

BADGER CHALLENGE EVENT GUIDE

SUNDAY, SEPTEMBER 22, 2024

American Family Insurance Headquarters
6000 American Parkway, Madison



POWERING RESEARCH AT

UWHealth



**Carbone
Cancer Center**

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 UW Health | Carbone Cancer Center. Badger Challenge drives 100% of all participant-raised dollars to these cancer research initiatives. Since 2016 we have raised \$3.6 million thanks to you and your support of our mission. Our participants' involvement plays a critical role in cancer research and patient care right here in our community. From improving prevention to advancing lifesaving treatments, each and every one of you is making a significant impact.

UWHealth



**Carbone
Cancer Center**



EVENT DAY SCHEDULE

6:00 AM

Main site and packet pick up opens

7:00 AM

100 Mile Ride Start

7:30 AM

100K Ride Start

8:00 AM

Half Marathon Start

9:00 AM

50K Ride Start

10:00 AM

25K Ride Start

11:00 AM

5K Ride Start

12:00 PM

5K Run Start

12:30 PM

5K Walk Start

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!

Photobooth by Dental Health Associates

Kona Ice

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
- 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.

Bike courses and downloadable GPS files may be found [HERE](#).

Walk and Run courses may be found [HERE](#).



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.



I WALK FOR

Mom



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



I RIDE FOR

Dad





PARTICIPANT SAFETY

ALL PARTICIPANTS

Badger Challenge is conducted on open roads on all courses except the 5K. Motor vehicle traffic will be present on all other courses. Be aware of what's going on around you at all times. If you are biking, you are responsible for knowing and abiding by Wisconsin Bike Safety laws [found here](#).

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.



PARTICIPANT SAFETY

You may see colored flags at rest stops and aid stations along the course. These flags are part of an Event Alert System (EAS). The EAS is a color-coded classification that broadcasts the risk level of course conditions on event day. The levels range from low (green) to moderate (yellow) to high (red) to extreme (black) based on a variety of factors. This system is mainly used to reflect weather conditions but can also be used to alert participants and volunteers of any possible race concern that may occur. If you see a red or black flag, please stay at the nearest rest stop or aid station for further communication from event officials.



GREEN ALERT

No restrictions. Enjoy the event, be alert for any changes.



YELLOW ALERT

Please slow down and be prepared for worsening conditions.



RED ALERT

Please slow down and/or consider stopping activity.



BLACK ALERT

All activity should be stopped. Event is now cancelled.



PARKING

Please note there is separate parking for bikers than walkers, runners, and guests. See further information below. If you have members of your party in the same vehicle and some members are bikers and others are not, you may park on site in the parking ramps at American Family Insurance Headquarters.

Additionally, please note that access to the American Family Insurance parking lots will be closed from 11:00am - 2:00pm to ensure the safety of all of our 5K participants. If you are parked in the ramps you will be able to exit at this time, but entrance will not be allowed.

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. There is a short uphill walk from the shuttle drop off spot to the event site. A walking path from Alliant Energy is also available for those who choose to walk to the site, follow the posted Badger Challenge directional signs.

First shuttle pick up at Alliant Energy Center: 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.

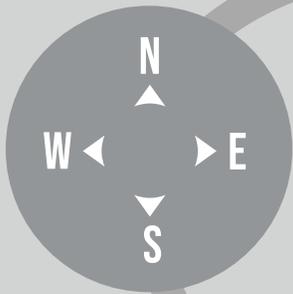
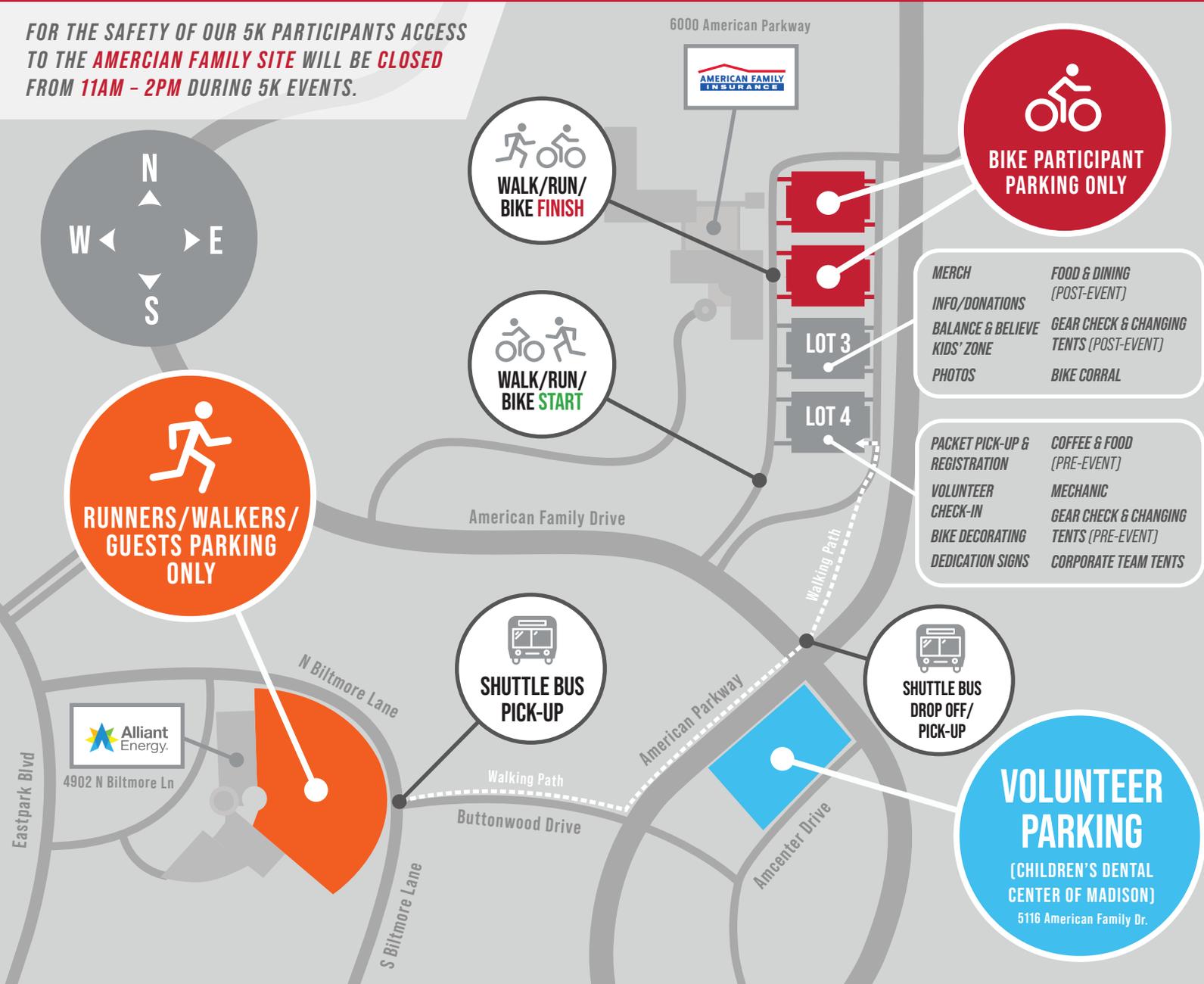


**BADGER
CHALLENGE**

PARKING & SHUTTLE MAP

SEPTEMBER 22, 2024 • www.badgerchallenge.org

FOR THE SAFETY OF OUR 5K PARTICIPANTS ACCESS TO THE AMERICAN FAMILY SITE WILL BE CLOSED FROM 11AM - 2PM DURING 5K EVENTS.



**RUNNERS/WALKERS/
GUESTS PARKING
ONLY**

**WALK/RUN/
BIKE FINISH**

**WALK/RUN/
BIKE START**

**BIKE PARTICIPANT
PARKING ONLY**

MERCH	FOOD & DINING (POST-EVENT)
INFO/DONATIONS	GEAR CHECK & CHANGING TENTS (POST-EVENT)
BALANCE & BELIEVE KIDS' ZONE	BIKE CORRAL
PHOTOS	

PACKET PICK-UP & REGISTRATION	COFFEE & FOOD (PRE-EVENT)
VOLUNTEER CHECK-IN	MECHANIC
BIKE DECORATING	GEAR CHECK & CHANGING TENTS (PRE-EVENT)
DEDICATION SIGNS	CORPORATE TEAM TENTS

**SHUTTLE BUS
PICK-UP**

**SHUTTLE BUS
DROP OFF/
PICK-UP**

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



4902 N Biltmore Ln

Eastpark Blvd

N Biltmore Lane

S Biltmore Lane

Walking Path

Buttonwood Drive

American Parkway

Almcen Drive

6000 American Parkway





**BADGER
CHALLENGE**

SITE MAP

LOT 1



**BIKE PARTICIPANT
PARKING ONLY**

LOT 2



**BIKE PARTICIPANT
PARKING ONLY**

FINISH LINE

PHOTOS



MERCH



**GEAR CHECK &
CHANGING TENTS
(post-event)**



LOT 3

**BIKE
CORRAL**



**FOOD &
DINING
(post-event)**



**BALANCE &
BELIEVE
KIDS' ZONE**



INFO/DONATIONS



LOT 4

CORPORATE TEAM TENTS



**PACKET PICK-UP/
REGISTRATION**



**VOLUNTEER
CHECK-IN**



MECHANIC



**GEAR CHECK &
CHANGING TENTS
(pre-event)**



**COFFEE & FOOD
(pre-event)**



DEDICATION SIGNS



BIKE DECORATING

START LINE

Walking Path

SEPTEMBER 22, 2024
www.badgerchallenge.org



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

@BADGERCHALLENGE

#RaisedHereStaysHere

#PoweringResearchCuringCancer

#BadgerChallenge

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BADGER
CHALLENGE

POWERING RESEARCH. CURING CANCER.

SAVE THE DATE!

Sunday, September 28, 2025