





## **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 \$5.5 million to directly support groundbreaking cancer research at UW. In 2025, more than 3,500 participants came together to advance discovery and change.



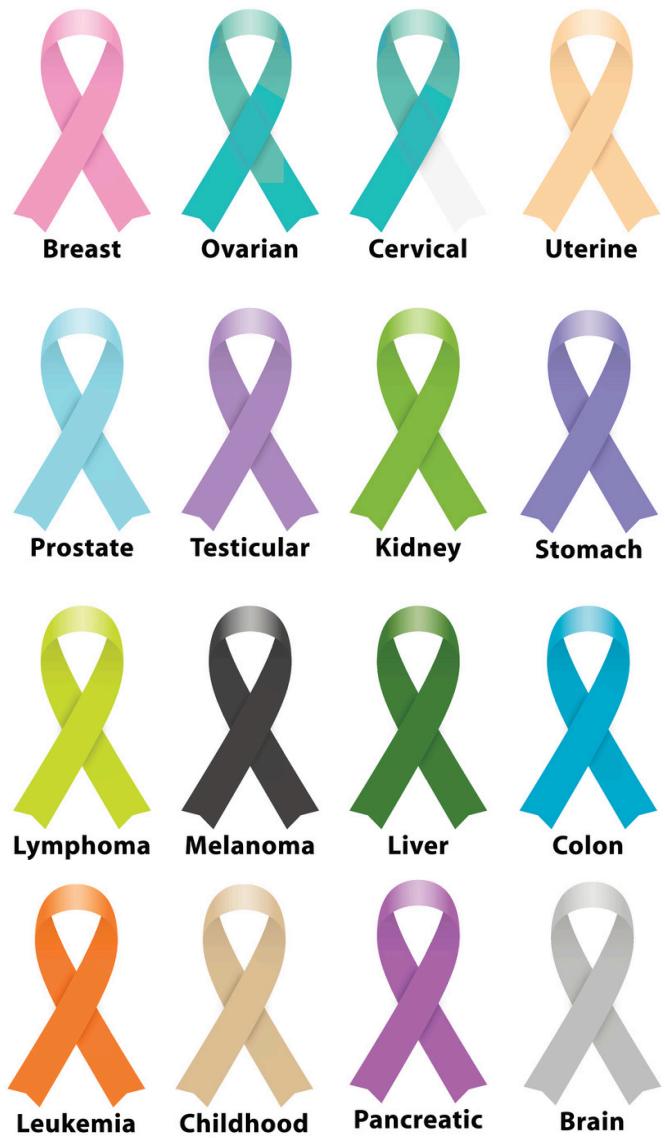
# THE DISEASE & RESEARCH

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.

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.





# MEET THE 2025 BADGER CHALLENGE SCHOLARS

Over the past decade, the Badger Challenge has funded more than 80 researchers at the University of Wisconsin–Madison and the Carbone Cancer Center, fueling discoveries that drive the next generation of cancer prevention, treatment, and care. By investing in local research and patient-centered innovation, the Badger Challenge empowers scientists to pursue bold ideas and accelerate clinical advancements.

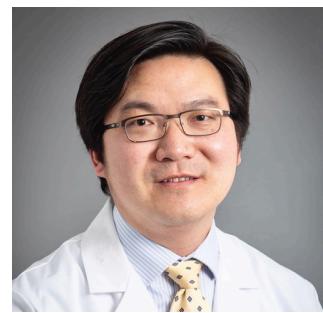
Each year, our review committee selects researchers who applied for grant funding through the Badger Challenge, and this group of selected researchers are known as our Badger Challenge scholars. We are proud to announce this years class of eight scholars whose labs are working to improve patient care and outcomes at the University of Wisconsin.



**Dr. Kristin Litzelman**  
Stem Cell Transplant



**Dr. Muhammed Murtaza**  
Breast, Ovarian  
& Pancreatic Cancer



**Dr. Minglei Kang**  
Multiple Cancers



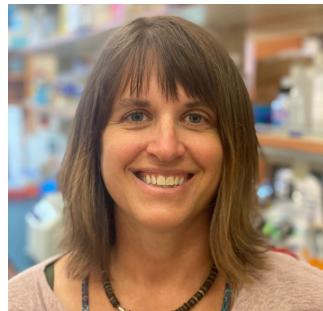
**Dr. Vatsan Raman**  
Peptide Therapeutics



**Dr. Amy Trentham-Dietz**  
Breast Cancer



**Dr. Mari Iida**  
Head & Neck Cancer



**Dr. Amy Erbe-Gurel**  
Neuroblastoma



**Dr. Jordan Slagowski**  
Cervical Cancer





# 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

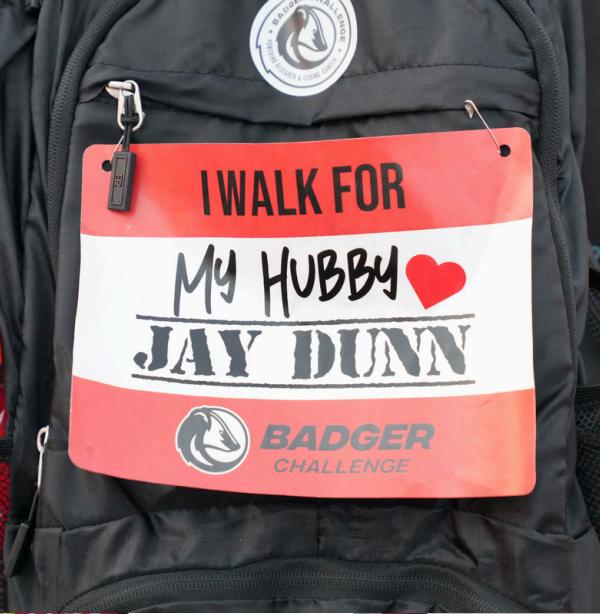
**NEW! BADGER CHALLENGE BALL**  
APRIL 11 • THE EDGEWATER

**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







# 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         | \$2,000        |
| 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   | <b>\$85,000</b> | <b>\$42,000</b> | <b>\$25,000</b> | <b>\$16,000</b> | <b>\$8,000</b> |





# 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

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<br>\$50,000 | PLATINUM<br>\$25,000 | GOLD<br>\$15,000 | SILVER<br>\$10,000 | BRONZE<br>\$5,000 | COPPER<br>\$2,500 |
|------------------------|----------------------|------------------|--------------------|-------------------|-------------------|
| ✓                      | 35                   | 30               | 20                 | 15                | 10                |
| 5                      | 4                    | 3                | 2                  | 1                 | 1                 |
| ✓                      | ✓                    | ✓                | ✓                  | ✓                 | ✓                 |
| ✓                      | ✓                    | ✓                | ✓                  | ✓                 | ✓                 |
| ✓                      | ✓                    | ✓                | ✓                  | ✓                 | ✓                 |
| ✓                      | ✓                    | ✓                | ✓                  | ✓                 | ✓                 |
| ✓                      | ✓                    | ✓                | ✓                  | ✓                 | ✓                 |
| ✓                      | ✓                    | ✓                | ✓                  | ✓                 | ✓                 |
| ✓                      | ✓                    | ✓                | ✓                  | ✓                 | ✓                 |
| ✓                      | ✓                    | ✓                | ✓                  | ✓                 | ✓                 |
| ✓                      | ✓                    | ✓                | ✓                  | ✓                 | ✓                 |
| ✓                      | ✓                    | ✓                | ✓                  | ✓                 | ✓                 |





# CHAMPIONS' RECEPTION

## SATURDAY, 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
- 10 COMPLIMENTARY BADGER CHALLENGE REGISTRATIONS
- RECOGNITION DURING PRESENTATION
- OPPORTUNITY FOR COMPANY REPRESENTATIVE TO SPEAK DURING THE PRESENTATION





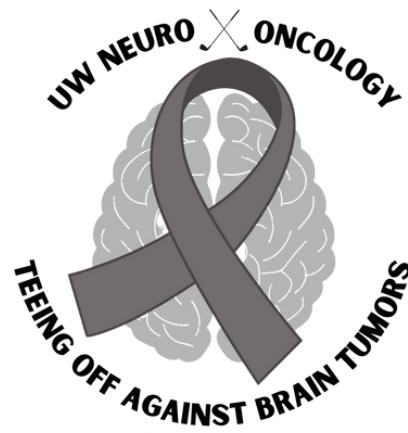
# **BADGER CHALLENGE BALL**

**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<br>\$15,000 | PLATINUM<br>\$10,000 | GOLD<br>\$7,500 | SILVER<br>\$5,000 | TABLE<br>\$2,000 |   |
|---|------------------------|----------------------|-----------------|-------------------|------------------|---|
| EXCLUSIVE NAMING RIGHTS OF EVENT  | ✓                      |                      |                 |                   |                  | TICKETS ARE \$200 EACH.<br>INCLUDES DINNER, CHAMPAGNE,<br>PROGRAM, AND PARKING. |
| 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<br>RESEARCH FACILITIES WITH THE UW DEPARTMENT<br>OF HUMAN ONCOLOGY CHAIR, DR. ZACH MORRIS | ✓                      | ✓                    |                 |                   |                  |   |
| LOGO ON EVENT INVITATIONS   | ✓                      |                      |                 |                   |                  |   |
| LOGO ON ALL MEDIA ASSETS  | ✓                      |                      |                 |                   |                  |   |





# UW NEURO-ONCOLOGY: TEeing OFF AGAINST BRAIN TUMORS GOLF TOURNAMENT

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.

|   | PRESENTING<br>\$10,000 | PLATINUM<br>\$5,000 | GOLD<br>\$2,500 | SILVER<br>\$1,500 | BRONZE<br>\$700 | TICKETS ARE \$200 EACH OR \$800 FOR A FOURSOME. INCLUDES 18 HOLES OF GOLF, LUNCH, DINNER & PROGRAM. |
|---|------------------------|---------------------|-----------------|-------------------|-----------------|---|
| 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                 | ✓                      |                     |                 |                   |                 |   |





# 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.

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<br>\$10,000 | PLATINUM<br>\$5,000 | GOLD<br>\$2,500 | SILVER<br>\$1,500 | BRONZE<br>\$700 | TICKETS ARE \$200 EACH OR<br>\$800 FOR A FOURSOME.<br>INCLUDES 18 HOLES OF GOLF, LUNCH,<br>DINNER & PROGRAM. |
|------------------------|---------------------|-----------------|-------------------|-----------------|--|
| ✓                      |                     |                 |                   |                 |  |
| ✓                      | ✓                   | ✓               | ✓                 | ✓               |  |
| ✓                      | ✓                   | ✓               | ✓                 | ✓               |  |
| ✓                      | ✓                   | ✓               | ✓                 | ✓               |  |
| 2                      | 1                   | 1               | 1                 | 1               |  |
| 16                     | 8                   | 4               |                   |                 |  |
| ✓                      | ✓                   | ✓               |                   |                 |  |
| ✓                      | ✓                   |                 |                   |                 |  |
| ✓                      | ✓                   |                 |                   |                 |  |
| ✓                      |                     |                 |                   |                 |  |



# 2026 BADGER CHALLENGE SPONSORSHIP FORM

COMPANY NAME: \_\_\_\_\_

NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

## BADGER CHALLENGE GLOBAL PARTNERSHIPS

*Tax-deductible value in parentheses*

- Presenting Sponsor - \$85,000 (\$72,200)**
- Platinum Sponsor - \$42,000 (\$36,550)**
- Gold Sponsor- \$25,000 (\$20,750)**
- Silver Sponsor - \$16,000 (\$12,450)**
- Bronze Sponsor - \$8,000 (\$5,100)**

## BADGER CHALLENGE

*Tax-deductible value in parentheses*

- Presenting Sponsor - \$50,000 (\$42,300)**
- Platinum Sponsor - \$25,000 (\$20,950)**
- Gold Sponsor- \$15,000 (\$12,250)**
- Silver Sponsor - \$10,000 (\$8,050)**
- Bronze Sponsor - \$5,000 (\$3,700)**
- Copper Sponsor - \$2,500 (\$1,850)**

## BADGER CHALLENGE BALL

*Tax-deductible value in parentheses*

- Presenting Sponsor - \$15,000 (\$11,000)**
- Platinum Sponsor - \$10,000 (\$8,000)**
- Gold Sponsor- \$7,500 (\$5,500)**
- Silver Sponsor - \$5,000 (\$3,000)**
- Table Sponsor - \$2,000 (N/A)**

## CHAMPIONS' RECEPTION

*Tax-deductible value in parentheses*

- Reception Sponsor - \$5,000 (\$3,700)**

## 20<sup>TH</sup> ANNUAL HEADS UP! GOLF OUTING

*Tax-deductible value in parentheses*

- Presenting Sponsor - \$10,000 (\$7,600)**
- Platinum Sponsor - \$5,000 (\$3,800)**
- Gold Sponsor- \$2,500 (\$1,500)**
- Silver Sponsor - \$1,500 (\$700)**
- Bronze Sponsor - \$700 (\$700)**

## NEURO-ONCOLOGY: TEEING OFF AGAINST BRAIN TUMORS GOLF TOURNAMENT

*Tax-deductible value in parentheses*

- Presenting Sponsor - \$10,000 (\$7,600)**
- Platinum Sponsor - \$5,000 (\$3,800)**
- Gold Sponsor- \$2,500 (\$1,500)**
- Silver Sponsor - \$1,500 (\$700)**
- Bronze Sponsor - \$700 (\$700)**

## OPT OUT OF SPONSOR BENEFITS

Our organization is not interested in receiving complimentary registration(s) with our sponsorship(s).





## **BADGER CHALLENGE**

# **WE LOOK FORWARD TO WORKING WITH YOU**

For more information please contact:

Alyse Peters

Director of Community Engagement & Sponsorship

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920.407.0512

[badgerchallenge.org](http://badgerchallenge.org)

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**POWERING RESEARCH. CURING CANCER.**



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**CHALLENGE**

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