

Eventful 605 Opportunities

605 Magazine produces events that invite readers to help them celebrate their state with special annual events. These interactive opportunities let us meet our readers and followers, while also creating brand awareness with our partners. Want to help support? Let's party!

605 DAY

605 Magazine celebrates every 605 Day (June 5) to represent the company statewide with a 605 Magazine South Dakota Beer collaboration launch and party for South Dakota.

605 SUMMER CLASSIC

The original South Dakota local beer tasting event that launched in 2010 has around 20 breweries battling for the "People's Choice" 605 Cup award. Patrons kick off summer the third weekend of June with local music, outdoor games, interactive sponsor tents, a 605 stein-holding contest, and more.

605 BLACK HILLS CLASSIC

With the success of the 605 Summer Classic, the 605 crew started the 605 Black Hills Classic. The first event happened in the fall of 2018 in Lead, and since 2020 the event has partnered with Visit Spearfish for fall fun, local music, and South Dakota brews.

605 BEST

What better way to wrap up the year with a curated list of South Dakota people, businesses, and restaurants that deserve recognition? Over 30 awards are handed out, including three "People's Choice" winners. Categories change every year, keeping it fresh and fun, and 2021-2022 will be the launch of the 605 Best awards show. Want to partner? Let's talk and celebrate South Dakota's best!

