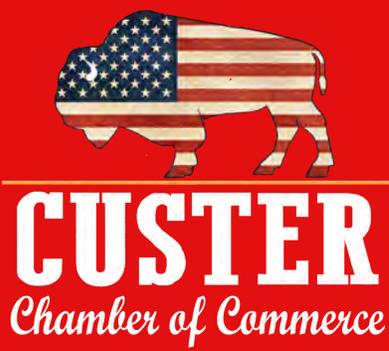


# 2026 SPONSORSHIP OPPORTUNITIES





# 2026

# Sponsorship Opportunities

## 2026 Events Schedule

8th Annual Restaurant Week-February 23-March 1

Annual Spring Fling-April 9

8th Annual Custer Off-Road Rally-June 12-14

Summer Mickelson Trail Trek Reception-June 18

Custer 4th of July Celebrations-July 4

103rd Annual Gold Discovery Days-July 17-19

Mickelson Trail Trek Reception-September 17

Annual Awards Banquet-October 15

Monster Mash- October 24

Christmas Events- December 5

Call or email us with any questions:

Phone: 605-673-2244

Email: [dmurray@custersd.com](mailto:dmurray@custersd.com)

Website: [www.custersd.com](http://www.custersd.com)

# Off-Road Rally



Off-road enthusiasts will love exploring more than 600 miles of trails throughout our area.

The Off-Road Rally will include a Mayor's Ride, Saturday night banquet, a Poker Run, open riding and more!

## Event Details

**Date:** June 12-14

**Time:** throughout the day

**Location:** throughout Custer and the National Forest

## Sponsorship Details

**Premier Sponsor-\$500+**

**Razor Sponsor-\$300**

**Ranger Sponsor-\$200**

**Mule Sponsor-\$100**

# Summer Mickelson Trail Trek Reception

The third weekend in June finds over 250 bike riders joining together to ride the entire 109 miles of the Mickelson Trail.

The Thursday night before the Trek begins, the Chamber provides a welcome reception for all the participants which includes food and a free drink.



## Event Details

**Date:** June 18

**Time:** 4pm-9pm

**Location:** Harbach Park

## Sponsorship Details

**Fat Tire Sponsor-\$300**

**Road Bike-\$200**

**Hospitality Night Sponsor-\$100**

# Restaurant Week



Restaurant Week is a wonderful opportunity to support our participating restaurants!

## Event Details

**Date:** February 23-March 1

**Location:** Participating  
Custer Restaurants

## Sponsorship Details

**Platinum: \$500**

**Gold Sponsor: \$300**

**Silver Sponsor: \$200**

**Bronze Sponsor: \$100**

# Annual Spring Fling Banquet

The Chamber's Annual Spring Fling Banquet is a time to celebrate with friends, co-workers, and the rest of the community before the busy summer season starts.

The Spring Fling is also when the Gold Discovery Days Royalty and Parade Marshals are announced!



## Event Details

**Date:** April 9

**Time:** 5:30-8:30pm

**Location:** TBD

## Sponsorship Details

**Gold Sponsor: \$350** includes 3 free meals

**Silver Sponsor: \$250** includes 2 free meals

**Bronze Sponsor: \$150** includes 1 free meal

# 4th of July



The Custer Chamber of Commerce, partnering with the Custer VFD, VFW, and American Legion present Custer's 4th of July Celebration. Visitors and locals alike can attend the Patriot's Parade, Children's Fair, Flag Ceremonies, fireworks display and more. All events are free and open to the public.

## Event Details

**Date: July 4-5**

**Time: throughout  
the day**

**Location:**

**Downtown Custer  
and Pageant Hill**

## Sponsorship Details

**Liberty Elite \$500**

**Freedom-\$300**

**Patriot-\$200**

**Stars & Stripes-\$100**

# Fireworks Sponsor

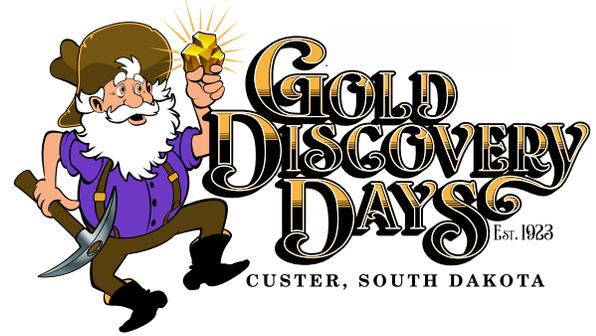
## Fireworks Sponsor:

Fireworks donations are collected at the Chamber to assist in paying for the annual fireworks display



# Gold Discovery Days

## 103rd Annual Gold Discovery Days



To celebrate the discovery of gold, the City of Custer holds the annual Gold Discovery Days festivities! This annual three-day celebration includes a carnival, car show, arts & crafts fair, gold panner race, volleyball tournament, 5K Fun Run/Walk and the largest parade in the Black Hills!



Alice Kelley,  
Mari-Madeline McGee,  
Caylee Dennis, Ella Allen

*Sponsored by:*

**Your Business  
Here!**

**Royalty Banner  
Sponsor-\$70**

### Event Details

**Date: July 17-19**

**Time: throughout the  
day**

**Location: Downtown  
Custer**

### Sponsorship

#### Details

**Motherload-\$500**

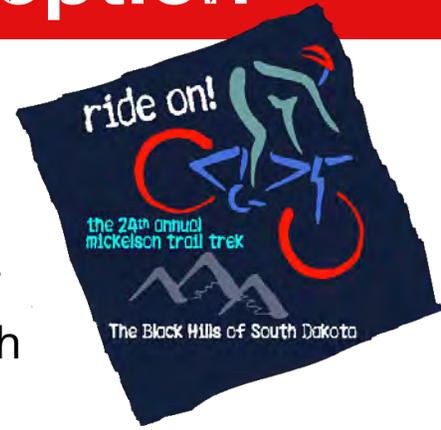
**Gold Panner-\$300**

**Miner-\$200**

**Prospector-\$100**

# Mickelson Trail Trek Reception

The third weekend in September finds 600 bike riders joining together to ride the entire 109 miles of the Mickelson Trail.



The Thursday night before the Trek begins, the Chamber provides a welcome reception for all the participants which includes food and 2 free drinks.

## Event Details

**Date:** September 17

**Time:** 4pm-9pm

**Location:** Mt. Rushmore  
Brewing Company

## Sponsorship Details

**Fat Tire Sponsor-**\$300

**Road Bike-**\$200

**Hospitality Night Sponsor-**\$100

*The Trail Trek takes place September 18-20, 2026*

# Annual Awards Banquet



The Annual Awards Banquet is the premier opportunity to recognize those outstanding businesses and individuals who have made significant impacts in the Custer area. We all come together to honor the award recipients who contribute so much by their dedication and belief in the Custer area. In addition, Chamber members are brought up-to-date about Chamber accomplishments in the past year and view goals for the year ahead.

## Event Details

**Date:** October 15

**Time:** 5:30pm-8:30pm

**Location:** Event Barn in Custer  
State Park

## Sponsorship Details

**Gold Sponsor-**\$350 includes 3 free meals

**Silver Sponsor-**\$250 includes 2 free meals

**Bronze Sponsor-**\$150 includes 1 free meal

# Monster Mash

A fun Halloween themed “Pub Crawl” event with event cups, selfie stations poker run, costume contest, food and fun



## Event Details

**Date:** October 24

**Time:** 4pm- 11pm

**Location:** Downtown Custer

## Sponsorship Details

**Grim Reaper Sponsor-**\$300

**Bare Bones Sponsor-**\$200

**Phantom Sponsor-**\$100

# Christmas Events



The Chamber puts on many events during the Christmas season. Your sponsorship helps with the Christmas Parade and other special events that take place during the holidays that bring our businesses and community together.



## Event Details

**Date:** December 5

**Time:** throughout the day

**Location:** Downtown Custer



## Sponsorship Details

**Santa Sponsor-**\$500

**Rudolph Sponsor-**\$300

**Elf Sponsor-**\$200

**Ornament Sponsor-**\$100