

# BADGER CHALLENGE EVENT GUIDE

SUNDAY, SEPTEMBER 24, 2023

American Family Insurance Headquarters  
6000 American Parkway, Madison



POWERING RESEARCH. CURING CANCER.

# 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 2022 we have raised \$2.6 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.





# EVENT DAY SCHEDULE

## 6:00 AM

Main site and packet pick up opens

## 7:00 AM

100 Mile Ride Start

## 8:00 AM

Half Marathon Start

## 9:00 AM

100K Ride Start

## 10:00 AM

50K Ride Start

## 11:00 AM

25K Ride Start

## 12:00 PM

5K Ride Start

## 12:30 PM

5K Walk/Run Start

## 6:00 PM

Badger Challenge Concludes

## KIDS ZONE SCHEDULE

### 9:00 AM - 5:00 PM

Crafts, Inflatables, and Temporary Tattoos

### 10:30 AM - 2:30 PM

Face Painting by Antsy Pants Paints

Balloon Making by Pop Art!

Cotton Candy by Sugarsmith

Photobooth by Dental Health Associates

### 12:30 PM - 2:30 PM

Badger Men's Hockey Team

## PARTICIPANT AMENITIES

- Gear Check & Changing Rooms: In the morning you may utilize our changing rooms and drop your gear at the Gear Check Tent in Lot 4. Riders may drop gear at the second or third rest stop. After you finish your event you may pick up your gear from the Gear Check Tent now located in Lot 3 near the finish line.
- Food & Beverage: Coffee and light refreshments will be provided in the morning near registration. Water, Gatorade, soda, and Sassy Cow Creamery milk will be available in the finish line. Half marathon participants will have a post run breakfast provided in the dining area available from 9:30 AM - 11:00 AM. All other participants will have a catered lunch available starting at 11:00 AM. In order to enter the dining area you must have your wristband on. Additional wristbands will be available to purchase outside the dining tent for guests wishing to dine with you. Capital Brewery beer will be available to all guests 21+ (be prepared to show your ID) in the beverage tents in the dining area in addition to water and soda.
- Photos: Complimentary photos provided by Focal Flame Photography will be emailed to all participants post-event.



# COURSE SUPPORT

## BIKE COURSE REST STOPS:

Each rest stop will include:

- Food (sweet & salty options)
- Water
- Gatorade
- Honey Stinger Waffles
- Gels
- Bathrooms & hand washing stations
- Medical Support
- Mechanic Support

## WALK/RUN AID STATIONS:

Each aid station will include:

- Bananas
- Water
- Gatorade
- Honey Stinger Waffles
- Gels
- Bathrooms & hand washing stations
- First Aid kits


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






# 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.

HELMET STICKER



BIKE PLATE



-  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.














# 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.
-  SAG support is offered on course. The SAG team will assist riders with making simple repairs to their bikes on course or will offer transport to the nearest rest stop for assistance from a bike mechanic.



# PARKING

As you near the event area, you will see posted Badger Challenge signs directing you to parking. Please follow posted signs for your specific event. If you have members of your party in the same vehicle and one member is a biker, you may park on site.

## WALKERS/RUNNERS/SPECTATORS

Parking is located at Alliant Energy (4902 N.Biltmore Lane) and a shuttle runs every 10 minutes looping between Alliant Energy and the American Family Insurance Headquarters. A walking path is also available for those who choose to walk to the site, follow the posted Badger Challenge signs.

First shuttle pick up at Alliant Energy: 6:30 AM

Last Shuttle pick up at American Family Insurance: 5:20 PM

## BIKERS

Parking is located on site at American Family Insurance Headquarters (6000 American Parkway). Enter the site from American Parkway and follow the signs. If you are getting dropped off with your bike please use the parking spots designated for bike unloading across from the covered ramps. For your safety in the parking ramp, please do not ride your bike in the ramp. Please walk your bike down the ramp.

*NOTE: Roof mount bike racks will NOT fit in ramps. Please unload your bike in the designated unloading area across from the covered parking ramps before parking.*



**TAKING PICTURES ON EVENT DAY?  
TAG US ON SOCIAL MEDIA!**

**@BADGERCHALLENGE**

**#RaisedHereStaysHere**

**#PoweringResearchCuringCancer**

**#BadgerChallenge**



# THANKS TO OUR 2023 SPONSORS

## PRESENTING SPONSORS



## VALUED SPONSORS





# ***BADGER*** ***CHALLENGE***

POWERING RESEARCH. CURING CANCER.

**SAVE THE DATE!**

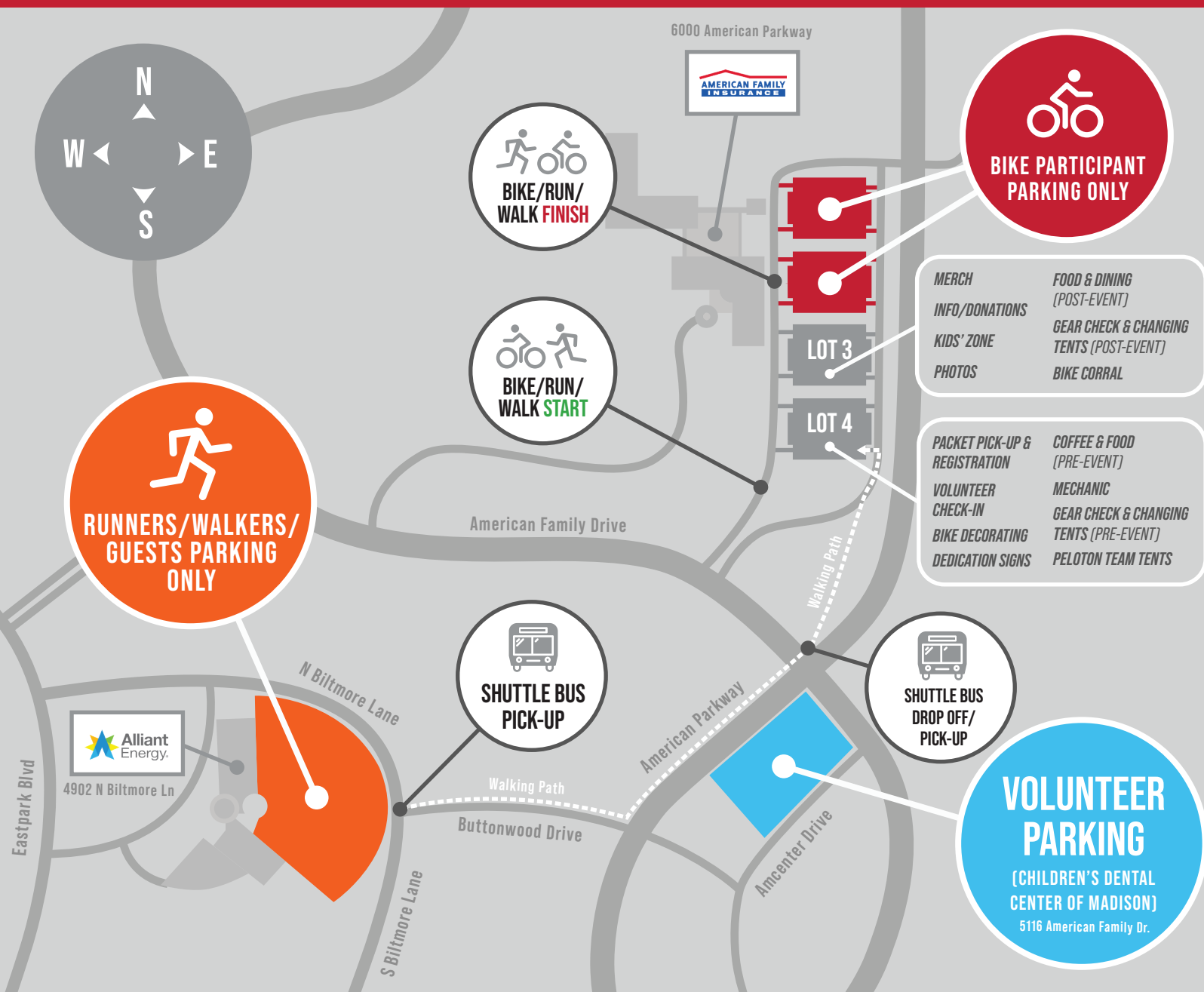
**Sunday, September 22, 2024**



**BADGER**  
CHALLENGE

# ***PARKING & SHUTTLE MAP***

***SEPTEMBER 24, 2023 • [www.badgerchallenge.org](http://www.badgerchallenge.org)***





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# SITE MAP

SEPTEMBER 24, 2023  
[www.badgerchallenge.org](http://www.badgerchallenge.org)

