



LIFETIME[®] CHEQUAMEGON

MOUNTAIN BIKE FESTIVAL

PRESENTED BY

TREK

ATHLETE GUIDE

OVERVIEW

2023 brings us the 40th edition of our beloved off-road cycling event in the woods of beautiful Northwestern Wisconsin.

The event would not be possible without our generous volunteers, sponsors and of course, you the participants! The event is truly about you and your friends and family getting together to ride bikes in the woods.



SCHEDULE OF EVENTS

FRIDAY • SEPTEMBER 15TH

LOCATION

Great Hall

(American Birkebeiner Trailhead) 42115 Telemark Rd, Cable, WI

See map on page 6 for directions in to race venue using County M and Telemark Road.

DESCRIPTION

Friday consists of bib pickup, food trucks, live music, retail sales, miles of CAMBA bike trails, great conversations, big trees, fresh air and clean water.

10:00 a.m.	Kenda Shakeout Ride Starting at American Birkebeiner Trailhead
1:00 p.m.	LTGP Shakeout Ride Starting at American Birkebeiner Trailhead
2:00 p.m.	Trek Shakeout Ride Starting at American Birkebeiner Trailhead
2:00 p.m. – 7:00 p.m.	Bib Pickup and Race Festival Live Music & Food Trucks end at 7:00pm
4:15 p.m. – 4:45 p.m.	Life Time Grand Prix Panel
5:00 p.m.	Little Loggers Kids Bike Event
6:00 p.m. – 6:30 p.m.	40th Anniversary Panel

SCHEDULE OF EVENTS CONTINUED

SATURDAY • SEPTEMBER 16TH

6:00 a.m. – 8:00 a.m.	Bikes can be dropped off and placed in your assigned gate corral at the Cheq 40 start in Hayward Primary School, 10665 Main St. Hayward, WI
7:00 a.m. – 9:30 a.m.	CHEQUAMEGON 40 bib pickup only at Primary School, 10665 Main St, Hayward, WI
8:00 a.m. – 9:30 a.m.	SHORT & FAT bib pickup only at Great Hall, Cable, WI 42115 Telemark Rd, Cable, WI
10:00 a.m.	CHEQUAMEGON 40 START at Primary School/Hayward
10:00 a.m.	SHORT & FAT START at The Great Hall, Cable, WI
10:00 a.m. – 6:00 p.m.	Finish Festival, Sponsor & Vendor Expo
10:55 a.m.	Short & Fat First Finisher
12:25 p.m.	Chequamegon 40 First Finisher
12:30 p.m.	CHEQUAMEGON 40 PRO/ELITE WOMEN'S START
1:00 p.m.	CHEQUAMEGON 40 PRO/ELITE START
4:00 p.m.	All Awards CAMBA BIKEPALOOZA Raffle Drawing do not need to be present to win Raffle info HERE \$15,400 in bikes, limited to 400 tickets!
6:00 p.m.	Race Festival / Bike Valet closes



GENERAL INFORMATION

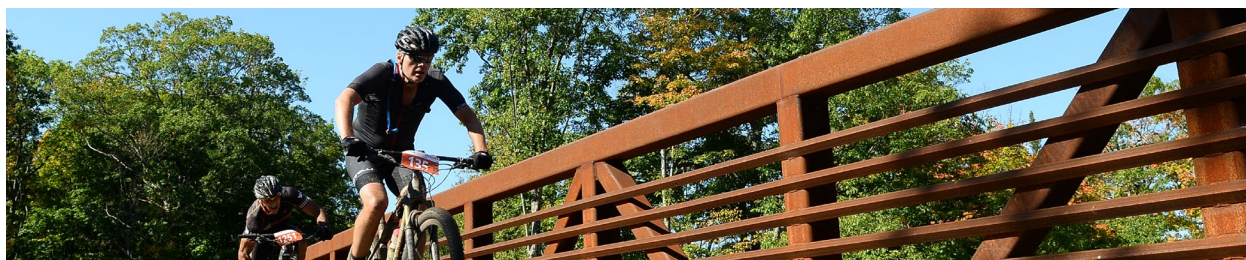
LOCATION

Chequamegon Finish and Short & Fat start and finish location at [Great Hall](#) (*American Birkebeiner Trailhead*) - 42115 Telemark Rd, Cable, WI

See map on page 6 for directions in to race venue using County M and Telemark Road.

Please Note:

Unattended bikes will be removed from start corrals at 9:50am. No overnight camping at airport property (*parking area*) or Great Hall. Please consult [cable4fun](#) and [hayward area chamber](#) for camping and lodging information.



FOOD TRUCKS

2-7pm Friday | 11am-6pm Saturday

- Seeley Lions Club (Brats)

MUSIC

Friday 1-4pm | Jim Green

Friday 4-7pm | Tim Haus

Saturday 1-4pm | Tim Haus

COURSE TERRAIN

The course profile for all events is a roller coaster conglomeration of glacial features, typified by a rolling succession of 25- and 50-foot climbs. While not a technically demanding course in terms of tricky switchbacks and narrow single-track trails, the Chequamegon Mountain Bike Festival racecourses simply wear you down with the never-ending changes of terrain and surface conditions.

Attention! All roads, trails are open to vehicle and atv traffic. Please be aware.

SPECTATOR INFO

See pages 17-18 for full details.

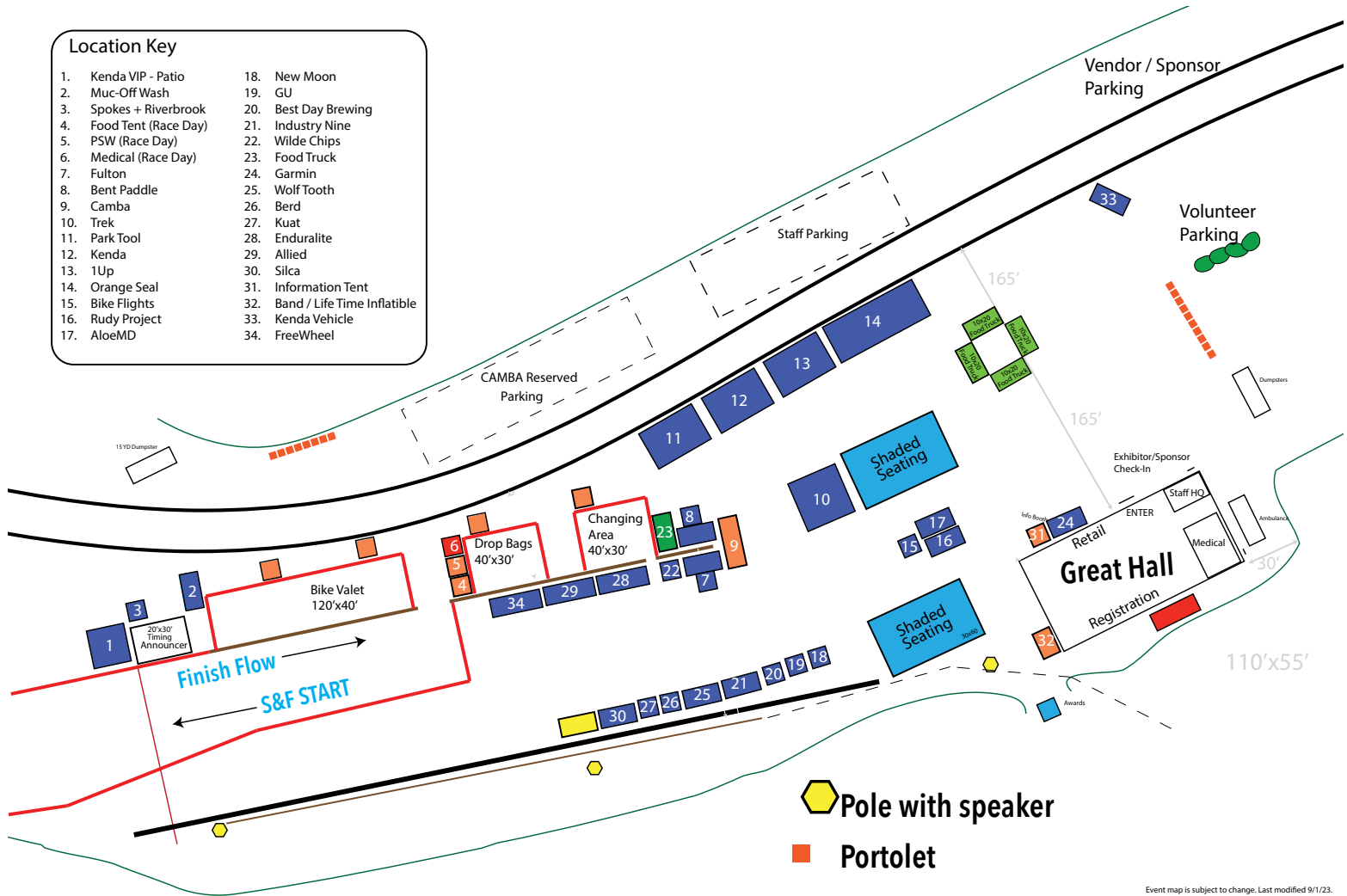
TIMING

Your race time is calculated using a **10:00 a.m. gun start time**. Your finish time will be determined by when your race number with transponder cross the finish line.

VENUE MAP

Location Key

- | | |
|-------------------------|---------------------------------|
| 1. Kenda VIP - Patio | 18. New Moon |
| 2. Muc-Off Wash | 19. GU |
| 3. Spokes + Riverbrook | 20. Best Day Brewing |
| 4. Food Tent (Race Day) | 21. Industry Nine |
| 5. PSW (Race Day) | 22. Wilde Chips |
| 6. Medical (Race Day) | 23. Food Truck |
| 7. Fulton | 24. Garmin |
| 8. Bent Paddle | 25. Wolf Tooth |
| 9. Camba | 26. Berd |
| 10. Trek | 27. Kuat |
| 11. Park Tool | 28. Enduralite |
| 12. Kenda | 29. Allied |
| 13. 1Up | 30. Silca |
| 14. Orange Seal | 31. Information Tent |
| 15. Bike Flights | 32. Band / Life Time Inflatable |
| 16. Rudy Project | 33. Kenda Vehicle |
| 17. AloeMD | 34. FreeWheel |





CHEQUAMEGON 40

BUSING INFO

CHEQUAMEGON 40 RIDERS ONLY

- Saturday morning busing only – **NO POST-RACE BUSING**
- \$10 fee per person
- Bus pick up at **Great Hall** (American Birkebeiner Trailhead)
42115 Telemark Rd, Cable WI
- **Pick-up time:** First bus leaves at 8:30 am | Last bus leaves at 8:50 am
- If you've already registered for the Cheq 40 and would like a spot on the bus, please contact Treva at cheqmtb@ltevents.zendesk.com
- All parking for the finish and Short & Fat will be near the Great Hall/ Birkie Start
- Bikes can be dropped off in Hayward Saturday between 6am – 7:30am in your assigned gate corral with your race plate number attached

PARKING

PARKING LOT RECOMMENDATIONS IN HAYWARD

- Parking Lot - Fifth St & Wisconsin Ave.
- First Lutheran Church lot - Nyman Ave near Main St.
- Hayward Wesleyan Church lot - Hwy 27 & Nyman Ave
- People's National Bank lot - Second St. & Dakota Ave
- Hayward Primary & Intermediate School lot - Sixth St. & Minnesota Ave
- Hayward City lot - Hwy 63 & Hwy 27

NO PARKING AREAS IN HAYWARD

- Main St between Railroad St and Wittwer Rd
- East side of Nyman between Main Street & Hwy 27 (*it's a bike lane*) Please do not leave your vehicles in local business lots during the event

RACE VENUE DIRECTIONS & PARKING



DROP BAGS

- Use your own bag
- Drop your bag at the Bag Drop Vehicle at the Chequamegon 40 start
- Pick up at the Baggage pick up area at the finish festival

AWARDS

CHAMPION'S AWARDS (PRO/ELITE DIVISION MALE/FEMALE)

- \$10,000 cash prize purse
- **Men's:** 1st \$2500 | 2nd \$1,000 | 3rd \$750 | 4th \$500 | 5th \$250
- **Women's:** 1st \$2500 | 2nd \$1,000 | 3rd \$750 | 4th \$500 | 5th \$250
- **Pro/Elite Division** is not eligible for age class/division awards

OVERALL AWARDS

- **Top 3 men and women** in the Chequamegon 40 will be recognized and receive an award.
- **Overall age class winners** will be taken out of the age class/division awards
- Age Class/division participants are **not eligible for Pro/Elite awards**



CLASS/DIVISION AWARDS

Age Class participants are not eligible for Pro/Elite awards. Top 5 males and females in the following age groups will receive an award:

COMPETITION CLASSES FOR MALES & FEMALES

- 14 – 29
- 30 – 39
- 40 – 49
- 50 – 59
- 60 – 69
- 70

SINGLE SPEED

Top 3 overall males and females receive an award.

FAT BIKE

Top 3 overall males and females receive an award.

TANDEM

Top 3 overall teams receive an award.

NON-BINARY

Top 3 overall receive an award.

PARA

Top 3 overall receive an award.

COURSE INFORMATION

The Chequamegon 40 begins travels from downtown Hayward, WI over the famed American Birkebeiner Ski Trail, forest roads, snowmobile trails and other wooded paths in Sawyer and Bayfield counties to the finish line at the Great Hall in Cable, WI.

CUT OFF TIMES/COMPLETION TIME

11:46 a.m.	11:46 AM – Aid Station 1 Gravel Pit (Mile 12)
12:36 p.m.	12:36 PM – Aid Station 2 OO (Mile 18)
2:20 p.m.	2:20 PM – Aid Station 3 High Point (Mile 30)
4:00 p.m.	COURSE CUTOFF – all riders must be complete, anyone not complete at this time will be a DNF

This is based off 4pm finish line cutoff – Avg 6.87 mph

For the safety of our volunteers and our riders, cut-off times have been added at each aid station. If you do not make the cut-off time, your number will be pulled and you can choose to be transported via sag vehicle to the finish or ride a short-cut route. Additionally, any **finish time after 6 hours** (4:00PM) will be listed as a DNF.

If you think you will be unable to make the cut-off times and are signed up for the 40, please [contact us](#) and we can change you to the Short & Fat at no additional charge.

SAFETY TIPS

The iconic Chequamegon rollout from the start line defines one of the longest running, largest off-road events in the sport and presents racers with an unmatched beginning to their off-road adventure. For the safety of all riders, **please follow these rollout safety tips:**

- Ride in control at all times
 - Hold a steady and secure position until you hit the dirt
 - Move with caution, each move you make in a mass start rollout impacts fellow riders
 - Do not try to jump ahead of riders in the rollout
 - Never leave the pavement
- Be aware of changing positions and paces of fellow riders
- Call out to others and announce your intentions when noticing a change of pace, hidden hazard or any other pack dynamic that may impact the group

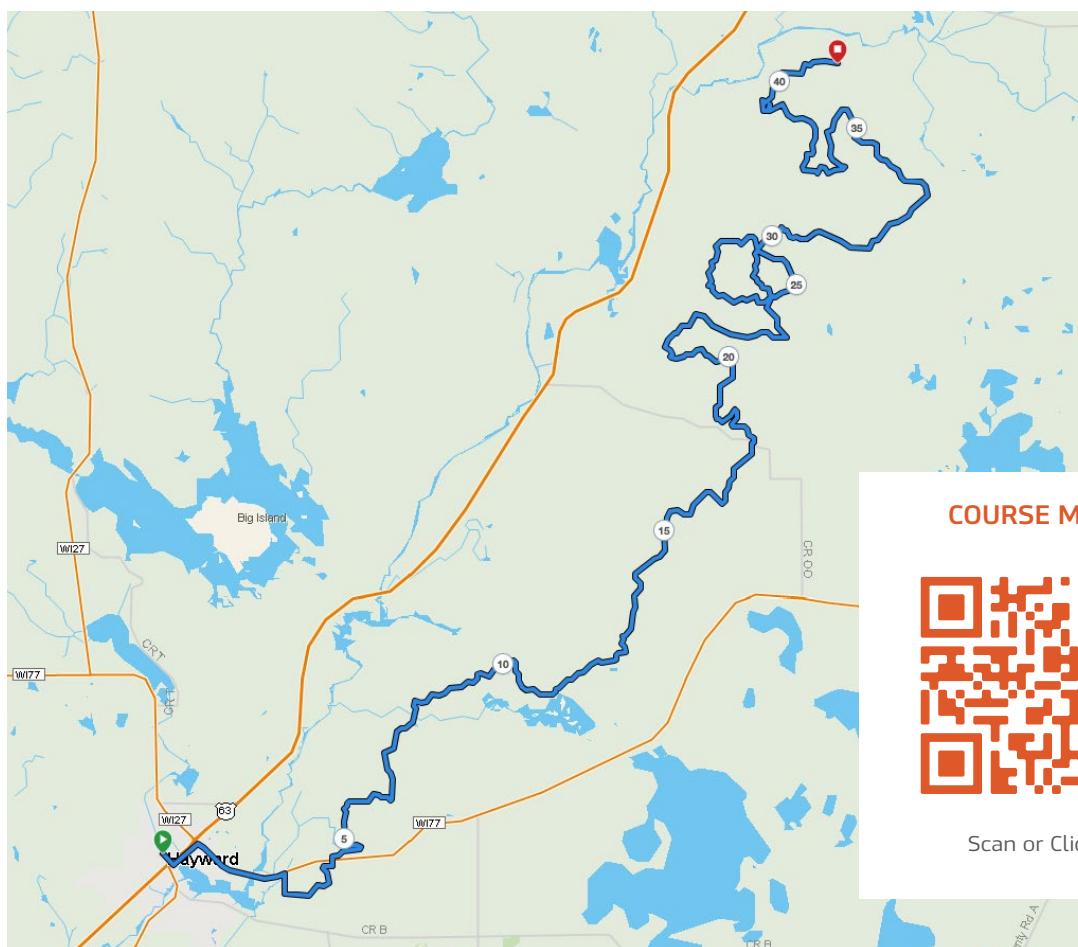
CHEQUAMEGON 40

SIGNAGE

- Follow the **ORANGE** signage (PINK is for Short & Fat).
- For a section of the course, you'll see both **ORANGE** and PINK signage. For the last 11 miles you'll see both PINK and ORANGE signage.
- Signage will be placed in trees and on posts along the course, so keep your **head UP** (not down).
- Turns will be well-marked, but **"WRONG WAY"** signs (**RED**) will be on-course for back-up. In general, trust the turn and keep rolling until you see another turn sign.



RACE MAP





PRO RACE

PACKET PICKUP

Grab your gear at one of two locations:

FRIDAY, SEPTEMBER 15

2:00-7:00 p.m. | Finish Location - Great Hall
[42115 Telemark Rd, Cable, WI](#)

SATURDAY, SEPTEMBER 16

11:30-1:15 p.m. | Start Location
[Wheeler Road/Birkie Trail](#)

START/FINISH LOCATIONS

Drop a pin for our (NEW) start/finish locations.

START LOCATION

[Wheeler/Road/Birkie Trail](#)

Start Times:

- Pro Women: **12:30 p.m.**
- Pro Men: **1 p.m.**

FINISH LOCATION

[Great Hall](#) - 42115 Telemark Rd, Cable, WI

COURSE INFORMATION

Everything you need to know for your 40-mile off-road trek through the Northwoods.

COURSE NOTES

- Each participant is required to complete the entire course to be considered a finisher.
- It's each rider's responsibility to **stay on course at ALL times**.
 - Course will be well-marked, but we can't guarantee tampering (I've witnessed signs being taken or played with by our local bear population).
- **Be considerate** to other riders when passing or being passed.
 - You may encounter age-class riders later in the race (motos will let them know you are coming). Please be nice and give them plenty of space and encouragement as you pass.
- There will be no course marshals or aid station support – know the course and correct signage (see "Signage" to the right).
- Roads are not closed – **stay alert!**
 - There will be 1 patrol at a Mosquito Brook, the only pavement crossing (and typically, a busy road). The rest of the course we'll be on/crossing gravel, ATV, forest and XC ski trails.
 - ATV trails are very active with motorized UTV/ATVs. We do our best to inform local trail groups, businesses and weekend warriors of the event – but again, stay alert.

PRE-RIDES

The course will be lightly marked starting Labor Day Weekend. Feel free to come up early to check out the course and enjoy an extra weekend in the Northwoods.

SIGNAGE

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- For a section of the course, you'll see both **ORANGE** and PINK signage. For the last 11 miles you'll see both PINK and ORANGE signage.



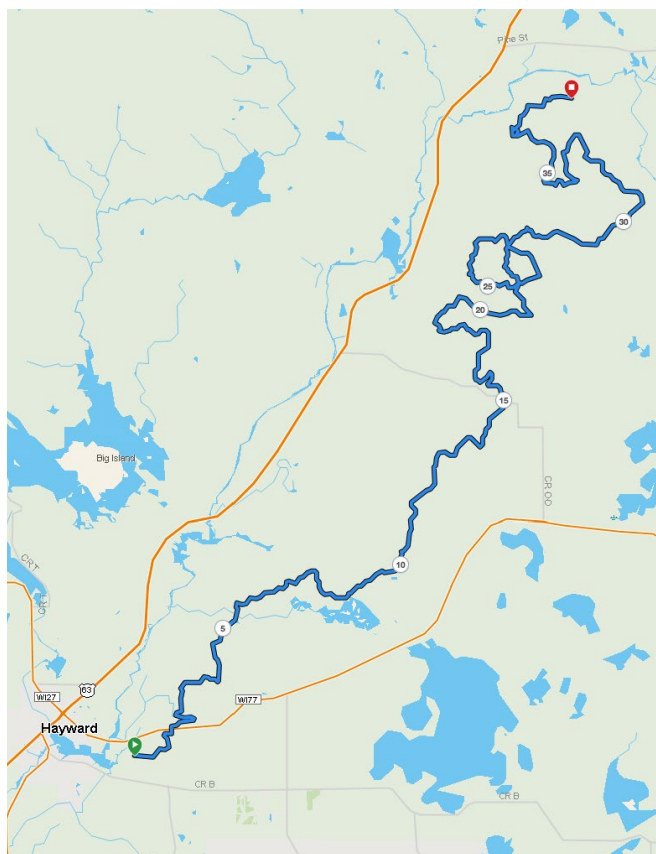
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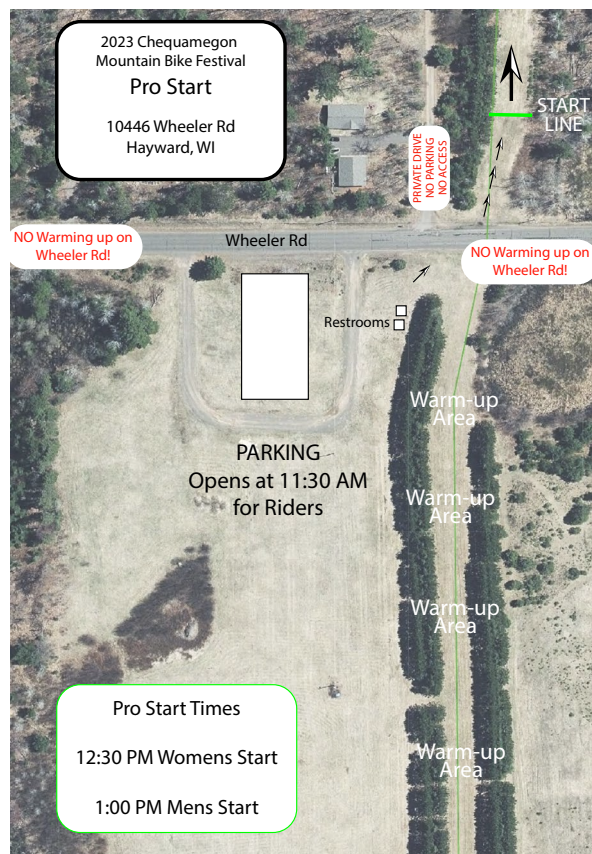
CONDITIONS

Course conditions vary from year to year, depending on rain – so **be prepared** for anything!

PRO RACE MAP



PRO START



CREW INFORMATION

All pro riders are expected to be self-sufficient. Use what you can carry and lend a hand to your fellow racers when needed. Other allowable support can be defined as:

- **Team or rider support** can be provided at any of the official aid station locations (see map).

OTHER INFORMATION

LITTERING

Littering won't be tolerated and will result in immediate disqualification.

TRANSPORTATION

You're responsible for your own transportation to/from the start/finish area.

AWARDS

All awards will be at 4 p.m. at the Great Hall (42115 Telemark Rd, Cable, WI).

COURSE MAP



Scan or Click



SHORT & FAT

PARKING

FRIDAY & SATURDAY

All parking for the finish and Short & Fat will be in the Airport Field adjacent to the Great Hall/Birkie Start

AWARDS

OVERALL AWARDS

- **Top 3 men and women** in the Chequamegon 40 will be recognized and receive an award.
- **Overall age class winners** will be taken out of the age class/division awards

CLASS/DIVISION AWARDS

Top 3 males and females in the following age groups will receive an award:

COMPETITION CLASSES FOR MALES & FEMALES

- 19 & Under
- 20 - 29
- 30 - 39
- 40 - 49
- 50 - 59
- 60 - 69
- 70+

PARA

Top 3 overall receive an award.

SINGLE SPEED

Top 3 overall males and females receive an award.

FAT BIKE

Top 3 overall males and females receive an award.

TANDEM

Top 3 overall teams receive an award.

NON-BINARY

Top 3 overall receive an award.

COURSE INFORMATION

Starting at the Great Hall in Cable, WI, the Short & Fat race route utilizes forest roads, the American Birkebeiner Ski Trail and other backwoods paths on the way to the finish line at the Great Hall.

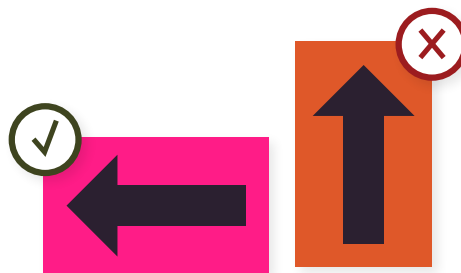
SAFETY TIPS

The dynamic Short & Fat roll out from the start line presents racers with an unmatched beginning to their off-road adventure. For the safety of all riders, **please follow these rollout safety tips:**

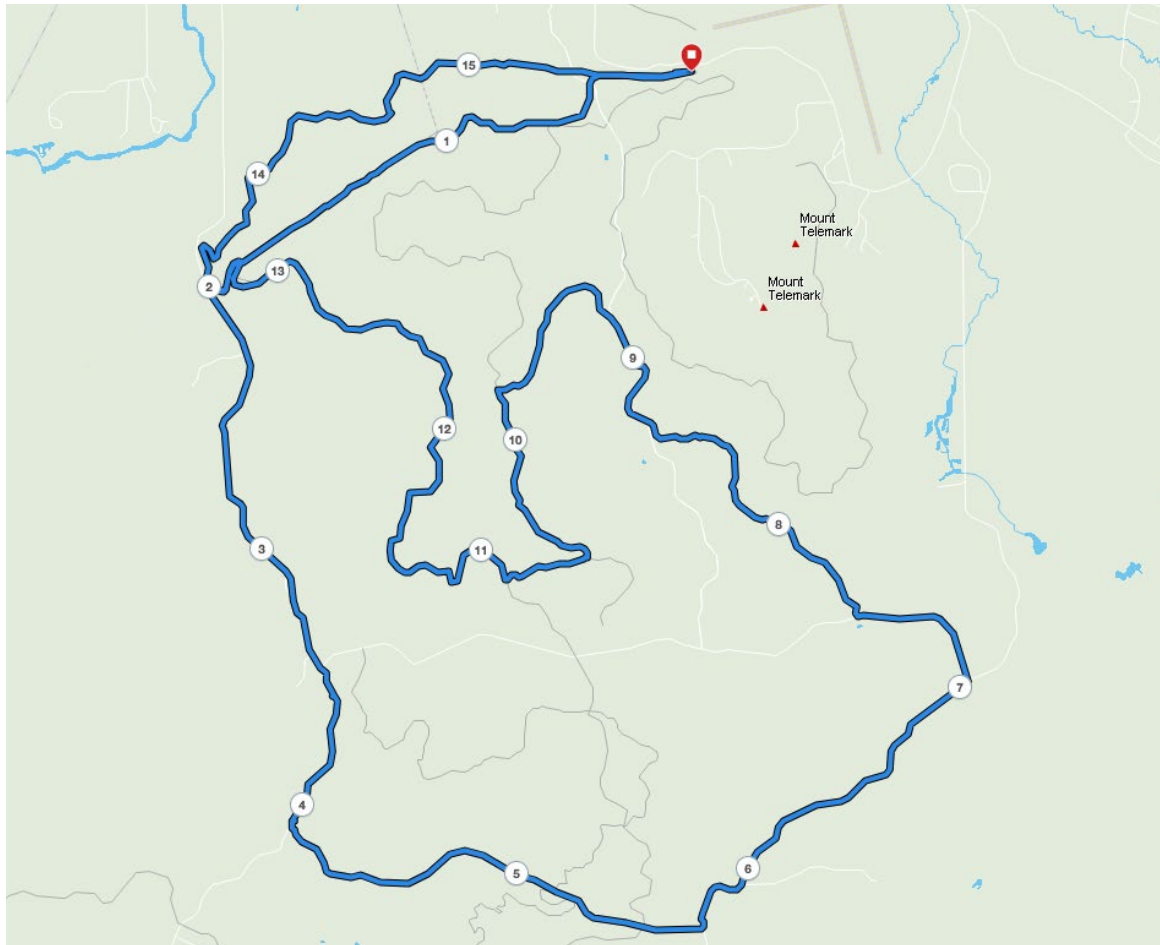
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RACE MAP



COURSE MAP



Scan or Click

SPECTATOR INFORMATION

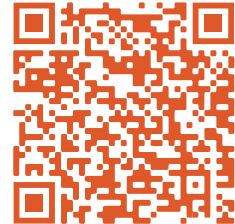
VIEWING LOCATIONS

[View map](#) of spectator viewing locations and rider support guide

"OO" AND BIRKE TRAIL 15.92 miles from the start

Drive north of the start in Hayward on Highway 63. In Seeley, take Cty "OO" east to the American Birkebeiner ski trail crossing. Park on the north side of "OO" in the large lot. You can watch or provide racer support on the north or south side of the trail. Exit the area via Cty "OO" west back to Seeley.

SPECTATOR MAP



GREAT HALL

Finish Location

American Birkebeiner Trailhead - [42115 Telemark Rd, Cable, WI](#)



SPECTATOR INFORMATION

FOREST ROADS CLOSED FOR RACE DAY SPECTATOR TRAVEL

Selected forest roads normally open to vehicular travel will be temporarily closed during the Saturday running of the Chequamegon 40 & Short & Fat events. Please reference the map on page 17 for details.

Only rider support vehicles with vehicle passes, race official vehicles, local residents and hunter traffic will be allowed on the following roads from 10:30 a.m. to 2:30 p.m. during the running of the Chequamegon 40 and Short & Fat events:

TOWN OF SPIDER LAKE

- Telemark Road/ Spider Lake Fire Lane from Clear Lake Road north to the town line
- Boedecker Road from the town line east to Spider Lake Fire Lane
- Janet Road from the town line north to Boedecker Road

TOWN OF LENROOT

- Boedecker Road from Snowmobile Trail 22 east to the town line
- Janet Road from 00 north to the town line

TOWN OF CABLE

- Spider Lake Fire Lane from Telemark Road south to the town line
- Randysek Road from the Town of Cable south to SMT 22

These road restrictions have been implemented to increase the safety of the riders during the event.

Please Note! Those providing nutritional support for elite racers along the race route will be required to obtain a vehicle permit from race headquarters prior to race morning to access the course.

Contact the event headquarters in advance at pspencer@lt.life or stop in the race headquarters up until Friday the night before the event to obtain your vehicle pass.

Thank you for observing the road closed signs and the instructions of the course monitors along the race route.



THANK YOU TO OUR SPONSORS

Our partners and sponsors, along with Hayward, Cable and surrounding communities, Wisconsin – provide us with all the resources, insight and love to put on this extraordinary event for the cycling community. This year, our 40th anniversary is made possible through the generous support of the sponsors noted here.

This details the corporate and community support that has made this year's Chequamegon MTB Festival a success. As a benefactor of our sponsors' commitment, you can show your appreciation by thanking them for their participation and supporting them with your patronage.

LIFETIME

TREK
WATERLOO, WISCONSIN | SINCE 1976

 **mazda**

1UP

**BEST DAY
BREWING**

CRAFT

GARMIN

GU


Hayward Area
Memorial Hospital
& Water's Edge

KENDA

KODIAK
PARK CITY

Muc-Off 

 **Seal**
ORANGE

**PROUD
SOURCE**
SPRING WATER

 **RUDY
PROJECT**

SHIMANO

WILDE
PROTEIN CHIPS

**BENT
PADDLE**
BREWING CO.


BIKEFLIGHTS

FREEMHEELBIKE


FULTON

Hayward
POWERSPORTS

NORTHERN LAKES
COOPERATIVE

 **OCS**
orion
construction
services

 **YARDI**
MOUNTAIN BIKE FEATURES


NEW MOON
EST. 1976
SKI • BIKE SHOP

NOW
BIKES • TRI • FITNESS

Riverbrook
BIKE & SKI

SPOKES