



57<sup>TH</sup> ANNUAL

2024

*Sno-Barion's*

**HAY DAYS**

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**MAPS | SCHEDULES | HISTORY OF HAY DAYS | VENDOR LIST | DIRECTIONS | INFORMATION | AND SO MUCH MORE!**



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**Sno-Baron's**  
**HAY DAYS**

POWERED BY  
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Welcome to the 57th Hay Days® powered by Dennis Kirk!

The Sno-Baron's Snowmobile Club is thrilled to have you join us in Sunrise Township for this exhilarating celebration of the largest snowmobile event in the world and a premier powersports show + swap meet! Your presence and enthusiasm bring unmatched energy to the festivities, and we are excited to share this experience with you.

Our club, composed entirely of passionate volunteers, dedicates countless hours to planning and executing Hay Days. This labor of love stems from our deep-rooted passion for snowmobiling and the industry surrounding it. Every year, we strive to enhance your experience through significant land improvements, upgraded facilities, and optimized event layouts, ensuring each visit is better than the last.

Proceeds from Hay Days are reinvested back into the snowmobiling community. We proudly donate to snowmobile clubs around Minnesota and Other groups, supporting trail maintenance and the growth and preservation of this beloved winter sport.

Our heartfelt gratitude goes out to everyone who makes this community event a resounding success. The Sno-Baron's Snowmobile Club extends its sincere appreciation to Sunrise Township and the greater Chisago County area for your unwavering support, assistance, and enthusiastic attendance at Hay Days since its debut in 2010. Your commitment has been vital to the success and growth of this beloved event, and we are incredibly thankful for your continued involvement. We look forward to further strengthening our bond with this wonderful community and sharing many more memorable Hay Days together. Thank you for being an essential part of our journey!

Special thanks to our sponsors and vendors, whose unwavering support is crucial to the event's continuity. We also extend our sincere appreciation to the police and fire departments of Chisago County for their dedication to ensuring the safety of all attendees.

Furthermore, we cannot overlook the efforts of the dozens of snowmobile contract clubs and volunteer clubs that work tirelessly during the event. Your hard work and passion for giving back are evident in every aspect of this gathering, and we are grateful for your contributions.

We hope you enjoy Hay Days as much as we do.

Warm regards,  
The Sno-Baron's Snowmobile Club





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Look for the "Sno-Baron"  
hidden throughout  
this guide!



**SATURDAY SUNDAY**

	GRASS DRAGS	FREESTYLE EXPO	MUD TRACK		GRASS DRAGS	FREESTYLE EXPO	MUD TRACK
9:30AM	R1 Qualifier (Shootout Classes)		ATV/UTV Mud Racing	*Schedule subject to change, download app for 24-7 schedule updates	9:00AM	R1 Elimination (Shootout Classes) Remaining Classes to Follow	
10:00AM	Elimination Heat Races (Remaining Classes)	Pit Bike 110 Race	Kid's Small Tire Medium Tire Large Tire		10:00AM		ATV/UTV Mud Racing
11:00AM		SxS Pro/Am 1000			11:00AM	R2 Elimination (Shootout Classes)	Pit Bike 110 Race Kid's Small Tire Medium Tire Large Tire
11:30AM		Freestyle Show			11:30AM	SxS Pro/Am 1000	
11:45AM					11:45AM	Freestyle Show	
12:00PM	Opening Ceremonies				12:00PM	Antique Snowmobile Club Vintage Race	
12:30PM	120s/200s & Antique Snowmobile Club Vintage Race				12:30PM		
1:00PM		Pit Bike 110 Race			1:00PM		
2:00PM	R1 Qualifier (Shootout Classes)	SxS Pro/Am 1000			2:00PM	R3 Elimination (Shootout Classes)	Pit Bike 110 Race
2:30PM	Remaining Classes to Follow	Freestyle Show	UTV Mud Racing		2:30PM		SxS Pro/Am 1000
2:45AM			Small   Medium   Big Unlimited	2:45AM		Freestyle Show	
3:00PM				3:00PM	Finals (Shootout Classes)		UTV Mud Racing
4:00PM				4:00PM			Small   Medium   Big Unlimited
5:00PM				5:00PM			

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# THE STORY OF HAY DAYS



The history of Hay Days and the Sno-Barons date back to 1966, when the idea for a club and snowmobile race was hatched by Dale Ilgin, John Gorman, Dave Pegor, Bill Porter, Lloyd Stanchfield, Frank Swensrud and Louie and Jolene Wilhelm as a way to connect with others who shared a passion for snowmobiling.

The first Hay Days event took place the following year and looked very different from the two-day event we see today,

with races being held over one single fall afternoon in Ham Lake, MN. Although Minnesota is known for its wintry conditions, the event organizers weren't sure whether there would be snow in time for race day, and chose to construct the racing surface out of alfalfa hay.

From there, the iconic name "Hay Days" was born and has since grown into the premier powersports event in North America enjoyed by thousands of fans nationwide!



## TODAY'S HAY DAYS

Sno-Baron's Snowmobile Club is now composed of around 150 dedicated snowmobile enthusiasts, committed to hosting a world-class annual event. The club is focused on the continued development of Hay Days, and members graciously volunteer their time with the common goal of delivering the best event possible each year.

The Sno-Barons thank you for supporting the club and this year's event, and hope you thoroughly enjoy Hay Days. We look forward to the best community continuing to join us for years to come!

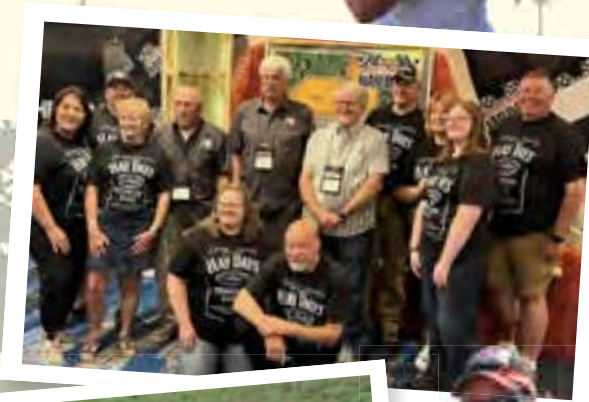


## CONTRACT CLUBS/VOLUNTEERS

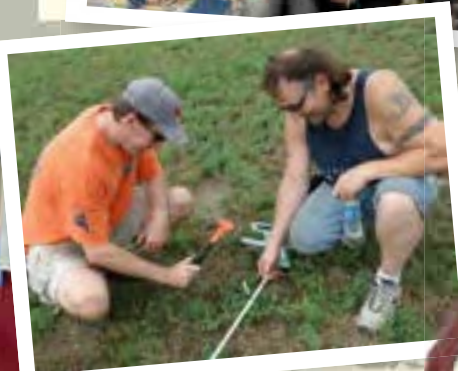
Although the Sno-Barons are a mighty force of around 150, bringing Hay Days to life creates a massive undertaking that would not be possible without hardworking volunteers, other snowmobile clubs, and organizations. These amazing volunteers assist in numerous operational areas around the event, including trash removal and clean up, ticketing, bartending, handicap services, race announcing, parking, swap procedures, concessions, premium experience, mud, expo, and drag activations. The generosity of these groups enables the Sno-Barons to continue supporting and giving back to local initiatives such as preserving trails and aiding other charitable and educational services within the state of Minnesota.

- Abate Motorcycle Club**
- Babbitt Club**
- Columbus Lions**
- Cub Scouts Troop 144**
- Doc's Flyin' J's Softball Team**
- Lawron Trail Riders**

- Midwest Vintage Snowmobiles**
- North Branch Quarter Back Club**
- Sno Cruisers**
- SnoDrifters**
- SnoGhosts**
- The Vikings Girls Home Run Club**
- Wild River Snowmobile Club**



Hay Days is supported and attended by roughly 55 Sponsors, 200 Vendors, and 40 unique and mostly local food vendors and restaurants. The Sno-Barons take great pride in assembling and partnering with these industry leaders and local cuisine hotspots to provide the best of the best for event attendees and snowmobile enthusiasts.



**Volunteers spent more than 10,000 hours in 2024 bringing Hay Days to life!**

<p>The Sno-Baron's Snowmobile Club was born and soon swelled to 150 members!</p>	<p>The snowmobile races attract so much attention that food is served and other activities are added.</p>	<p>The Swap Meet was added as an official event at Hay Days.</p>	<p>Manufacturers, and dealers want in on the action and join Hay Days to showcase their newest models.</p>	<p>Hay Days finds a permanent home when the Sno-Barons purchase their own land in North Branch.</p>	<p>Hay Days is cancelled for the first time in history due to the COVID-19 pandemic.</p>						
<b>1966</b>	<b>1967</b>	<b>1972</b>	<b>1976</b>	<b>1980</b>	<b>1990</b>	<b>1991</b>	<b>2005</b>	<b>2010</b>	<b>2017</b>	<b>2020</b>	<b>2024</b>
<p>The first race took place in Ham Lake, MN on stretches of alfalfa hay and the name "Hay Days" was born.</p>	<p>The Southern Wisconsin Drag Racing Association adds Hay Days to its racing circuit.</p>	<p>Due to increasing popularity, Hay Days becomes a 2-day event</p>	<p>Hay Days attendance breaks a record with over 10,000 snowmobile enthusiasts!</p>	<p>Hay Days officially becomes the largest powersports event in North America with annual attendance surpassing 20,000.</p>	<p>The Sno-Baron's Hay Days celebrates 57 years of being the Official Start of Winter!</p>						





# EXPLORE THE STORE!



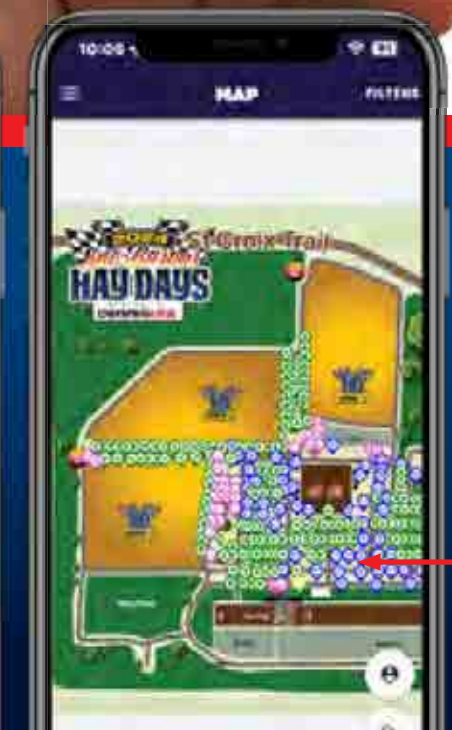
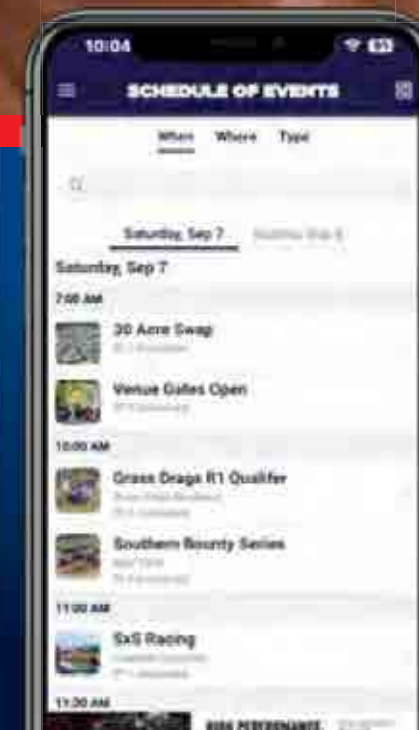
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**2024 Sno-Barons HAY DAYS FOOD & BEVERAGES**  
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Map labels include: West Gate, SWAP, HD SWAP 1, HD SWAP 2, Freestyle Expo, Hilltop Bar, Picnic Pavilion, Mud Track, Grass Drags, South Gate, East Gate, and various booth numbers (e.g., SK1-SK5, IG1-IG4, CA1-CA7, MD7a-MD7b, AF1-AF3, BG1, EG1-EG4, LC4-LC7, KZ1-KZ2, SK4, SK5, CG4, LE7, LE1a, LE1b, LE2b, LE3, LE4, LE5, LE6, LE7, LC7, LC6, LC5, LC4, KZ4, KZ3, KZ2, KZ1, CA7, CA6, CA5, CA4, CA3, CA2, CA1, BG1, AF4, AF3, AF2, AF1, CG4, CG3, CG2, CG1, FG4, FG3, FG1, EG4, EG3, EG2, EG1, CG4, CG3, CG2, CG1, AF4, AF3, AF2, AF1, BG1, AF4, AF3, AF2, AF1, BG1, AF4, AF3, AF2, AF1, BG1).

3 Chief's Frybread LLC	IA7
A and G Corn Maze	HA7
Applecourt Concessions	LE2b
Aromatic	CA7
Aunt Edmoes Cookies	HG1
B & D BBQ	IG4
Baja Smoothies	AF4, BA6, DG4, KG4
Bo-Bear	FG3
Brew Brothers II	FG1
Carolina Barbeque	MD7a
Carolina's Catering	LD7b
Coffee on Wheels	LC4
Crusin' Fresh	KA7
Daniel's European Cuisine	LD7a
Deutschland Meats	SK1-2
Evie's Eggrolls	HG2

Fried Food Fantasy	MD7b
Gobbler Concessions	IG1
Grandpa Mike's Pizza Rig	IG4
Greely Smokehaus & Meats	KZ3
Hoot Owl Concessions	SK4
Hopper's Mini Donuts	AF2, KZ2
Island Noodles	IG3
Jerry's Cherry Lemonade & Shaved Ice	AF1, BA7, GG1, HG4, SK3
Johnny's Food Truck	GG2
Just The Meats	BG1
Kennedy Concessions	HG3
Leema's Favorite Eats	GA7
Mabel's Old Fashioned Kettle Corn	AF3
Mac Daddy's	JA7
Maxwell's BBQ	CA6
Melz Authentic & Fresh Food Truck	LC5

Melz Corn on the Cob	LC6
Miller Concessions	SK5
North Branch & Forest Lake Lions	CG4
North Branch Dominos Open at 5pm	LE7
Papa's Snack Shack	KZ1
Rod's Swedish Sausage	GG3
Scoops Ice Cream	FD3, LE1a
Skippy's Fresh French Fries	GG4
Sonny's Cheese Curds	EG4
Sweet Rebels	KZ4
Taco Palace	IG2
The Licorice Guy	EG3
Tiny Tim Donuts	FG4
TSBL Distributing/Broaster Foods	LC7
Vara's Racing Steak Truck	LE1b

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## BAR HOURS

The beer is cold and the welcome is warm! Stop in at any of these bars for a frosty beverage!

	BREWSKY'S BAR	BRAAAP HOUSE	HILLTOP BAR	MUDSLINGER'S	TIN ROOF SALOON	SWAP
<b>Saturday</b>	8am-6pm	9am-6pm	8am-6pm	9am-5pm	8am-5pm	9am-5pm
<b>Sunday</b>	9am-4pm	9am-6pm	9am-4pm	9am-4pm	8am-4pm	9am-3pm

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# SNO-BARON SPOTLIGHT



## RON SEVERSON

Sno-Baron's Snowmobile Club member **Ron Severson** knows a thing or two about Hay Days. 2024 marks his **50th year** of club and event involvement, showcasing an impressive résumé of intimate knowledge, experience, and commitment that few others possess.



*"I have remained involved with Sno-Baron's Hay Days for the sense of fulfillment I get each year. Delivering a great experience for the spectators, sponsors, racers, vendors and members of our community provides a great sense of accomplishment."*

Recommended for membership in 1975, Ron began snowmobiling as a new and refreshing hobby, a departure from the world of automobiles and racing in which he had been immersed in for many years. Before long, Ron's membership with the Sno-Barons became a top priority, and the newfound joy it provided started consuming a significant portion of his time.

Over the years, Ron has contributed to the Sno-Barons in numerous ways, playing a key role in establishing a variety of Hay Days event experiences that have become fan favorites. His accomplishments include, but are not limited to:

**Establishing the Hay Days Swap Meet.** As an avid participant in auto shows and racing, he had witnessed the passion motor and powersports fans had for swaps and auto events.

**Serving as Hay Days' Race Director** several times playing an important role in overseeing the event and assisting in bringing it to life every year. Ron also served as club Vice President, along with other steering committee positions.

**Recruiting and securing** Original Equipment Manufacturer participation in Hay Days including Yamaha, Arctic Cat, Polaris and Ski-Doo.

**Bringing the vintage snowmobile display "Memory Lane" to Hay Days.** Each year, spectators visit Memory Lane to explore a growing collection of classic snowmobiles and antique equipment.

**Ron was inducted in the Sno-Baron's Hall of Fame in 1994.**

Today, Ron generously volunteers his time and is often found riding on his yellow mower ensuring the Hay Days' grounds are in top shape for the event. Thank you, Ron, for your 50 years of commitment and service to the Sno-Barons and your contributions to Hay Days, the Official Start of Winter®! The Sno-Barons and the broader snowmobile community appreciate all you have done and continue to do.



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 Byron Kasson Snowmobile Club  
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 Chisago County Board on Aging  
 Chisago Lakes Senior Class Party  
 Columbus Lions  
 Coon Rapids Sno-Cruisers  
 Delano Snowstormers Snowmobile Club  
 Ely Fun Run  
 Emily-Outing Snowbirds  
 Family Pathway Food Shelf  
 Fallen Officer Family Donation  
 Foxtailers Snowmobile Club  
 Haypoint Jackpine Savages  
 Hermantown Night Riders  
 Hinkley Pine City Flames Snowmoible Club  
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 North Branch Hockey  
 North Branch Quarterback Club  
 North Branch Snow Drifters  
 North Branch VFW Post 6424  
 North Metro Trail Riders  
 Over the Hills Gang  
 Pequot Brush Pilots  
 Pequaywan Area Trailblazers  
 Pink Ribbon Riders  
 Rice Creek Trail Association  
 Salvation Army  
 Sgt. John Rice VFW Post 6316  
 Sno Ghosts  
 Special Olympics  
 Swampsiders Snowmobile Club  
 Trailhawks Snowmobile Club  
 U of M Duluth Snowmobile Team  
 Velocity Race Management  
 Viking Girls Homerun Club  
 Wild River Snowmobile Club

*Each year, the Sno Barons set aside a portion of the profits from Hay Days and give it back to the snowmobiling community. Grants are used to support trail development and improvements. The Sno-Baron's Snowmobile Club is dedicated to giving back to our community as well as communities across our great state and beyond! To apply for a grant, submit your application at [www.haydays.com/about/grants](http://www.haydays.com/about/grants)*

*The Sno-Barons also offer training classes including MN DNR Snowmobile Safety Training & MN ATV Safety Training*



# NON-STOP ACTION!

UNFOLD THIS PAGE FOR A FULL MAP OF HAY DAYS!



## FREESTYLE EXPO

The thrills are nonstop as today's hottest riders, including many X Games winners, shoot skyward, grab massive air and seemingly defy gravity – all in a quest to draw the biggest cheers. You won't want to miss the spectacle as riders on sleds, quads and motorcycles throw down a jaw-dropping, extreme array of acrobatics, backflips, superman jumps and who-knows-what-else.



## GRASS DRAGS

Velocity Race Management, leaders in professional snowmobile drag racing, is proud to bring you the world's fastest snowmobiles at the legendary Hay Days track where world champions will be crowned! Racers from all over North America come to compete for the richest purse in snowmobile drag racing. Be sure to catch all the classes from Stock, Improved Stock, Pro Stock, and Pro Modified. Be amazed by these supercharged monsters travelling 500 feet in less than 3.5 seconds at over 150 miles per hour!



## SWAP MEET

Your trip to Hay Days isn't complete until you visit the ever popular Swap Meet. Established in 1980, it's become the biggest, most successful snowmobile and powersports-related swap meet in the world. It's no exaggeration that you can probably walk all day and not see everything the Swap has to offer. With thousands of sellers from across the U.S. and Canada, if you can't find it here, you probably won't find it anywhere!



## SOUTHERN BOUNTY SERIES

One of Hay Days' most popular events in recent years is back again! Southern Bounty Series is forging the path for the off-road industry's most challenging extreme sport – bounty racing. SBS Events are action-packed races against the clock, with every competitor looking to score the fastest time through the designated mud pit for their class. Be sure to stop by and enjoy all the classes in the Southern Bounty Series.



ski-doo

# COME DISCOVER THE 2025 MODELS

BY THE GRASS DRAGS OR LEARN MORE AT [SKI-DOO.COM](http://SKI-DOO.COM)

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Be one of the first to see CFMOTO's all-new 2025 off-road line-up at the **CFMOTO USA booth.**



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