p-9p – Blandidi, FTS
6p – The Kentucky Headhunters, SSC
7p – Cash’d Out, SSC
7p – Ryan Rolando, JAT
7p – Josh Weinbrenner, SSC
7:30p – Orange County Choppers, Paul Teutul Sr unveils new bike for American Chopper, JAT
8p – Celebrity Art – Charity Auction, JAT
8p-10p – Kolby Gray, FTS
8p-close – Great Outdoors, SHS
8p-12m – Joe Nichols, BSSC
8p-2a – Five 13, OEJ
8:30p-12:30a – Outer Space Real Estate, IHCG
9p – Liquid Blue, TKS
9p – Celebrity Baker Drivetrain Smoke-Down Show-Down, JAT
9p – Ryan Rolando, JAT
10p – Tanya Tucker, FTS
10p – Rolling Thunder Tribute – Tribute Motorcycles, JAT
10p – Re-Cycle Bike (Brass Balls) – Armed Forces Give-a-Way, JAT
10p – Hairball, SSC
10p-2a – Blackfoot, FTS
10:30p – Eric Church, BC
11p – Ryan Rolando, JAT
11p – Righteous Rectifiers, SSC
11p – Farrell Weber, SSC
12m – America’s Ultimate Biker Contest, FTS

Thursday, August 9
10a – Salute to the Troops, Ride to Fort Meade, JAT
10a-2p – Support the Troops Theme Day, FTS
10a-2a - 11th Annual Full Throttle Saloon’s Biker Ball
11a – Brock Finn, TKS
11a – Salute to the Troops, Ft Meade Ride-In Bike Show, JAT
**Schedule of Events (cont.)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Venue</th>
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<tbody>
<tr>
<td>11a</td>
<td>Rolling Thunder Tribute Motorcycle Photoshoot/Ft Meade Veterans Hospital, JAT</td>
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<tr>
<td>11a</td>
<td>Slick Willie, SSC</td>
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<td>12n-3p</td>
<td>Randy McAllister, FTS</td>
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<td>12n-4p</td>
<td>Superfly Redneck, FTS</td>
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<td>12n-3:30p</td>
<td>Thirsty Fish, SHS</td>
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<td>1p</td>
<td>Thirsty Thursday FREE Hog Roast, Drag Pipe Saloon</td>
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<td>1p</td>
<td>Pumpin Eythel, TKS</td>
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<td>1p</td>
<td>Lucas Hogue, JAT</td>
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<td>1p-4p</td>
<td>America’s Ultimate Biker contest, FTS</td>
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<td>3p</td>
<td>Jasmine Cain, SSC</td>
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<td>3p</td>
<td>Big Jim and the Whiskey Benders, SSC</td>
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<td>3p</td>
<td>Lucas Hogue, JAT</td>
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<td>3p</td>
<td>Kyle Turley, SS</td>
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<td>4p-7p</td>
<td>One Man Band, FTS</td>
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<td>4p-7:30p</td>
<td>Great Outdoors, SHS</td>
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<td>5p</td>
<td>Lucas Hogue, JAT</td>
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<td>Extreme Sport Fighting, TKS</td>
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<td>5p-9p</td>
<td>Blackfoot, FTS</td>
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<td>5p-8p</td>
<td>Karaoke, IHCG</td>
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<td>7p</td>
<td>Righteous Rectifiers, SSC</td>
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<td>7p</td>
<td>Sick Puppies, SSC</td>
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<td>7p</td>
<td>Broadband, SSC</td>
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<td>8p-10p</td>
<td>Nigel Dupree Band, FTS</td>
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<td>8p-close</td>
<td>Blue 88, SHS</td>
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<td>8p-2a</td>
<td>Five 13, OEJ</td>
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<td>8:30p-12:30a</td>
<td>Jade Monkey, IHCG</td>
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<td>9p</td>
<td>Ryan Rolando, JAT</td>
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<td>Liquid Blue, TKS</td>
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<td>Lynyrd Skynyrd, BC</td>
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<td>11p</td>
<td>Ryan Rolando, JAT</td>
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<td>Mustache Bandits, SSC</td>
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<td>11p</td>
<td>Josh Weinbrenner, SSC</td>
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<td>6p</td>
<td>Gilby Clarke (From Guns N Roses), SSC</td>
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<td>7p</td>
<td>Leaving Eden, JAT</td>
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<td>7p</td>
<td>Big Jim and the Whiskey Benders, SSC</td>
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<td>8p</td>
<td>Rikki Rachtmann, SSC</td>
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<td>8p-10p</td>
<td>Blandini, FTS</td>
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<td>8p-close - 4th Floor</td>
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<td>8p-2a</td>
<td>Five 13, OEJ</td>
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<tr>
<td>8:30p-12:30a</td>
<td>Jade Monkey, IHCG</td>
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<td>9p</td>
<td>Leaving Eden, JAT</td>
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<td>9p-Exit 32, TKS</td>
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<td>10p</td>
<td>Molly Hatchet, FTS</td>
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<td>10p</td>
<td>Fuel, SSC</td>
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<td>10p-2a</td>
<td>Nigel Dupree Band, FTS</td>
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<td>11p</td>
<td>Mustache Bandits, SSC</td>
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<td>11p</td>
<td>Farrell Weber, SSC</td>
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**Friday, August 10**

- 10a-2p – Monster Mash Theme Day, FTS
- 11a – Slick Willie, FTS
- 11a – Brock Finn, TKS
- 12n – Dan Lawson, SSC
- 12n-3:30p – Blue 88, SHS
- 12n-4p – One Man Band, FTS
- 1p – Lucas Hogue, JAT
- 1p – II Amendment, TKS
- 3p – Rev Horton Heat, SSC
- 3p – Lucas Hogue, JAT
- 3p – Righteous Rectifiers, SSC
- 3p – Ryan Rolando, SSC
- 4p-7p – Joe Santana, FTS
- 4p-7:30p – Thirsty Fish, SHS
- 5p – Lucas Hogue, JAT
- 5p – Extreme Sport Fighting, TKS
- 5p-9p – Superfly Redneck, FTS

**Saturday, August 11**

- 11a – Joe Santana, SSC
- 11a – Brock Finn, TKS
Schedule of Events (cont.)

12n-3p – One Man Band, FTS
12n-3:30p – Thirsty Fish, SHS
1p – Blue 88, JAT
3p – Rev Horton Heat, SSC
3p – Slick Willie, SSC
3p – Blue 88, JAT
3p – Dan Lawson, SSC
4p-7p – One Man Band, FTS
4p-7:30p – Wicked Whiskey, SHS
5p – Blue 88, JAT
5p – Extreme Sport Fighting, TKS
6p – Gilby Clarke (from Guns N Roses), SSC
7p – Broadband, SSC
7p – Leaving Eden, JAT
7p – Big Jim and the Whiskey Benders, SSC
8p-close – Outer Space Real Estate, SHS
8p-2a – Five 13, OEJ
8:30p-12m – Karaoke, HCG
9p – Leaving Eden, JAT
9p – Exit32, TKS
10p-2a – Superfly Redneck, FTS
11p – Mustache Bandits, SSC
11p – Leaving Eden, JAT
11p – Ryan Rolando, SSC

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