

New Option To Make Your Reservations

Black Hills State University is now offering the opportunity to submit your reservation request and pay for it online. If you wish to submit your request online, go to our webpages (www.bhsu.edu/SturgisRally) and select the Reservation page. Fill in the reservation request form and click "pay online." The reservation request will be forwarded to me automatically and you will be taken to our eMarketplace site where you can enter your credit card information and submit it through the secured Sequoia platform. If you are eligible for our Loyalty program, you will enter the discount code provided on the Loyalty certificate to have the discount applied to your reservation.

We will continue to accept reservations sent to us via fax or US Postal Service just as before. Because of new credit card company regulations, I cannot accept reservations sent by email as email is not a secure platform. Please do utilize fax or USPS to send

your requests if you don't make your reservation online. Your credit card numbers are not retained – that portion of the reservation request is cut off and shredded as soon as your payment is processed. (Your reservation requests are kept secured in a locked file until processed.) You will continue to receive a receipt for reservations sent to me by fax or by USPS, just as you have in the past. You will also receive a receipt for your credit card charge if you make your reservation online.

When you submit a cancellation request, you must include your credit card number (it must be the card with which you originally made the reservation) and expiration date. Your cancellation will be refunded to your credit card just as it is now. The date for cancellations remains July 15 and you must submit your request in writing by that date. Again please submit requests for cancellation by fax or USPS, because I cannot accept them through our unsecured email



platform. (I will accept email notice that a cancellation request is coming via another method and honor the cancellation if the email is received by the deadline.)

We think offering the option to reserve your rooms and submit payment online will make reservations easier for our guests. We will, of course, always accept reservations by US Postal Service mail or by fax (no reservations accepted by email). We thank you for staying with us and look forward to welcoming you to campus for 2013 and future Rallies!

Contact Information

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We Love Our Loyal Guests . . .

...and we designed our Loyalty Discount Program specifically to reward you for returning to stay with us again and again. I'm sure by now you all know the basics of the program – you must have made a reservation at least twice before in your own name, cancellations (with return of payment) do not count towards the two reservations necessary, and you must reserve your room(s) by the deadline each year to receive the discount. The Loyalty Program allows you to take \$50 off the cost of your room for Blocks A or B, or \$100 off the cost of your room for Block C. Take the discount

directly off the cost of the room, before calculating your tax. A certificate is mailed to you with this newsletter when you qualify for the discount; this year the certificate will include a discount code which you can enter online if you choose online payment for your reservation.

A major issue we have noted with the Loyalty Program is that it is time-sensitive and not everyone catches the required date on their certificates. Reservations for the 2013 Sturgis Motorcycle Rally must be mailed or submitted by February 15, 2013 to qualify for the discount.

About BHSU

Black Hills State University, the state's third largest university, enrolls nearly 4,500 students and is located on a spectacular 123-acre campus in one of the most scenic areas of the United States. To find out more visit www.BHSU.edu.

Official Rally Dates and Future Rallies!

73rd Sturgis Motorcycle Rally.....	Aug. 5-11, 2013
74th Sturgis Motorcycle Rally.....	Aug. 4-10, 2014
75th Sturgis Motorcycle Rally (the next BIG anniversary).....	Aug. 3-9, 2015
76th Sturgis Motorcycle Rally.....	Aug. 8-16, 2016

The BHSU Rally Newsletter

Sponsored by Residence Life

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