



BADGER ***CHALLENGE***

HELP WRITE THE STORY THAT ENDS CANCER.





BADGER
CHALLENGE

UWHealth

ABOUT BADGER CHALLENGE

Since its beginning in 2016 as The Ride—a community bike event created to raise funds and awareness for cancer research at UW–Madison and the Carbone Cancer Center—the Badger Challenge has grown into a powerful movement of hope and progress.

Over the past decade, it has evolved into a premier philanthropic series of events that power research at the Carbone Cancer Center, now encompassing the Badger Challenge Run/Walk/Ride, the elegant Badger Challenge Ball, and several golf outings—all united by one mission: to end cancer through research, innovation, and collaboration.

Together, participants, donors, and sponsors have raised more than \$5 million, every dollar of which directly supports groundbreaking cancer research right here at UW–Madison. These funds drive discoveries that go far beyond Wisconsin, advancing treatments and improving lives around the world.

The Badger Challenge is more than an event—it's a community of fighters, survivors, and supporters determined to make a difference. Join us, and be part of the progress toward a world without cancer.



OUR MISSION

To advance state of the art cancer research and treatment to serve patients and families in Wisconsin and beyond.



OUR IMPACT

The Badger Challenge has raised over \$5 million to directly support groundbreaking cancer research at UW. In 2025, more than 3,500 participants came together to advance discovery and change.



THE DISEASE & RESEARCH

An estimated 2 million people were diagnosed with cancer in the United States in 2025, over 39,000 people in Wisconsin*. The Badger Challenge raises critical funds to support local cancer research at the University of Wisconsin-Madison. There are over 100 different types of cancer, and each type requires different treatments. The Badger Challenge drives research in every type of cancer.

Over 80 Badger Challenge scholars have received funding to a variety of cancer research areas including:

- ImmunoOncology
- Radiation Therapy
- NanoMedicine
- Targeted Therapies
- Cancer Genomics
- Therapeutic Resistance

**According to the American Cancer Society's 2025 Cancer Facts & Figures Report.*



Breast



Ovarian



Cervical



Uterine



Prostate



Testicular



Kidney



Lung



Lymphoma



Melanoma



Liver



Brain



Leukemia



Childhood



Pancreatic



Head / Neck



Colon



Stomach



BADGER CHALLENGE

2025 IMPACT

2025 TOTAL AMOUNT RAISED:

\$881,521

OVER \$5.4 MILLION RAISED SINCE 2016

100% RAISED. 100% STAYS.



**2,781 TOTAL
PARTICIPANTS**



**109
TEAMS**



**350+ SURVIVORS &
CURRENT PATIENTS**



**3,258
UNIQUE DONORS**

**OVER 3,500 PEOPLE PARTICIPATED IN AND/OR SUPPORTED A 2025 BADGER CHALLENGE EVENT.*

2026 EVENTS

NEW! BADGER CHALLENGE BALL
APRIL 11 • THE EDGEWATER

UW NEURO-ONCOLOGY: TEEING OFF AGAINST BRAIN TUMORS GOLF TOURNAMENT
JUNE 8 • THE OAKS GOLF COURSE

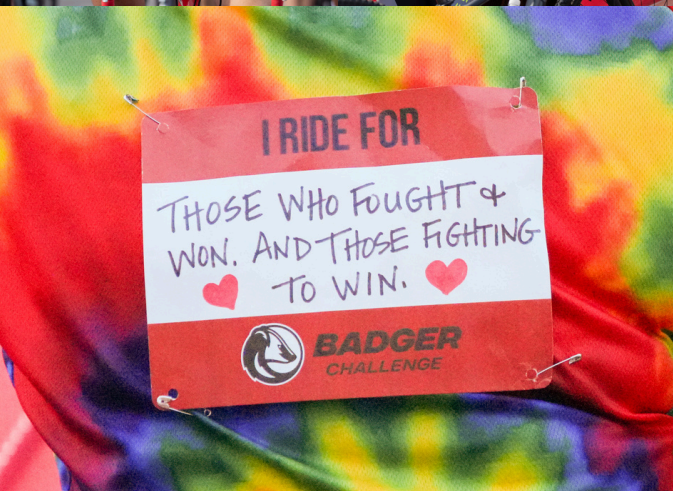
20TH ANNUAL HEADS UP! GOLF OUTING
JULY 27 • UNIVERSITY RIDGE GOLF COURSE

CHAMPIONS' RECEPTION & BADGER CHALLENGE
SEPTEMBER 26 & 27 • UW HEALTH EASTPARK MEDICAL CENTER



Carbone Cancer Center
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH







2026 BADGER CHALLENGE GLOBAL PARTNERSHIPS

SUPPORT THE BADGER CHALLENGE ALL YEAR-ROUND

In 2026, the Badger Challenge and its signature events will unite thousands of participants, supporters, patients, and community leaders with one shared mission: to accelerate lifesaving cancer research and support individuals and families facing a diagnosis. Each experience offers unique visibility and engagement opportunities, all deeply rooted in community, and impact.

Our lineup represents a powerful collective effort across multiple cancer types. Together, these events fuel innovative research at the University of Wisconsin, while honoring survivors, remembering loved ones, and strengthening support for those currently navigating cancer.

By sponsoring the full 2026 event series, your company will stand as a leader in health advancement, innovation, and partnership. Multi-event sponsors receive year-round brand visibility, cross-audience engagement, and the opportunity to align with a mission that inspires hope and transforms lives.

Be part of the impact. Stand with us. Lead the way toward a future free from cancer.

	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
BADGER CHALLENGE RUN•WALK•RIDE	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000
CHAMPIONS' RECEPTION	\$5,000				
INAUGURAL BADGER CHALLENGE BALL	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500
UW NEURO-ONCOLOGY: TEEING OFF AGAINST BRAIN TUMORS GOLF OUTING	\$10,000	\$5,000	\$2,500	\$1,500	\$700
HEADS UP! GOLF TOURNAMENT	\$10,000	\$5,000	\$2,500	\$1,500	\$700
	\$90,000	\$45,000	\$27,500	\$18,000	\$8,900
BUNDLE	\$85,000	\$42,000	\$25,000	\$16,000	\$8,000





BADGER CHALLENGE RUN•WALK•RIDE

SUNDAY, SEPTEMBER 27 • EASTPARK MEDICAL CENTER

Run, walk, or ride for cancer research & innovative patient treatment. The Badger Challenge features five bike routes and two run/walk routes to include any age and ability level. Starting at the Eastpark Medical Center, participants wind through neighboring communities and finish at the post race celebration where we honor our patients, family members and community members affected by cancer.

*FULL SPONSOR BENEFITS
AVAILABLE THROUGH JULY 1

EXCLUSIVE NAMING RIGHTS OF EVENT

COMPLIMENTARY REGISTRATIONS

ADDITIONAL REGISTRATIONS DISCOUNT

SOCIAL MEDIA POSTS

LOGO PLACEMENT WITH HYPERLINK ON WEBSITE

OPPORTUNITY FOR A PELOTON TEAM TENT

LOGO ON PARTICIPANT & VOLUNTEER SHIRTS

PA ANNOUNCEMENTS AT BADGER CHALLENGE

LOGO ON DAY-OF SIGNAGE & FINISH CHUTE

OPPORTUNITY TO HOST A PROMOTIONAL TENT

LOGO ON PARTICIPANT EMAIL FOOTER

LOGO ON BIKE JERSEYS

LOGO AT START LINE

LOGO ON ALL MEDIA ASSETS

	PRESENTING \$50,000	PLATINUM \$25,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000	COPPER \$2,500
EXCLUSIVE NAMING RIGHTS OF EVENT	✓					
COMPLIMENTARY REGISTRATIONS	30	25	15	10	5	3
ADDITIONAL REGISTRATIONS DISCOUNT	50%	40%	30%	25%	20%	15%
SOCIAL MEDIA POSTS	5	4	3	2	1	1
LOGO PLACEMENT WITH HYPERLINK ON WEBSITE	✓	✓	✓	✓	✓	✓
OPPORTUNITY FOR A PELOTON TEAM TENT	✓	✓	✓	✓	✓	✓
LOGO ON PARTICIPANT & VOLUNTEER SHIRTS	✓	✓	✓	✓	✓	
PA ANNOUNCEMENTS AT BADGER CHALLENGE	✓	✓	✓	✓		
LOGO ON DAY-OF SIGNAGE & FINISH CHUTE	✓	✓	✓	✓		
OPPORTUNITY TO HOST A PROMOTIONAL TENT	✓	✓	✓			
LOGO ON PARTICIPANT EMAIL FOOTER	✓	✓	✓			
LOGO ON BIKE JERSEYS	✓	✓				
LOGO AT START LINE	✓					
LOGO ON ALL MEDIA ASSETS	✓					





CHAMPIONS' RECEPTION

SUNDAY, SEPTEMBER 26 • EASTPARK MEDICAL CENTER

Kick off the Badger Challenge at the exclusive Champions' Reception, an evening dedicated to celebrating our most passionate supporters and the incredible impact they make. Guests will have the opportunity to connect with fellow champions and hear directly from patients and Badger Challenge Scholars whose groundbreaking research is made possible through the generosity of our community.

The Champions' Reception sets the tone for Badger Challenge weekend—honoring progress, fostering connection, and energizing our collective mission to end cancer.

- EXCLUSIVE NAMING RIGHTS OF RECEPTION
- LOGO ON DIGITAL EVENT INVITATIONS
- LOGO ON EVENT PROGRAM
- LOGO PLACEMENT WITH HYPERLINK ON WEBSITE
- 5 COMPLIMENTARY BADGER CHALLENGE REGISTRATIONS
- RECOGNITION DURING PRESENTATION
- OPPORTUNITY FOR COMPANY REPRESENTATIVE TO SPEAK DURING THE PRESENTATION

CHAMPION
\$5,000





BADGER CHALLENGE BALL

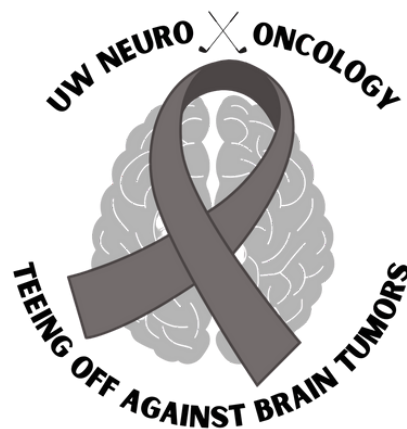
SATURDAY, APRIL 11 • THE EDGEWATER

The Badger Challenge is taking on a new kind of elegance with the inaugural Badger Challenge Ball - an evening of inspiration and hope in support of cancer research at the University of Wisconsin. This premier gala will include a cocktail hour, auctions, dinner, live program, and reception. Partner with us to celebrate courage, fuel progress, and move closer to a future free of cancer.

	PRESENTING \$15,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	TABLE \$2,000
EXCLUSIVE NAMING RIGHTS OF EVENT	✓				
COMPLIMENTARY TABLE(S) OF 10	2	1	1	1	1
LOGO ON COMPANY TABLE	✓	✓	✓	✓	✓
LOGO ON DISPLAY SCREEN BEFORE LIVE PROGRAM	✓	✓	✓	✓	
SOCIAL MEDIA RECOGNITION	✓	✓	✓	✓	
LOGO ON EVENT WEBSITE WITH HYPERLINK	✓	✓	✓	✓	
RECOGNITION IN EVENT PROGRAM	LOGO	LOGO	LOGO	NAME	
LOGO ON SILENT AUCTION PLATFORM	✓	✓	✓		
RECOGNITION DURING LIVE PROGRAM	✓	✓	✓		
LOGO ON EVENT EMAIL FOOTER	✓	✓	✓		
TEAM TOUR OF THE PROTON THERAPY CENTER OR RESEARCH FACILITIES WITH THE UW DEPARTMENT OF HUMAN ONCOLOGY CHAIR, DR. ZACH MORRIS	✓	✓			
LOGO ON EVENT INVITATIONS	✓				
LOGO ON ALL MEDIA ASSETS	✓				

*TICKETS ARE \$200 EACH.
INCLUDES DINNER, CHAMPAGNE,
PROGRAM, AND PARKING.*





NEURO-ONCOLOGY: TEEING OFF AGAINST BRAIN TUMORS GOLF OUTING

MONDAY, JUNE 8 • THE OAKS GOLF COURSE

Join us for the 2nd Annual Teeing Off Against Brain Tumors Charity Golf Tournament and help accelerate breakthrough brain cancer research. In its first year, the event welcomed more than 250 participants and raised over \$80,000 to drive innovation and support patients and survivors throughout their journey. With more than 90,000 people diagnosed with a primary brain tumor each year in the U.S., your partnership makes a meaningful impact—fueling research, offering hope, and honoring those fighting brain cancer.

EXCLUSIVE NAMING RIGHTS OF EVENT

LOGO ON EVENT WEBSITE WITH HYPERLINK

GOLF HOLE RECOGNITION

LOGO ON EVENT SIGNAGE & MATERIALS

FOURSOME(S) AT EVENT

TICKETS TO THE DINNER PROGRAM (TABLES OF 8)

LOGO ON EACH GOLF CART

INCLUSION IN GOLF SEND OFF

DRIVING RANGE RECOGNITION & SIGNAGE

LOGO ON DINNER CENTERPIECES

PRESENTING \$10,000	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,500	BRONZE \$700
✓				
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
2	1	1	1	
16	8	4		
✓	✓	✓		
✓	✓			
✓	✓			
✓				

TICKETS ARE \$200 EACH OR
\$800 FOR A FOURSOME.
INCLUDES 18 HOLES OF GOLF, LUNCH,
DINNER & PROGRAM.





20TH ANNUAL HEADS UP! GOLF OUTING

MONDAY, JULY 27 • UNIVERSITY RIDGE GOLF COURSE

Join us for the 20th Annual Heads Up! Golf Outing—a milestone year for an event dedicated to improving the lives of those impacted by head and neck cancer.

Each year, more than 66,000 people in the U.S. are diagnosed with head and neck cancer. As a valued corporate partner, your support helps advance critical head and neck cancer research and enhances patient services at the University of Wisconsin.

	PRESENTING \$10,000	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,500	BRONZE \$700
EXCLUSIVE NAMING RIGHTS OF EVENT	✓				
LOGO ON EVENT WEBSITE WITH HYPERLINK	✓	✓	✓	✓	✓
GOLF HOLE RECOGNITION	✓	✓	✓	✓	✓
LOGO ON EVENT SIGNAGE & MATERIALS	✓	✓	✓	✓	✓
FOURSOME(S) AT EVENT	2	1	1	1	
TICKETS TO THE DINNER PROGRAM (TABLES OF 8)	16	8	4		
LOGO ON EACH GOLF CART	✓	✓	✓		
INCLUSION IN GOLF SEND OFF	✓	✓			
DRIVING RANGE RECOGNITION & SIGNAGE	✓	✓			
LOGO ON DINNER CENTERPIECES	✓				

TICKETS ARE \$200 EACH OR \$800 FOR A FOURSOME. INCLUDES 18 HOLES OF GOLF, LUNCH, DINNER & PROGRAM.





BADGER ***CHALLENGE***

WE LOOK FORWARD TO WORKING WITH YOU

For more information please contact:

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POWERING RESEARCH. CURING CANCER.