

The training card you have received encourages VIPs like you to become better acquainted with local tourism businesses in the Black Hills and Badlands region. We hope you use your VIP Training Card to visit and enjoy as many member businesses as possible. Your knowledge and firsthand experience at our member businesses are an asset to both the visitor industry and visitors. Since this is a training program, we ask that you visit early in the season.

Present your VIP Training Card at participating BH&B member businesses and receive the following offers and special deals. Visit BlackHillsBadlands.com/VIPCards for all member-to-member offers.

**VIP Card offers subject to change*

1880 TOWN- SOUTH DAKOTA'S ORIGINAL
FREE admission for cardholder.

1880 TRAIN (1) 1/2 price admission for cardholder. Valid thru Oct 12. Not valid for special events.

ADAMS HOUSE \$2 off admission for cardholder.

AFFORDABLE ADVENTURE TOURS

(1) FREE adult admission for a tour per cardholder. Must call to check availability and arrange pickup. 1 Free Admission per card holder.

BADLANDS NATURAL HISTORY ASSOCIATION

15% off at the Ben Reifel Visitor Center store, Badlands National Park, for cardholder.

BADLANDS TRADING POST (1) FREE ice cream cone or ice treat for cardholder. (Depending on season).

BEAR COUNTRY U.S.A. FREE admission for cardholder only. Not valid for special events.

BELLE JOLI WINERY SPARKLING HOUSE

(1) FREE Estate Flight tasting per year for cardholder.

BICYCLES & BOATS 50% off any rental and any duration for bikes, kayak or paddleboard rental for cardholder.

BIG THUNDER GOLD MINE

FREE tour for cardholder. (1) FREE gold panning per year.

BLACK HILLS CAVERNS

FREE Adventure Tour for cardholder. Valid thru Aug 15. Not valid for use after 3pm or last tour of the day.

BLACK HAWK CREEK RV PARK & CABINS

30% off you stay. Excludes holiday and black out dates.

BLACK HILLS ESCAPE ROOMS

50% off admission for cardholder.

BLACK HILLS FIRESIDE RV RENTAL

15% OFF any nightly RV rental rate. 3-night minimum rental. Not valid July 26-Aug 15, 2026

BLACK HILLS HELICOPTERS 10% off flights for cardholder with a minimum of (2) people per tour.

BLACK HILLS MINING MUSEUM

FREE regular admission & guided tour for cardholder.

BLACK HILLS OUTDOOR FUN

20% off a tour for cardholder. Valid May 15-Oct 15.

BLACK HILLS PARKS & FOREST ASSOCIATION

At Jewel Cave FREE virtual reality experience for cardholder.

BLACK HILLS PLAYHOUSE FREE ticket for cardholders to final dress rehearsal nights of each play. General admission seating. First come, first served.

The Complete History of America (Abridged) - June 6; 1776 - June 27;

Come From Away - July 18;

What the Constitution Means to Me - August 8.

Guests are encouraged to donate at each performance.

BLACK HILLS POWER BIKES RENTALS & BOUTIQUE

Purchase (1) bike rental, get (1) 50% off. Expires Oct 31, 2026.

BLACK HILLS VISITOR INFORMATION CENTER

10% discount in gift shop for cardholder.

Excludes food and wine.

BLUE BELL CHUCKWAGON COOKOUT Reservations that are made online and in advance, \$10 off per person in the associate's party with the code "VIPBHB26".

BLUE BELL STABLES 1-hour or 2-hour trail ride: \$5 OFF per person per cardholder.

BLACK HILLS WILDERNESS EDGE ADVENTURES 25% off ATV/UTV rental for cardholder. Reservations required.

BUFFALO HUNT

50% off adult tickets only. Advanced Reservations Required. Promo Code BHBVIP. Must present VIP card at check in.

BUFFALO RIDGE CAMP RESORT

10% your stay at Buffalo Ridge Camp Resort plus a complimentary train token ride (up to 4 guests) for cardholder.

BUFFALO SAFARI JEEP TOUR Reservations that are made online and in advance, \$10 off per person in the associate's party with the code "VIPBHB26".

BUGLIN' BULL RESTAURANT & SPORTS BAR

(1) \$5 off a \$25 purchase per year for cardholder.

CALAMITY PEAK LODGE 10% off entire stay.

CANDYLAND 10% off purchase for cardholder.

CHAPEL IN THE HILLS 20% discount on gift shop items.

CHUBBY CHIPMUNK CHOCOLATES

Buy (4) truffles get (1) FREE for cardholder. (Limit of (3) FREE truffles per dozen purchased.)

2026 Corporate VIP Training Program

CITY VIEW TROLLEY FREE tour for cardholder. Use code "BHBVIP26" at CityViewTrolley.com. Redeemable between May 11-Oct. 2, 2026.

CRAZY HORSE MEMORIAL®
FREE admission for cardholder's carload.

DAHL ARTS CENTER 10% discount on exhibited art & items in the Dahl Artist's Market

DAYS OF '76 MUSEUM \$2 off admission for cardholder.

D.C. BOOTH HISTORIC NATIONAL FISH HATCHERY
(1) FREE cup of fish food for cardholder.

DEVILS TOWER COUNTRY FREE Devils Tower Country sticker at the Northeast Wyoming Visitor Center.

DEVILS TOWER KOA
(1) FREE round at Cowboys & Aliens Miniature Golf.

DEVILS TOWER TRADING POST
FREE single scoop cake cone

DINOSAURS OF THE HELL CREEK MUSEUM
50% off regular admission ticket for cardholder.

DINOSAUR PARK 10% off in gift shop per cardholder.

DOUBLETREE AT CADILLAC JACK'S® GAMING RESORT
\$10 Cadillac Cash with 1-time use-code "CP23132".

DOUBLETREE RAPID CITY DOWNTOWN CONVENTION CENTER 10% off at the Golden Bison Grill.

EDELWEISS MOUNTAIN LODGING 10% off a 2-night stay.

EVANS PLUNGE MINERAL SPRINGS
(1) FREE admission for cardholder.

FISH 'N FRY TROUT POND
\$5 off a trout dinner for cardholder.

FLAGS & WHEELS INDOOR RACING (1) FREE ticket with the purchase of a ticket per day for cardholder. Tickets can be used for go-carts, lazer tag or bumper cars.

FLY BADLANDS
10% Off a scenic flight + Free GoPro (2+ passengers only)

FORT HAYS CHUCKWAGON SUPPER & MUSIC VARIETY SHOW
50% off adult tickets only. Advanced Reservations Required. Promo Code BHBVIP. Must present VIP card at check in.

FOUR MILE OLD WEST TOWN
FREE admission for cardholder. Repeat visits welcome.

GRAPES & GRINDS 10% off coffee bar food and beverages.

HART RANCH CAMPING RESORT FREE admission to any rodeo. Guests of cardholder \$5. Repeat visits welcome.

HIGH PLAINS WESTERN HERITAGE CENTER
FREE admission for cardholder.

HISTORIC BULLOCK HOTEL
(1) FREE Ghost Tour for cardholder. Must call in advance to reserve a spot on the tour as space is limited.

HOLY TERROR MINI GOLF FREE admission for cardholder.

HOTEL ALEX JOHNSON Buy (1) drink, get (1) 50% off at Juniper at to Vertex Sky Bar for cardholder.

IRON CREEK LAKE CAMPGROUND & STORE (1) FREE specialty coffee/latte, or an ice cream cone per cardholder.

JEWEL OF THE WEST
10% off per cardholder (excluding jewelry).

KATMANDU RV PARK & CAMPGROUND
FREE drink of choice at Katmandu Bar for cardholder.

KEVIN COSTNER'S TATANKA STORY OF THE BISON
FREE admission for cardholder.

KEYSTONE HISTORICAL MUSEUM
10% off purchase in gift shop for cardholder.

MATT'S PLACE (1) FREE Matt's Place Koozie and (1) FREE Bumper Sticker per cardholder. Limit one-time use.

MOUNT RUSHMORE GOLD & DIAMOND
10% off original price and additional 10% off sale prices for cardholder. Restrictions and brand exclusions may apply.

MOUNT RUSHMORE KOA & LODGE AT PALMER GULCH
FREE entry to 2026 rodeos and Polkapalooza for cardholder.

MOUNT RUSHMORE NATIONAL MEMORIAL
FREE parking for (1) visit. Must present VIP Card at entrance booth #4 (far right booth). Offer not applicable for commercial vehicles. Expires Dec 31, 2026.

MOUNT RUSHMORE SOCIETY (1) FREE rental of a Mount Rushmore Self-Guided Audio Tour for cardholder.

MOUNT RUSHMORE TOURS
50% off adult tickets only. Advanced Reservations Required. Promo Code BHBVIP. Must present VIP card at check in.

MUSEUM AT BLACK HILLS INSTITUTE
FREE admission for (2) for cardholder.

MUSEUM OF GEOLOGY Free admission for cardholder.

NATIONAL GRASSLANDS VISITOR CENTER
FREE Smokey Bear Swag Bag.

NATIONAL PRESIDENTIAL WAX MUSEUM
FREE admission for cardholder.

OLD MACDONALD'S FARM FREE admission for cardholder.

ORIGINAL DEADWOOD TOUR
\$10 OFF tour admission per year for cardholder.

OUTLAW SQUARE 1/2 off Ice Bumper Car rate. Valid Nov 2026-April 30, 2027. 1/2 price Calamity Climb Rock tower Climb for cardholder. Valid May 1, 2026-Oct 30, 2026.

PIONEER AUTO MUSEUM FREE admission for cardholder.

PUTZ N GLO BLACK LIGHT MINIATURE GOLF
1/2 price admission for cardholder. Valid until Labor Day.

REPTILE GARDENS FREE admission for cardholder. Return and visit as often as you'd like.

RUSH MOUNTAIN ADVENTURE PARK (1) FREE ride on each attraction (Soaring Eagle Zipride, Gunslinger 7D, Rushmore Mountain Coaster, Wingwalker Challenge Course) per year for cardholder. Expires Sept 1, 2026.

RUSHMORE BORGLUM STORY FREE admission until July 1, 1/2 price July 2 to end of season for cardholder.

RUSHMORE CANDY COMPANY
10% off purchase for cardholder.

RUSHMORE CAVE FREE Unlimited Guided Cave tours for cardholder. Expires Sept 1, 2026.

RUSHMORE TRAMWAY ADVENTURES
1/2 prices per ticket for cardholder.

2026 Corporate VIP Training Program

SANDFORD LAB HOMESTAKE VISITOR CENTER

(1) FREE guided or hop-on tour per year for cardholder. Dependent upon availability.

SALOON NO. 10 Attend the re-enactment of the shooting of Wild Bill Hickok and receive a FREE soda. Mon - Sat 1pm, 3pm, 5pm, 7pm. Present card to cocktail server.

SHIPWRECKS BAR & GRILL

\$10 off any purchase for cardholder.

SMOKEHOUSE SPORTS BAR & GRILL HOME OF THE SMOKIN MEXICAN Buy (1) entrée get (1) FREE Signature Cocktail per year for cardholder.

SOUTH DAKOTA AIR & SPACE FOUNDATION

10% off gift shop purchases for cardholder.

SOUTH DAKOTA OUTDOOR SHOP

25% off beverage and snacks.

SOUTH DAKOTA STATE RAILROAD MUSEUM

1/2 price admission for cardholder.

SPEARFISH BLACK HILLS KOA

(1) FREE bundle of firewood. Not valid during Sturgis Motorcycle Rally. Limited to (1) per season.

SPROCKETS FUN FOUNDRY (1) FREE hour of arcade play. Excludes redemptions, cranes, or pushers. (1) FREE VR experience. (1) FREE game of bowling. Expires Sept 1, 2026.

STURGIS BREWING COMPANY

10% off all food, beer and merchandise for cardholder.

STURGIS VIEW CAMPGROUND

Buy 2- nights get (1) FREE. Valid May 15-July 20, 2026.

SWEETGRASS BED AND BREAKFAST \$25 off a 2-night or more stay for cardholder. Call for reservation.

STURGIS MOTORCYCLE MUSEUM & HALL OF FAME

(1) FREE admission for cardholder.

SWEET GREENS MINI-GOLF

(1) FREE round of golf per year for cardholder.

SYLVAN ROCKS CLIMBING SCHOOL & GUIDE SERVICE

20% off (1) guided climbing trip for cardholder.

TATANKA: STORY OF THE BISON

FREE admission for cardholder.

THE BROTHEL DEADWOOD \$2 off admission for cardholder.

THE JOURNEY MUSEUM FREE admission for cardholder.

THE MAMMOTH SITE OF HOT SPRINGS

FREE admission for cardholder. Repeat visits welcome.

TIN LIZZIE GAMING RESORT

\$10 Free Play with one time code "BHBVIP".

VORE BUFFALO JUMP FREE admission for cardholder.

WATIKI® INDOOR WATERPARK RESORT

\$10 credit to Sliders Bar & Grill for cardholder. \$5 Arcade Play for cardholder. No limit on use. Offer not valid with other discounts or promotions and is nontransferable. Management reserves all rights. Expires Dec 20, 2026.

WESTERN HORIZONS HOT AIR BALLOONS

Purchase one Hot Air Balloon Ride, get one for FREE!

ALWAYS FREE ATTRACTIONS

Donations are appreciated

CHAPEL IN THE HILLS

D.C. BOOTH HISTORIC NATIONAL FISH HATCHERY

DINOSAUR PARK

HULETT MUSEUM

KEYSTONE HISTORICAL MUSEUM

MAIN STREET CLASSIC CAR MUSEUM

NATIONAL GRASSLANDS VISITOR CENTER

OGLALA LAKOTA COLLEGE HISTORICAL CENTER

OUTLAW SQUARE

SANFORD LAB HOMESTAKE VISITOR CENTER

STORYBOOK ISLAND

SOUTH DAKOTA AIR & SPACE MUSEUM

TERMESPHERE GALLERY

THE HERITAGE CENTER AT MAŃPÍYA LÚTA

TRAILS, TRAINS & PIONEERS MUSEUM

TRI-STATE MUSEUM

WALL DRUG STORE

WEST TEXAS TRAIL MUSEUM

NATIONAL PARK FEE-FREE DAYS

Fee-free days provide a great opportunity to visit a new place or an old favorite, especially one of the national parks that normally charge an entrance fee. The entrance fee waiver for fee-free days does not cover amenity or user fees for activities such as camping, boat launches, transportation, or special tours.

FLAG DAY - June 14

INDEPENDENCE DAY WEEKEND - July 3-5

110TH BIRTHDAY OF THE NATIONAL PARK SERVICE - Aug 25

CONSTITUTION DAY - Sept 17

THEODORE ROOSEVELT'S BIRTHDAY - Oct 27

VETERANS DAY - Nov 11

VISIT THESE NATIONAL PARKS & MONUMENTS ON FEE-FREE DAYS

BADLANDS NATIONAL PARK: FREE entrance to park.

DEVILS TOWER NATIONAL MONUMENT: FREE entrance to monument.

JEWEL CAVE NATIONAL MONUMENT: FREE Discovery Talks and Scenic Tours offered on a first-come, first-served basis; no reservations.

STATE PARK & TRAIL FEE-FREE DAYS

GEORGE S. MICKELSON TRAIL

FREE trail entrance:
Weekend of May 15-17, 2026

CUSTER STATE PARK

FREE park entrance: Open House
& Fishing Weekend, May 15-17;
Buffalo Roundup, Sept 25