

# LIFETIME® CHEQUAMEGON

## MOUNTAIN BIKE FESTIVAL

PRESENTED BY **TREK**



ATHLETE GUIDE



# OVERVIEW

2024 brings us another 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 13<sup>TH</sup>**

### LOCATION

#### Derksen Family Great Hall

42000 Telemark Rd, Cable, WI 54821

See map on page 6 for directions in to race venue using County M and Telemark Road. **All Friday events take place at the Derksen Family Great Hall.**

### 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
1:00 p.m.	LTGP Shakeout Ride
2:00 p.m. – 7:00 p.m.	Bib Pickup and Race Festival
2:30 p.m. – 3:30 p.m.	Stein Holding Contest
4:15 p.m. – 4:45 p.m.	Life Time Grand Prix Panel
5:00 p.m.	Little Loggers Kids Bike Event

# SCHEDULE OF EVENTS CONTINUED

## SATURDAY • SEPTEMBER 14<sup>TH</sup>

6:00 a.m. – 9:30 a.m.	Bikes can be dropped off and placed in your assigned gate corral.   Cheq 40 Start   <a href="#">Hayward Primary School</a>
7:00 a.m. – 9:30 a.m.	CHEQ 40 Bib Pickup ONLY   <a href="#">Hayward Primary School</a>
8:00 a.m. – 9:30 a.m.	SHORT & FAT bib pickup ONLY   <a href="#">Derksen Family Great Hall</a>
10:00 a.m.	CHEQ 40 START   <a href="#">Hayward Primary School</a>
10:00 a.m.	SHORT & FAT START   <a href="#">Derksen Family Great Hall</a>
10:00 a.m. – 6:00 p.m.	Finish Festival, Sponsor & Vendor Expo   <a href="#">Derksen Family Great Hall</a>
10:57 a.m.	Short & Fat First Finisher
12:30 p.m.	Chequamegon 40 First Finisher
12:30 p.m.	Chequamegon 40 PRO/ELITE Women's Start   <a href="#">Wheeler Rd/ Birkie Trail</a>
12:30 p.m.	Chequamegon 40 PRO/ELITE Men's Start   <a href="#">Wheeler Rd/ Birkie Trail</a>
4:00 p.m.	All Awards CAMBA BIKEPALOOZA Raffle Drawing   <a href="#">Derksen Family Great Hall</a>   Raffle info <a href="#">HERE</a>
6:00 p.m.	Race Festival / Bike Valet closes



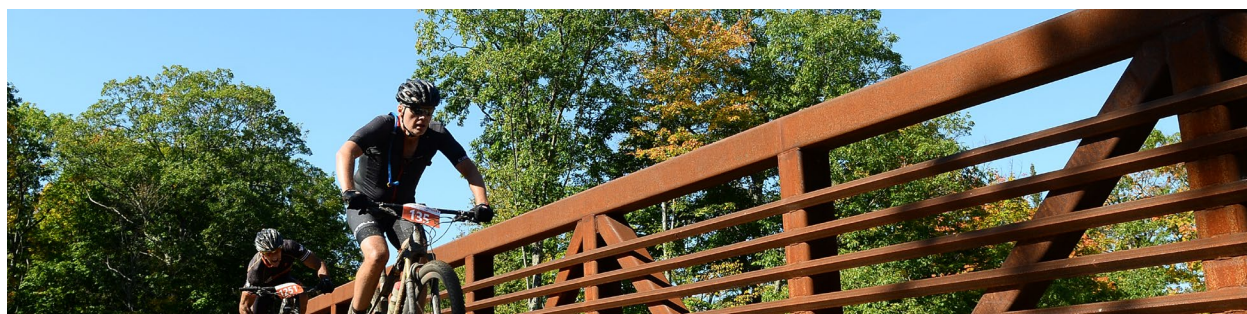
# GENERAL INFORMATION

## LOCATION

Chequamegon 40 Finish and Short & Fat Start AND Finish | [Derksen Family Great Hall](#) - 42000 Telemark Rd, Cable, WI 54821

### 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)
- T-Rex Inferno (pizza)
- Honey Badger Bites
- Wilder Waffle Co
- Coffee - Backroads Coffee

## MUSIC

Friday 1-4pm | Tim Haus

Saturday 1-4pm | Tim Haus

## SPECTATOR INFO

See pages 17-18 for full details.

## TIMING

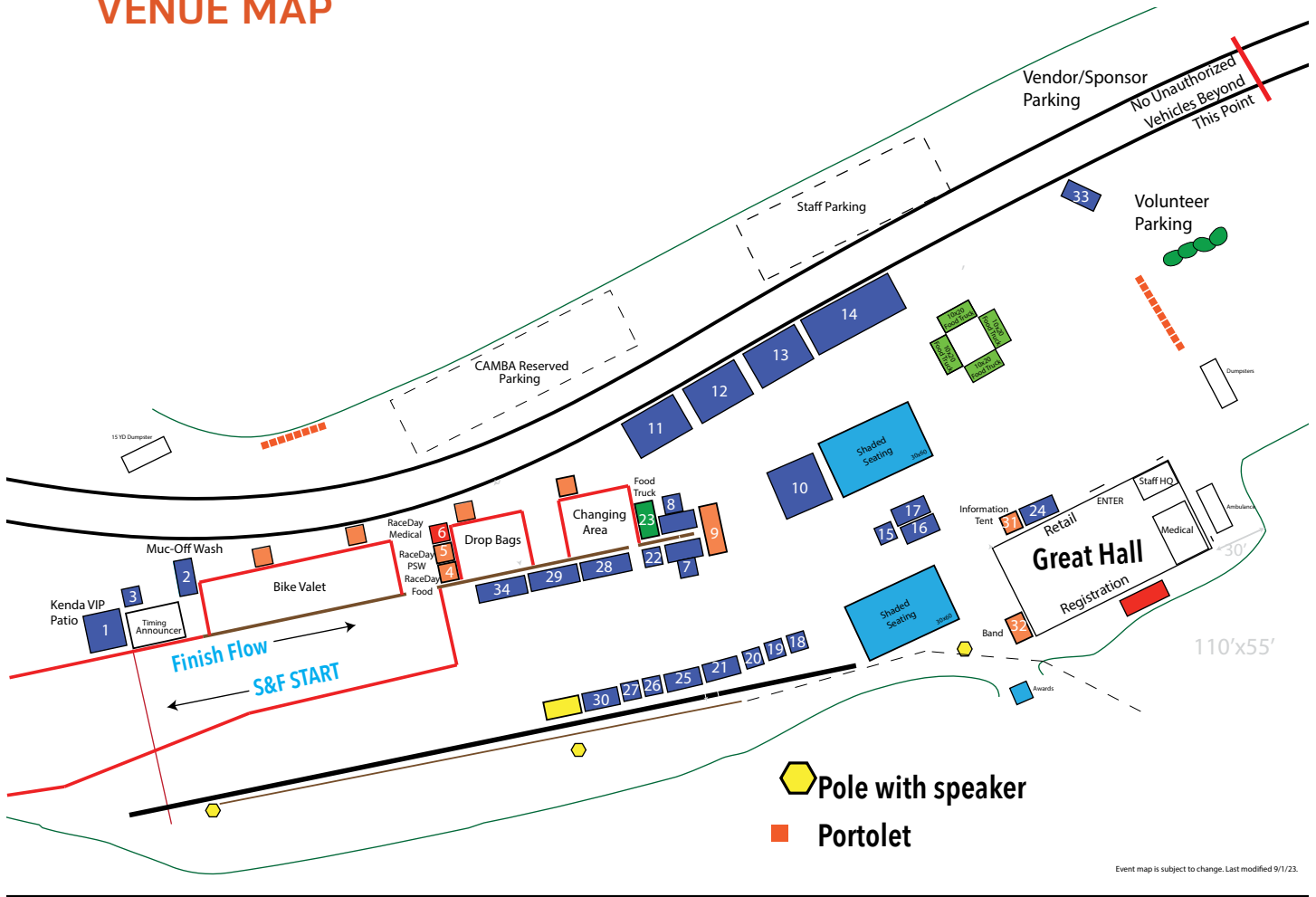
Your race time is calculated using a **10:00 a.m. gun start time**. Your finish time will be determined by when your race number with transponder cross the finish line.

## 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.

# VENUE MAP







# CHEQUAMEGON 40

## BUSING INFO

### CHEQUAMEGON 40 RIDERS ONLY

- Saturday morning busing only – **NO POST-RACE BUSING**
- \$10 fee per person
- Bus pick up at **Derksen Family Great Hall**
- **Pick-up time:** First bus leaves at 8:30 am | Last bus leaves at 8:50 am
- **Need a Seat on the Bus?** If you've already registered for the Chequamegon 40 and would like a spot on the bus, visit our store to buy a pass [storefront.chronotrack.com/event/74836](https://storefront.chronotrack.com/event/74836)
- All parking for the finish and Short & Fat will be near the Great Hall/Birkie Start
- Bikes can be dropped off from 6:00 am - 7:45 am.  
Location: **Hayward Primary School**
- Drop your bike off in your assigned gate corral.  
Number plate **MUST** be 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 – 79
- 80+

**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.

**E-BIKES** E-Bikes are welcome for participation but ineligible for awards. Pedal assist only.

**NON-BINARY** Top 3 overall receive an award.

**PARA** Top 3 overall receive an award.

**PARTICIPANT AWARDS** All participants will receive a Chequamegon MTB Festival T-Shirt and 2 complimentary beers: one from Fulton and one from Bent Paddle. Must be 21 years of age.



## 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 [Derksen Family Great Hall](#) in Cable, WI.

### CHEQ 40 COURSE LINKS:

[Ridewithgps](#)

[Garmin](#)

### CUT OFF TIMES/COMPLETION TIME

11:45 a.m.	Aid Station 1 Gravel Pit (Mile 12.2)
12:33 p.m.	Aid Station 2 OO (Mile 17.8)
2:14 p.m.	Aid Station 3 High Point (Mile 29.6)
4:00 p.m.	<b>COURSE CUTOFF – all riders must be complete, anyone not complete at this time will be a DNF</b>

**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

### AID STATIONS

Aid Stations will be available for athletes competing in the Cheq 40, NOT the Pro field\* Aid Stations will offer HOIST hydration products, Honey Stinger Waffles, Anderson's Maple Gels, and more! Aid station locations are as follows:

**Gravel Pit Aid Station | Mile 12 | OO Aid Station | Mile 18 | High Point Aid Station | Mile 30**

\*Pro field can have neutral, mechanic and nutritional support at OO only.

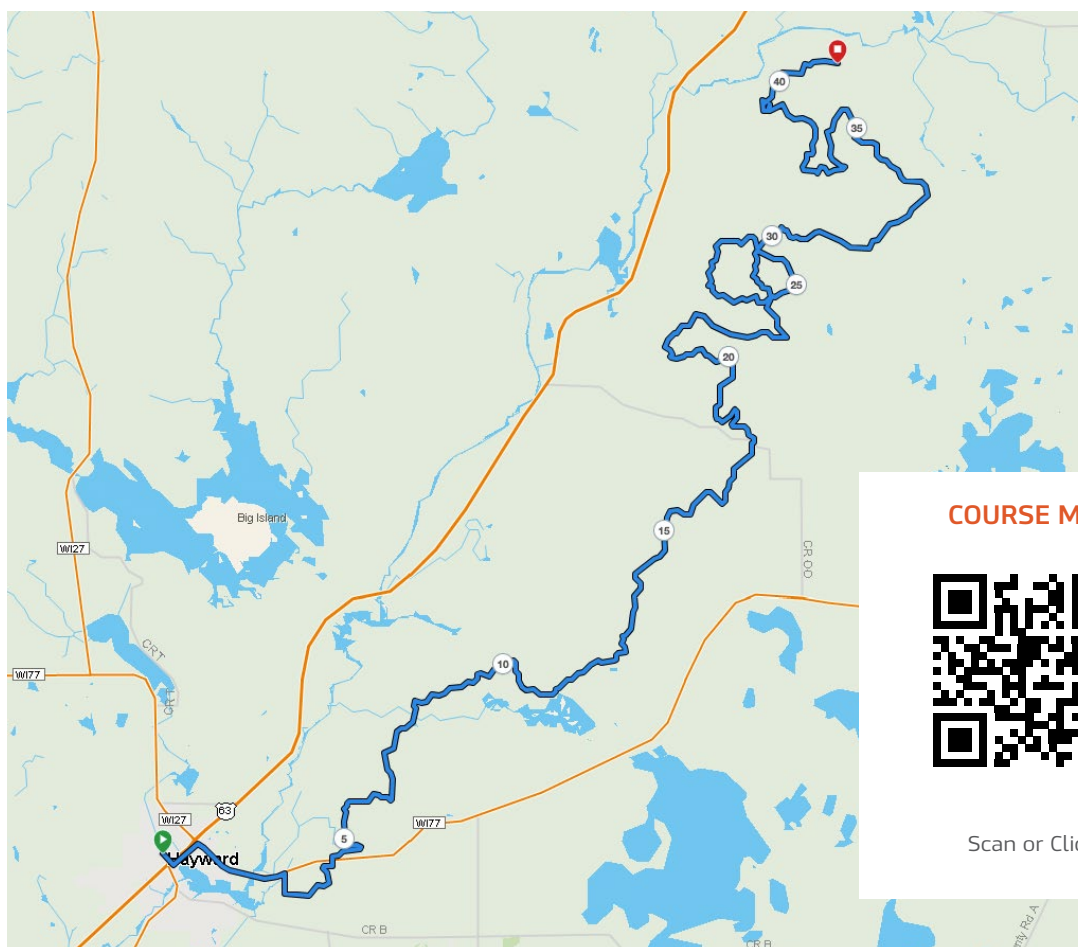
# CHEQUAMEGON 40

## 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 13

2:00-7:00 p.m. | Finish Location - Derksen Family Great Hall

#### SATURDAY, SEPTEMBER 14

11:30-1:15 p.m. | Start Location  
Wheeler Rd/ Birkie Trail

### START/FINISH LOCATIONS

Drop a pin for our start/finish locations.

#### START LOCATION

Wheeler Rd/ Birkie Trail

#### Start Times:

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

#### FINISH LOCATION

Derksen Family Great Hall

## COURSE INFORMATION

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

### PRO/ELITE COURSE LINKS:

[Ridewithgps](#)     [Garmin](#)

### 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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- 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.

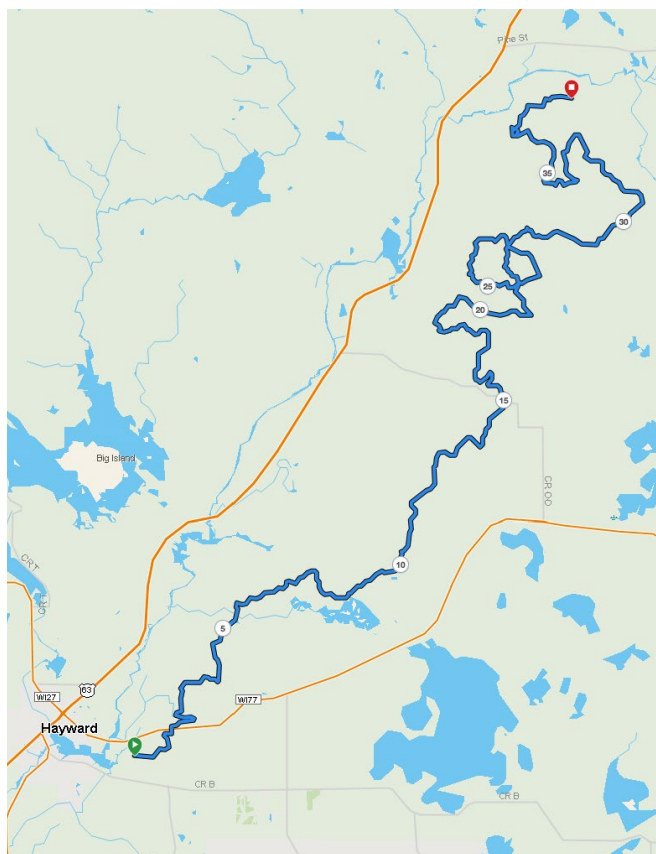


### CONDITIONS

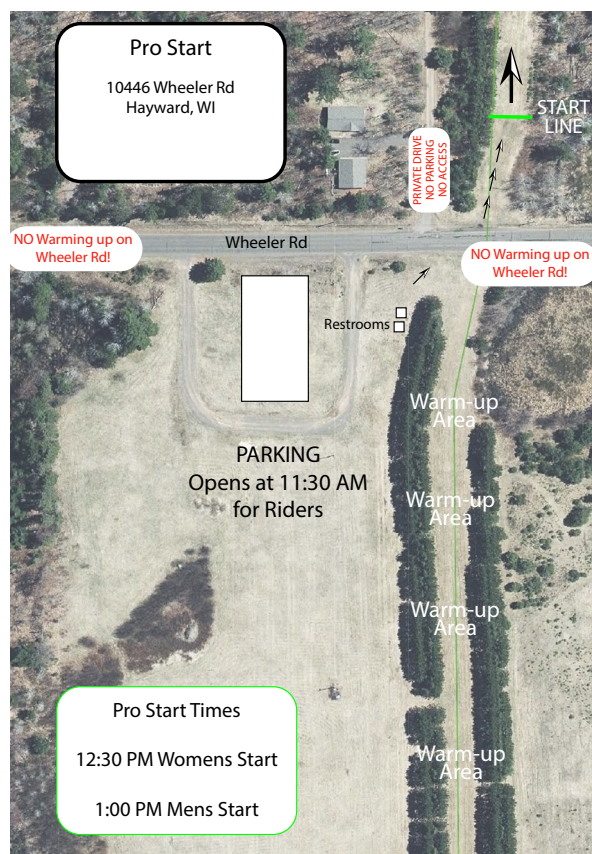
Course conditions vary from year to year, depending on rain – so **be prepared** for anything!



## 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 the 00 Aid Station ONLY.

## 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 Derksen Family Great Hall

## 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

#### PARTICIPANT AWARDS

All participants will receive a Chequamegon MTB Festival T-Shirt and 2 complimentary beers: one from Fulton and one from Bent Paddle. Must be 21 years of age.

## 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 – 79
- 80+

#### 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.

#### E-BIKES

E-Bikes are welcome for participation but ineligible for awards. Pedal assist only.



## COURSE INFORMATION

Starting at the [Derksen Family Great Hall](#) in Cable, WI, The 16 Mile Chequamegon Short & Fat race route utilizes forest roads, the American Birkebeiner Ski Trail, and other backwoods paths on the way to the finish line back at the Derksen Family Great Hall.

### SHORT & FAT COURSE LINKS:

[Ridewithgps](#)     [Garmin](#)

## 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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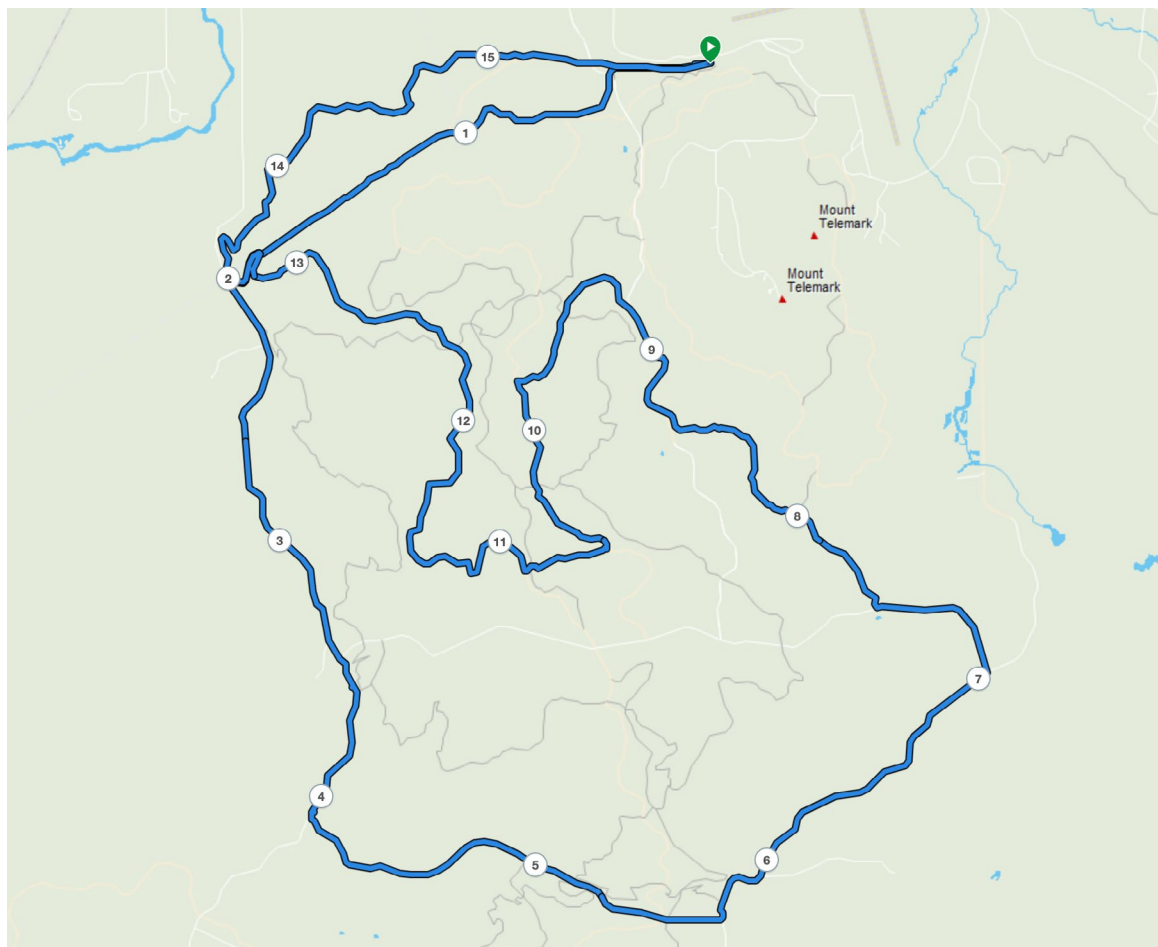


## AID STATIONS

Aid Stations will offer HOIST hydration products, Honey Stinger Waffles, Anderson's Maple Gels, and more! There is ONE aid station on the Short & Fat course:

**Timber Trail Aid Station | Mile 7.1**

## RACE MAP



## COURSE MAP



Scan or Click



# SPECTATOR INFORMATION

## VIEWING LOCATIONS

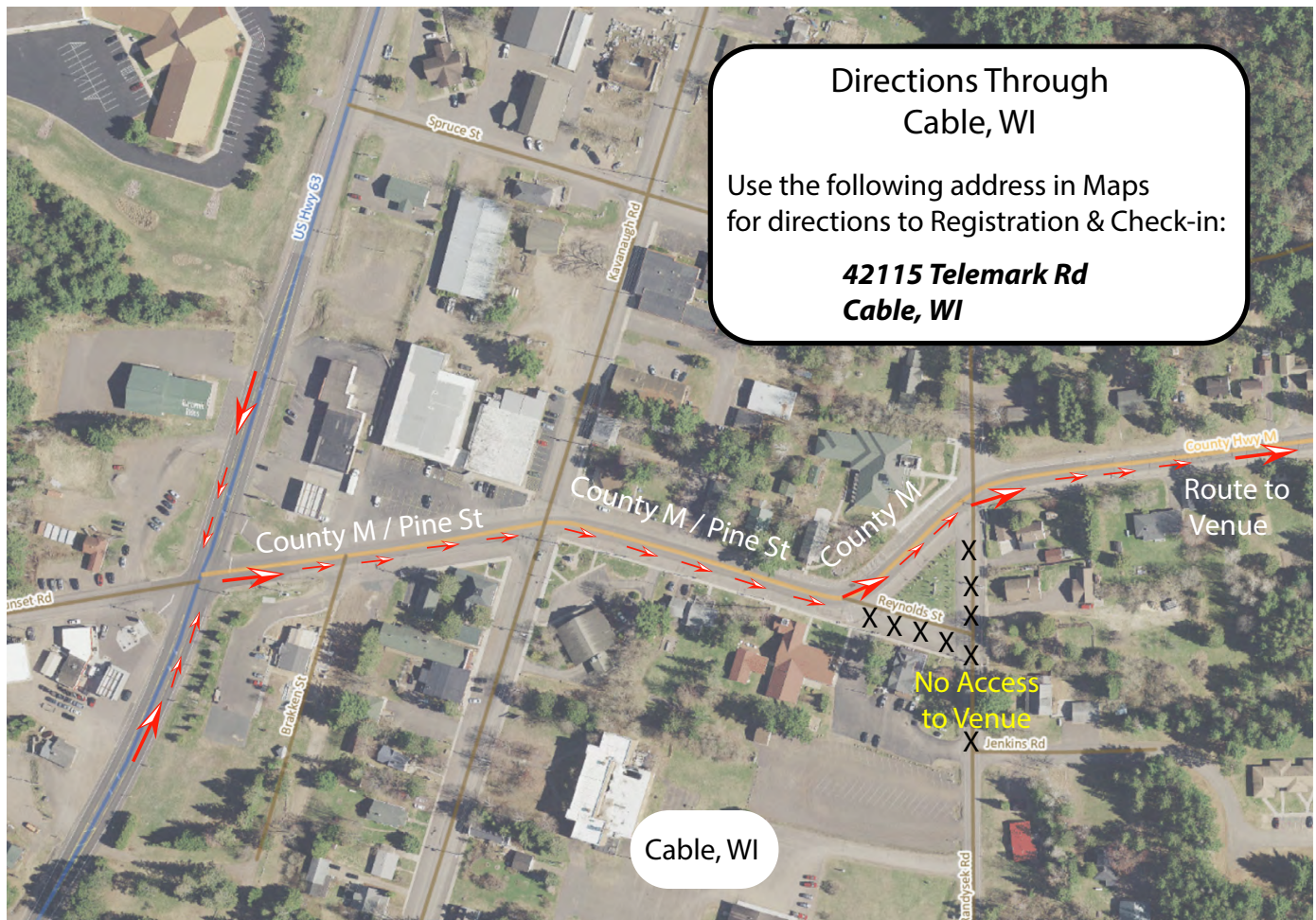
### "OO" AND BIRKE TRAIL 17.8 miles from the start

Drive north of the start in Hayward on Highway 63. In Seeley, take Cty "OO" east to the **Derksen Family Great Hall** 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.

### DERKSEN FAMILY GREAT HALL

Finish Location

Derksen Family Great Hall



# 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**  
USA

**PURE FUEL**

  
Backroads  
Coffee  
COMMUNITY FOCUSED SINCE 1987

  
BEST DAY  
BREWING

**CRAFT**

**GARMIN**

  
INDUSTRY NINE

**KENDA**

  
Muc-Off

  
ORANGE  
Seal

**PROUD  
SOURCE**  
SPRING WATER

  
RUDY  
PROJECT

**SHIMANO**

  
BENT  
PADDOLE  
BREWING CO.

  
BIKEFLIGHTS

**BOBO'S**

**CHOMPS**

  
FREEWHEEL BIKE

  
FULTON

  
GOODLIFE  
BRANDS

  
HAYWARD  
POWER SPORTS

  
HOIST  
HY-LEVEL HYDRATION

  
HONEY  
STINGER

**KENETIX**

**KODIAK**  
PARK CITY

**NORTHERN LAKES**  
COOPERATIVE

  
SEND IT.

  
NEW MOON  
EST. 1976  
SKI + BIKE SHOP

**Riverbrook**  
BIKE & SKI



# ADVENTURE IS A TREK SHOP AWAY



Image courtesy of ABSF

**TREK**  
TELEMARK VILLAGE

Gear up for an epic day on the trails at Trek Bicycle Telemark Village! Drop by to say hi, rent a bike, and shop for cycling essentials and custom apparel for your next two-wheeled adventure.

Trek is a proud sponsor of the Trek Trails at Mt. Telemark Village.

