



BADGER ***CHALLENGE***

POWERING RESEARCH. CURING CANCER.

2022 EVENT GUIDE

BADGER CHALLENGE MISSION

100%

RAISED HERE. STAYS HERE.

Badger Challenge advances state of the art cancer research and treatment initiatives to serve patients and families in Wisconsin and beyond by funding the brightest cancer minds, ideas and technologies at the University of Wisconsin. Badger Challenge drives 100% of all participant-raised dollars to these cancer research initiatives. Through 2021 we have raised \$1.8 million thanks to you and your support of our mission. Our participants' involvement plays a critical role in cancer research and patient care at the University of Wisconsin. From improving prevention to advancing lifesaving treatments, each and every one of you is making a significant impact.



BADGER CHALLENGE

EVENT GUIDE

SUNDAY, SEPTEMBER 25, 2022

EVENT SITE



American Family Insurance
Headquarters
6000 American Parkway, Madison



NEW IN 2022: All participants start and finish at American Family Headquarters.

IN THIS GUIDE



Event Schedules



Participant Amenities



Parking information



Participant Safety



Course Maps

IN YOUR PACKET



ALL: Wristband for post-walk/run/ride meal



RIDERS: Bike plate, helmet sticker, "I Ride For" bib



WALKERS/RUNNERS: Numbered bib with timing chip, "I Walk For" or "I Run For" bib

SCHEDULE

6:00 AM: Packet Pick-Up Opens
7:00 AM: 100 Mile Course Start
8:00 AM: Half Marathon Start
9:00 AM: 100K Course Start
9:30 AM: Breakfast Service (Half Marathon)
10:00 AM: 50K Course Start
11:00 AM: 25K Course Start & Lunch Service
12:00 PM: 5K Walk/Run/Bike Courses Start
6:00 PM: Badger Challenge Concludes

KIDS' ZONE SCHEDULE

9:00 AM-5:00 PM
Crafts & Inflatables

9:00 AM-12:00 PM
Bike Decorating

10:30 AM-2:30 PM
FacePainting by Antsy Pants Paints
Balloon Making by Pop Art!
Photobooth by Dental Health Associates

12:30-2:30 PM
Badger Men's Hockey Team
Cotton Candy by Sugarsmith

BADGER CHALLENGE

EVENT GUIDE

SUNDAY, SEPTEMBER 25, 2022

PARTICIPANT AMENITIES



Gear Check & Changing Rooms

Located near the finish line in Lot 3. Drop your gear before the event or riders can drop gear at either the second or third rest stops and then pick it up back at site when you finish. Changing rooms provided on site.



Food and Beverage

Coffee and light refreshments will be available in the morning near registration. Water, Gatorade, soda and Sassy Cow Creamery chocolate milk will be available at the finish line. Make sure you have your wristband when entering the dining area for your breakfast (half marathon) or lunch. Guests may purchase tickets to eat. Capital Brewery beer for all 21+ participants located in the dining area beverage tents, please have your ID with you.



Photos

Complimentary photos provided by Focal Flame Photography will be emailed to all participants post-event.

COURSE SUPPORT



Bike Course Rest Stops:

Food (sweet and salty options)
Water
Gatorade
Honey Stinger waffles
Gels
Bathrooms & hand washing stations
Mechanic support
Medical support



Walk/Run Aid Stations:

Water
Gatorade
Bananas
Honey Stinger waffles
Gels
Bathrooms & hand washing stations
First aid kits

If you need non-emergency assistance at any time while on course, call 608-316-5755. If you have an emergency, please dial 911.

PARKING



RIDERS: park in ramps at the American Family event site.

Enter site from American Parkway and follow the signs.

Note: Roof mount bike racks will NOT fit in ramps. Please unload your bike before parking.



WALKERS, RUNNERS & SPECTATORS:

park at Alliant Energy (4902 N Biltmore Ln). Follow Badger Challenge signs for shuttle service or walking path.



SHUTTLE SERVICE: runs every 10 minutes and loops between Alliant Energy and American Family.

First pick-up at Alliant Energy is 6:30 AM.

Last pick-up at American Family is 5:20 PM.

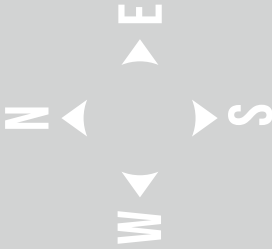
PARKING & SHUTTLE MAP



BADGER
CHALLENGE

SEPTEMBER 25, 2022

www.badgerchallenge.org



6000 American Parkway



BIKE/RUN/
WALK FINISH



BIKE/RUN/
WALK START



RUNNERS/WALKERS/
GUESTS PARKING
ONLY



4902 N Biltmore Ln

Eastpark Blvd

N Biltmore Lane

Buttonwood Drive

American Parkway

Walking Path

American Family Drive

Amcenter Drive



BIKE PARTICIPANT
PARKING ONLY



LOT 3

LOT 4

VOLUNTEER CHECK-IN
PACKET PICK-UP &
REGISTRATION

GEAR CHECK &
CHANGING TENT
MECHANIC

BIKE CORRAL
A.M. FOOD
PHOTOS

MERCH
INFO
DONATIONS

BIKE DECORATING
KIDS' ZONE
FOOD & DINING



SHUTTLE BUS
DROP OFF/
PICK-UP



VOLUNTEER
PARKING

(CHILDREN'S DENTAL
CENTER OF MADISON)
5116 American Family Dr.



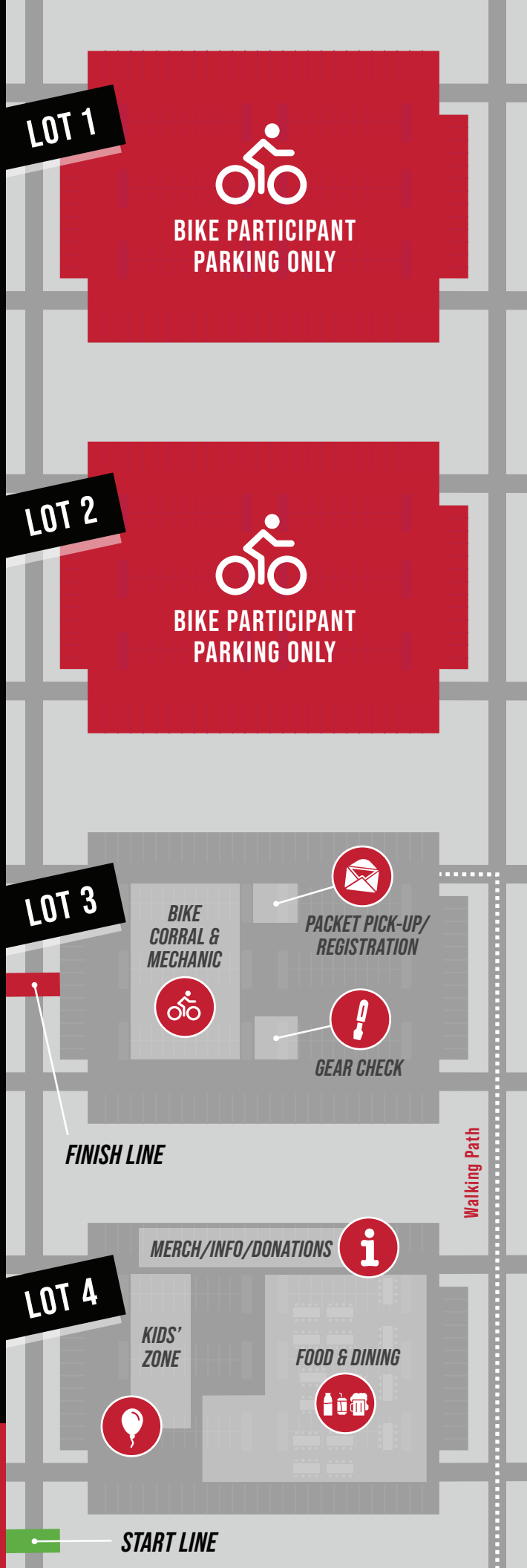
SHUTTLE BUS
PICK-UP



BADGER
CHALLENGE

SITE MAP

SEPTEMBER 25, 2022
www.badgerchallenge.org



25K			
MILE	GO	ONTO	LEG
START AT AMERICAN FAMILY INSURANCE HQ			
0.1	L	AMERICAN FAMILY DR	
0.2	R	AMERICAN PKWY	0.1
1	S	NELSON RD	0.4
3.4	L	BAILEY RD	2.3
6.8	R	TOWN HALL DR	3.4
7.6		AID STATION 1	
8.2	R	CO HWY T / CO RD T	1.4
100 MILE / 100K / 50K: LEFT ONTO CO HWY T / CO RD T			
10.1	R	BURKE RD	2
12.9	R	FELLAND RD	2.8
13.4	L	NELSON RD	0.5
13.8	R	BIKE PATH	0.1
14.8	L	HOECKER RD	1
15.9	L	AMERICAN PKWY	1.2
16.4	R	FINISH AT AMFAMI	

50K			
MILE	GO	ONTO	LEG
CONTINUED FROM 25K ROUTE			
9.9	R	TURN RIGHT ONTO PERCEVILLE RD	1.5
11.4	L	CONVORS RD	1.5
12.9	S	PERCEVILLE RD	1.2
14.1	R	RIDGE RD	4
15.2		100 MILE / 100K: LEFT ONTO W MEDINA RD	
15.5		AID STATION 8	
18.1	R	W RIDGE RD	1.9
20	S	TAYLOR ST	0.4
20.5	S	WEALD BRIDGE RD	0.5
20.9		AID STATION 7	
21	R	SOUTHING GRANGE	0.3
21.3	S	W OAK ST	0.3
21.6	L	WESTLAWN DR	0.2
21.9	L	W PARK VIEW ST	0.3
22.2	L	MOURNING DOVE DR	0.5
22.7	R	SANDPAPER TRAIL	0.5
23.2	L	BLUEBIRD LN	0.2
23.4	R	MEADOWLARK ST	0.1
23.4	L	GASTON RD	1.7
25.1	R	GASTON RD	0.1
25.2	R	CO RD T	0.1
25.3	L	CO HWY T / CO RD T	0.4
25.6	L	THORSON RD	1.7
27.3	L	BURKE RD	0.9
28.2	R	FELLAND RD	0.5
28.7	L	NELSON RD	0.1
29.1	R	BIKE PATH	1
30	L	HOECKER RD	1.2
31.2	L	AMERICAN PKWY	0.5
31.7	R	FINISH AT AMFAMI	

100K			
MILE	GO	ONTO	LEG
CONTINUED FROM 50K ROUTE			
15.6	L	OAK PARK RD	1.8
19	R	MADISON ST	3.5
19.4		AID STATION #2	
20	R	WI-19 E / W MAIN ST	1
20.6	R	BOX ELDER DR	0.5
23.7	S	VEITH RD	3.1
24.8	L	COUNTY RD 0	1.1
25.1	R	NEWVILLE RD	0.3
28.2	L	CEMETERY RD	3.1
29.1	S	ROCK LAKE RD	0.9
29.9	L	COUNTY RD 8	0.8
30.3		AID STATION #3	
31.3	R	N MAIN ST	1.4
32.5	R	S MAIN ST	1.2
32.6	R	CO RD A / TOPEL ST	0
35.6	R	LONDON RD	3
38	R	BRITZKE RD	2.5
38.5	R	WI-134 N	0.5
39.1	L	MUNSON RD	0.5
40.3	R	PRAIRIE DR	1.3
40.9	L	LONDON RD	0.6
42.9	R	WI-73 N	2
43.7	L	LIBERTY ST	0.7
44		AID STATION #4	
45.2	L	OAK PARK RD	1.5
45.4	R	OLSTAD RD	0.3
46.7	L	DEERFIELD RD	1.2
46.9	R	S JARGO RD	0.3
47		100 MILE: STRAIGHT ON DEERFIELD	
47.9	S	NORA RD	1
51.8	R	UPHOFF RD	3.9
53.7	L	W RIDGE RD	1.9
55	S	TAYLOR ST	1.3
55.5	S	WEALD BRIDGE RD	0.5
55.9		AID STATION 7	
56	R	SOUTHING GRANGE	0.5
56.3	S	W OAK ST	0.3
56.6	L	WESTLAWN DR	0.3
56.9	L	W PARKVIEW ST	0.2
57.2	L	MOURNING DOVE DR	0.3
57.7	R	SANDPAPER TRAIL	0.5
58.1	L	BLUEBROLN	0.5
58.4	L	GASTON RD	0.3
60.1	R	GASTON RD	1.7
60.2	R	CO RD T	0.1
60.2	L	CO HWY T / CO RD T	0.1
60.6	L	THORSON RD	0.4
62.3	L	BURKE RD	1.7
63.2	R	FELLAND RD	0.9
63.7	L	NELSON RD	0.5
64	R	BIKE PATH	0.1
65	L	HOECKER RD	1
66.2	L	AMERICAN PKWY	1.2
66.7	R	FINISH AT AMFAMI	

100 MILE			
MILE	GO	ONTO	LEG
CONTINUED FROM 100K ROUTE			
48.3	L	SCHADEL RD	1.8
48.5	R	BOBSEN RD	0.2
50.6	R	CO W	2.1
51.1	L	DROTNING RD	0.5
52.1	R	EVERGREEN DR	1
53.1	L	KOSHKONONG RD	1
56.5	R	HIGHLAND DR	3.4
56.8	S	JONES ST	0.3
56.9		AID STATION #5	
56.9	L	JONES ST	0.2
57	L	SHELDON ST	0.1
57	S	W ADAMS ST	0
57.1	R	E ADAMS ST	0.1
57.3	S	ERICKSDALE RD	0.2
58.4	L	ASE RD	1.1
59.8	L	COUNTY RD C	1.4
60.8	R	RETZLAFF RD	1
62.5	L	EVENSON RD	1.7
62.8	R	WOODSIDE RD	0.4
63.7	L	ERICKSDALE RD	0.8
64	R	ERICKSDALE RD	0.3
64	R	AARBACKY RD	0
66.1	R	HILLSIDE RD	2
68.3	L	E CHURCH RD	2.2
72.9	L	WASHINGTON RD	4.7
73.6		AID STATION #6	
73.7	R	KAASE RD	0.8
74.7	R	TOWER DR	1
76.8	L	CO RD 8	2
76.9	R	TOWER DR	0.1
78.6	S	KOSHKONONG RD	1.7
78.7	L	KOSHKONONG RD	0.1
79	R	CHURCH ST	0.2
80.2	L	RINDEN RD	1.2
80.5	R	KINNEY RD	0.3
81.5	R	SCHADEL RD	1
83.2	S	NORA RD	1.7
84.1	L	NORA RD	0.9
87.2	L	UPHOFF RD	3.2
88.1	L	W RIDGE RD	1.9
90.5	S	TAYLOR ST	1.3
91	S	WEALD BRIDGE RD	0.5
91.3		AID STATION #7	

MILE	GO	ONTO	LEG
100 MILE ROUTE CONTINUES			
91.4	R	SOUTHING GRANGE	0.5
91.7	S	W OAK ST	0.3
92.1	L	WESTLAWN DR	0.3
92.3	L	W PARKVIEW ST	0.2
92.6	L	MOURNING DOVE DR	0.3
93.1	R	SANDPAPER TRAIL	0.5
93.6	L	BLUEBRO LN	0.5
93.8	R	MEADOWLARK ST	0.2
93.9	L	GASTON RD	0.1
95.6	R	GASTON RD	1.7
95.6	R	CO RD T	0.1
96.7	L	CO HWY T / CO RD T	0.1
96.1	L	THORSON RD	0.4
97.7	L	BURKE RD	1.7
98.6	R	FELLAND RD	0.9
99.2	L	NELSON RD	0.5
99.5	R	BIKE PATH	0.1
100.5	L	HOECKER RD	1
101.6	L	AMERICAN PKWY	1.2
102.1	R	FINISH AT AMFAMI	

AID STATION #1

55551 Town Hall Dr., Sun Prairie

AID STATION #2

623 Madison St., Marshall (Marshall HS)

AID STATION #3

1200 W. Madison St., Lake Mills (Tyranny Park)

AID STATION #4

972 Liberty St., Deerfield (Savannah Park)

AID STATION #5

208 Benton St., Cambridge (Jones St. Park)

AID STATION #6

1606 Washington Rd., Stoughton

AID STATION #7

504 Weald Bridge Rd., Cottage Grove (Community Park)

AID STATION #8

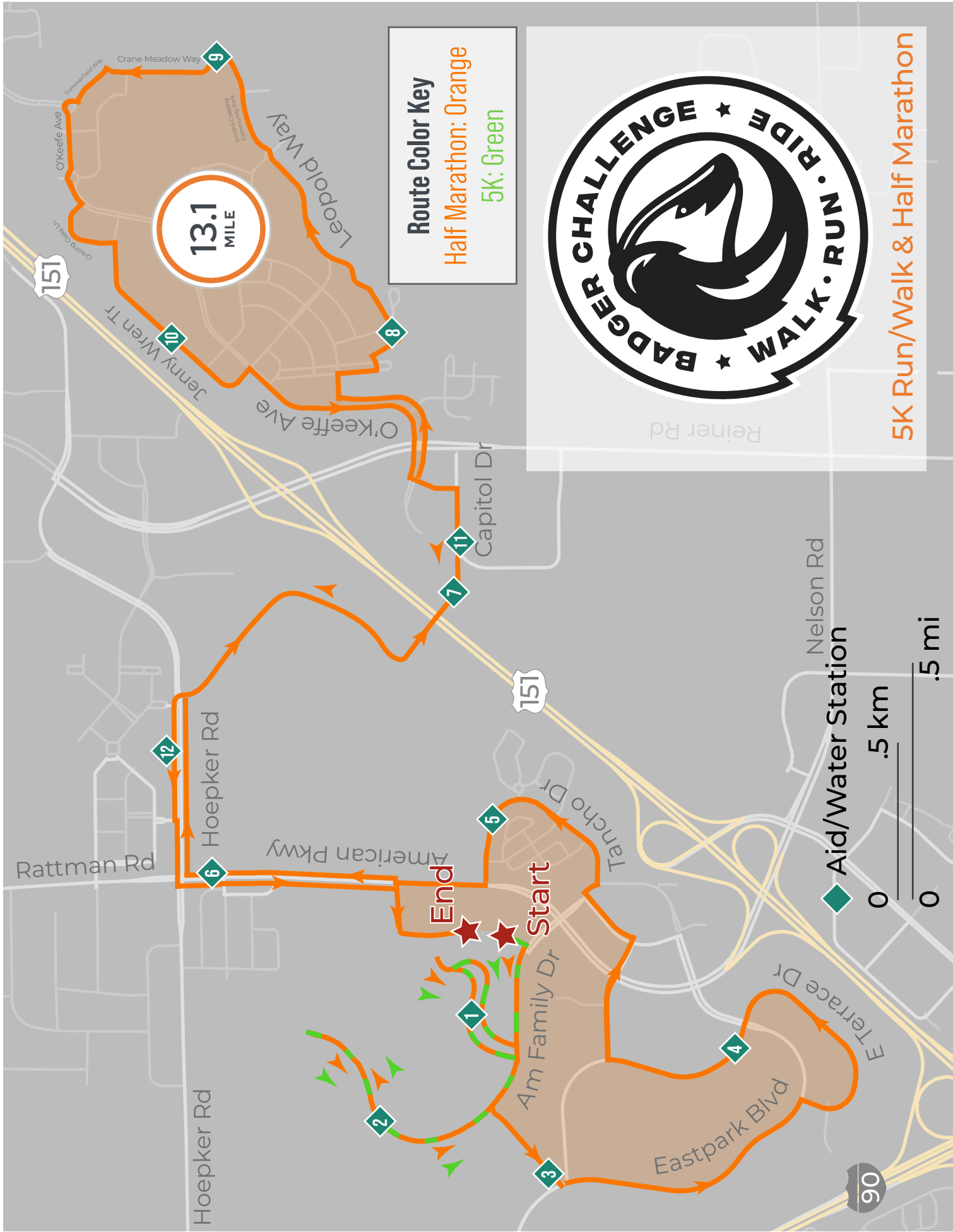
4774 Ridge Rd., Deerfield

ON COURSE NON-EMERGENCY ASSISTANCE

608-316-5755

RIDER REMINDERS:

- All roads are open to car traffic.
- Obey all traffic signs and signals.
- Ride as far to the right of the road as is safely possible, except to pass.
- Helmets must be worn at all times while riding.
- Use proper hand signals when turning.
- Communicate with your fellow riders using proper cycling terms such as "on your left," "car back," etc.
- Obey instructions from the Badger Challenge staff and volunteers and pay attention to information posted on Badger Challenge road signs.
- If you need to stop somewhere along the course that is not at a rest stop, move well off the road so you don't interfere with traffic.
- While water, electrolytes, food, gels, etc. are offered at the rest stops, please make sure you are adequately prepared for proper fuel and hydration outside of those areas. Bring your own water bottles to start the ride and then refuel at rest stops if needed.



5K			
MILE	GO	ONTO	LEG
START AT AMERICAN FAMILY INSURANCE HQ			
0.1	R	AMERICAN FAMILY DR	2.5
1.0	AID STATION #1		
2.0	AID STATION #2		
HALF MARATHON: RIGHT ONTO AMFAM DRIVE EXIT DRIVEWAY			
2.6	L	FINISH AT AMFAM!	

HALF MARATHON			
MILE	GO	ONTO	LEG
CONTINUED FROM 5K ROUTE			
2.6	AID STATION #3		
2.6	L	EASTPARK BLVD	0.7
3.3	R	W TERRACE DR	0.6
3.9	S	S BILTMORE LN	0.4
3.9	AID STATION #4		
4.3	R	BUTTONWOOD DR	0.2
4.5	L	AMCENTER DR	0.2
4.7	R	AMERICAN FAMILY DR	0
4.7	L	TANCHO DR	0.6
5.1	AID STATION #5		
5.3	R	AMERICAN PKWY	0.7
5.9	AID STATION #6		
6	R	HOEPKER RD	0.3
6.3	R	BIKE PATH	0.9
7.2	L	TERRA CT	0
7.2	AID STATION #7		
7.2	L	CAPTOL DR	0.2
7.4	L	CREMER DR	0.1
7.5	R	O'KEEFE AVE	0.3
7.8	R	WILD IRIS ST	0.2
8.0	R	SKY BLUE DR	0.1
8.1	L	BIKE PATH	0.2
8.1	AID STATION #8		
8.3	R	LEOPOLD WAY	0.3
8.6	L	BROWN BEAR WAY	0.1
8.7	R	BIKE PATH	0.3
8.8	AID STATION #9		
9.0	R	CRANE MEADOW WAY	0.2
9.2	L	SUMMERFIELD WAY	0.1
9.3	L	O'KEEFE AVE	0.3
9.6	R	GRACING OAKS LANE	0.2
9.8	R	JENNY WREN TRAIL	0.4

MILE	GO	ONTO	LEG
HALF MARATHON CONTINUES			
10.1	AID STATION #10		
10.2	S	LEOPOLD WAY	0.1
10.3	R	O'KEEFE AVE	0.6
10.9	L	CREMER DR	0.1
11.0	R	CAPTOL DR	0.1
11.0	AID STATION #11		
11.1	R	TERRA CT	0.1
11.2	R	BIKE PATH	0.9
12.1	L	HOEPKER RD	0.3
12.1	AID STATION #12		
12.4	L	AMERICAN PKWY	0.7
13.1	R	FINISH AT AMFAM!	

RUN/WALK REMINDERS:

- All roads are open to car traffic on HALF MARATHON only.
- Police support at major intersections on HALF MARATHON.
- While water, electrolytes, bananas, and gels are offered at the aid stations, please make sure you are adequately prepared for proper fuel and hydration outside of those areas.
- If you need non-emergency assistance on course, call 608-316-5755.

PARTICIPANT ID GUIDES

WRISTBANDS

-  Your wristband is your ticket into the dining area after the event. Please make sure to have this on as you enter the dining area as it will be required to enter. Guests may purchase tickets for the meal to join you.

WALKERS/RUNNERS

-  Your numbered bib must be worn on your front. Your bib contains your tracking and timing chip, and your number is used to identify you for your FREE photos.
-  Dedication bibs are optional. We love to see who you're walking or running for. Extra dedication bibs are available at the packet pick-up area if you want more. We suggest wearing these on front with your numbered bib or on your back.



RIDERS

-  Your numbered bike plate and helmet sticker must be worn. You will stick your helmet sticker to the front of your helmet. Your bike plate will attach to the front of your handle bars with the twist ties in your packet. Your bike plate contains your tracking chip used to keep you safe on course and your helmet sticker is used to identify you for your FREE photos.
-  Dedication bibs are optional. We love to see who you're riding for. Extra dedication bibs are available at the packet pick-up area if you want more. We suggest wearing these on your back.

HELMET STICKER



BIKE PLATE



PARTICIPANT SAFETY

ALL PARTICIPANTS

Badger Challenge is conducted on open roads. Motor vehicle traffic will be present. Be aware of what's going on around you at all times.

BIKERS

-  Obey all traffic signs and signals.
-  Ride as far to the right of the road as is safely possible, except to pass.
-  Helmets must be worn at all times while riding.
-  Use proper hand signals when turning.
-  Communicate with your fellow riders using proper cycling terms such as "on your left," "car back," etc.
-  Obey instructions from the Badger Challenge staff and volunteers and pay attention to information posted on Badger Challenge road signs.
-  If you need to stop somewhere along the course that is not at a rest stop, move well off the road so you don't interfere with traffic.
-  While water, electrolytes, food, gels, etc. are offered at the rest stops, please make sure you are adequately prepared for proper fuel and hydration outside of those areas. Bring your own water bottles to start the ride and then refuel at rest stops if needed.



TAKING PICTURES ON EVENT DAY?

TAG US!



@BADGERCHALLENGE

#RaisedHereStaysHere

#PoweringResearchCuringCancer

#BadgerChallenge

THANKS TO OUR 2022 SPONSORS

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VALUED SPONSORS





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POWERING RESEARCH. CURING CANCER.

SAVE THE DATE!

SUNDAY, SEPTEMBER 24, 2023