



**APPLICANT INFORMATION**

ORGANIZATION/ENTITY NAME: Race Day Events

PRIMARY EVENT CONTACT: Brad Rogstad

PHONE: 312-446-0220

EMAIL: brad.rogstad@racedayevents.com

ALT PHONE:

ADDRESS: 2829 Royal Ave, Suite 100

CITY: Madison

STATE: WI

ZIP: 53713

**EVENT INFORMATION**

NAME OF EVENT: Dairyland Dare

START DATE/TIME: 8/2/2025 6:15am

END DATE/TIME: 8/2/2025 7:00pm

*(Include set-up and tear-down/clean-up time. A 48-hr notice is required if event time changes or is cancelled. If notice is NOT given, costs may be assessed for loss of City Staff time)*

GENERAL EVENT TYPE:

Parade

Block Party

Expo

Other (Describe): Bike Ride

EXEPECTED NUMBER OF ATTENDEES:

**500**

USE OF STREETS:

Are Street Barricades Required? **No**

State or County Approval Required? **Yes**

*(For Events involving or crossing State or County Highways)*

**DESCRIPTION:** *Include a detailed description of all event activities such as vending, music, selling of food or alcohol beverages, location and use of tents, stages, sound amplification or other equipment, and attach a detailed plan for clean-up after the event, steps to be taken to prevent vehicular traffic from going through the area (if necessary), and steps that will be done to ensure underage people in are not served alcohol (if applicable). If using public streets, a detailed map MUST be provided with this application. Include additional pages if necessary.*

Streets only used as a path for bike riders and will stay open for public use - may have some interruption to traffic at the start of the ride from 6:15am - 6:45am on 8/2 at the intersection of E Spring St./E Division/191 and Bennett Rd. Harris Park and Ley Pavilion planned to be used for Race Start/Finish/General Venue. We Will have food and drink available for the participants after the ride, using their bib tear off tags to redeem. Music will be played on a standard EV speaker/iPad throughout the day and to give safety and route announcements before the rides start. Open to public, only those 21+ will be served beer by the licensed Operator, which is primarily given to the participants as the free 1-2 beverages per rider. Will need restroom and water usage at Harris Park facilities.

### ADDITIONAL MATERIALS

With your application please include the following materials:

- A detailed map if street use is involved with the event.
- Certificate of Liability Insurance for general liability coverage (minimum of \$300,000 for the injury or death of any one person, \$50,000 for property damage, and \$1,000,000 aggregate coverage for the event).
- Additional applications as needed: Alcohol Licensing, Vending Permits, Facility Use or Pavilion rental agreements

### ACKNOWLEDGEMENT

- If applicable, I understand that I may be required to set up barricades at the locations designated by the City and to take down the barricades after the event. Generally, barricades may be set in place no earlier than ½ hour before the start of the event and must be removed immediately following the event and returned to the location designated by the City no more than 1 hour after the conclusion of the event.*
- I understand that pursuant to Chapter 12.05 of the municipal code, I may be charged for the cost of "Extraordinary Services" provided by the City that exceed \$500 as a result from the Special Event.*
- I certify that I have read and understand Chapter 12.05 of the municipal code, and agree to adhere to all of the rules and requirements outlined in the ordinance.*
- I certify that all information provided on this application is true and correct.*
- I, Brad Rogstad/Race Day Events, organizer of the event: Dairyland Dare  
(insert name/organization) (insert name of event)

*shall indemnify, hold harmless, and defend City of Dodgeville, its officers, agents, and employees from and against all claims, damages, losses, and expenses, including attorneys' fees, which arise from or out of the above specified event.*

  
Signature of Applicant

1/23/2025  
Date





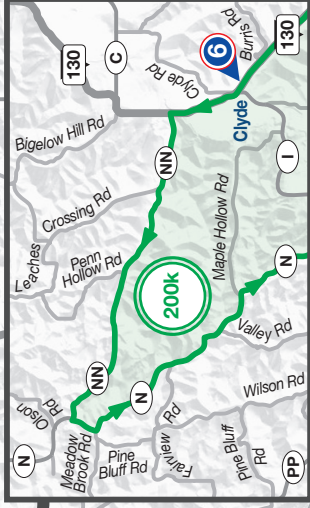
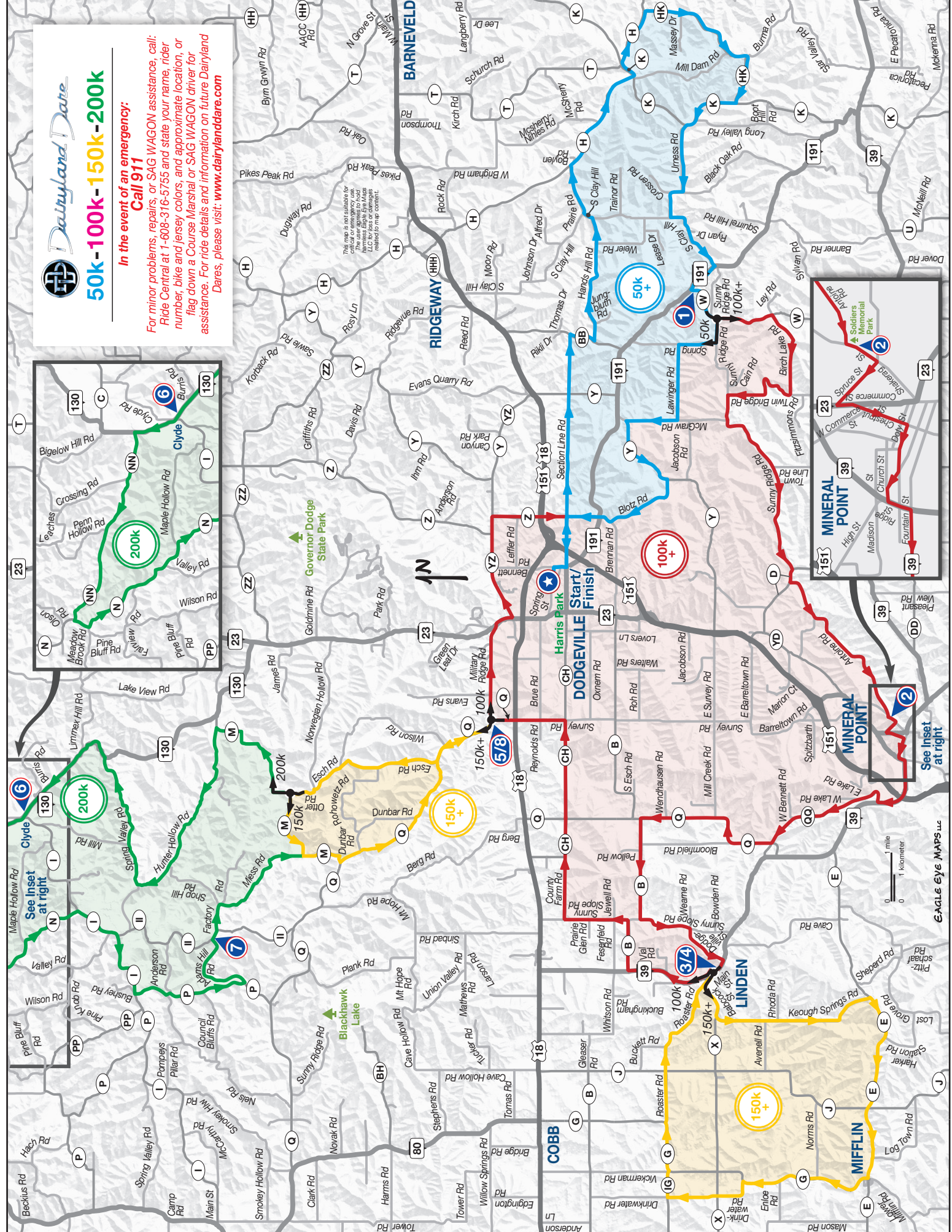
**Dairyland Dare**

**50k-100k-150k-200k**

**In the event of an emergency:  
Call 911**

For minor problems, repairs, or SAG WAGON assistance, call: Ride Central at 1-808-316-5755 and state your name, rider number, bike and jersey colors, and approximate location, or flag down a Course Marshal or SAG WAGON driver for assistance. For ride details and information on future Dairyland Dares, please visit: [www.dairylanddare.com](http://www.dairylanddare.com)

This map is not suitable for critical or emergency use. Hazardous Earth Eye Maps LLC is not liable for damage or loss of property resulting from use of this map.



See Inset at right

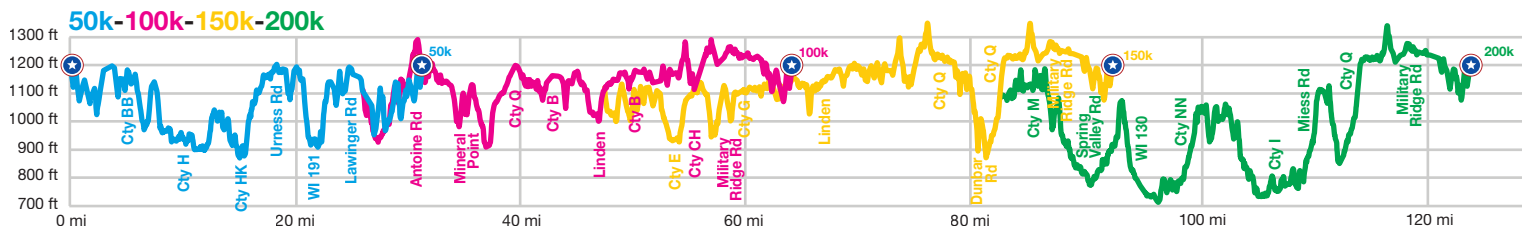
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EAGLE EYE MAPS LLC





50k			
Mile	Go	Onto	Leg
<b>Start at Harris Park</b>			
0.0	R	N Bennett Rd	0.3
0.3	L	Section Line Rd	4.6
4.9	R	City BB	0.5
5.4	L	Hands Hill Rd	2.6
8.0	L	S Clay Hill Rd	0.2
8.2	R	Prairie Rd	1.0
9.2	R	City H	2.4
11.6	L	City K	0.4
12.0	R	City H	1.1
13.1	R	City HK	3.5
16.6	R	City K	1.2
17.8	L	Urness Rd	1.4
19.2	R	Black Oak Rd	0.7
19.9	L	S Clay Hill Rd	1.5
21.4	R	WI 191	0.7
22.1	<b>AID STATION 1</b>		
22.1	L	City W	1.0
23.1	<b>100k+ routes: S on City W</b>		
23.1	R	Sunny Ridge Rd	0.5
23.6	R	Spring Rd	0.7
24.3	L	Lawinger Rd	1.5
25.8	R	McGraw Rd	2.0
26.8	L	City Y	1.0
28.4	R	Blotz Rd	1.9
30.3	S	City Z	0.7
31.0	L	Section Line Rd	1.0
32.0	R	N Bennett Rd	0.2
32.2	L	<b>Harris Park - 50k Finish!</b>	

**Aid Station Hours:**

- 1 (Mile 22.1 - All):  
WI 191/City W 7:30 am - 9:30 am
- 2 (Mile 35.8 - 100k, 150k, 200k):  
Soldier Park 7:40 am - 10:45 am
- 3 4 (Mile 48.8 - 100k, 150k, 200k / Mile 66.3 - 150k, 200k):  
Linden Community Center 8:15 am - 1:45 pm
- 5 (Mile 60.4 - 100k, 75.9 - 150k, 200k):  
Military Ridge/City Q 9:10 am - 4:45 pm
- 6 (Mile 92.4 - 200k):  
Clyde Community Center 10:00 am - 4:45 pm
- 7 (Mile 108.1 - 200k):  
@Adams Hill Rd 10:30 am - 5:45 pm
- 8 (Mile 75.9 - 200k / 116.5 - 200k):  
Military Ridge/City Q 11.00 am - 6:45 pm

50k > 100k			
Mile	Go	Onto	Leg
...continued from 50k route...			
22.1	L	City W	2.1
24.2	R	Birch Lake Rd Jonesdale	3.7
26.0	R	Twin Bridge Rd	1.7
27.7	L	Sunny Ridge Rd	4.1
31.8	R	City D	0.3
32.1	L	Antoine Rd	3.7
35.8	<b>AID STATION 2</b>		
35.8	L	Shakerag St Mineral Point	0.2
36.0	R	Spruce St	0.3
36.3	L	Commerce St	0.1
36.4	R	N Chestnut St	0.3
36.7	R	Doty St	0.2
36.9	R	High St	0.1
37.0	L	Church St	0.1
37.1	L	WI 39 / Ridge St	0.1
37.2	R	WI 39 / Fountain St	1.3
38.5	R	City QQ	2.7
41.2	R	City Q	3.1
44.3	L	City B	2.0
46.3	L	Sunny Slope Rd	1.1
47.4	R	Dodgeville St / Wearne Rd	1.0
48.4	R	WI 39/Main St Linden	0.4
48.8	<b>150k+ routes: S on City X / Main St</b>		
48.8	R	Jefferson St	0.0
48.8	<b>AID STATION 3</b>		
48.9	L	Wasley St	0.1
49.0	L	Wisconsin St	0.0
49.0	R	WI 39 / Franklin St	1.6
50.6	R	City B	1.0
51.6	L	Sunny Slope Rd	1.3
52.9	R	County Farm Rd	1.3
54.2	S	City CH	2.7
56.9	L	Survey Rd	1.0
57.9	S	City Q	0.5
58.4	R	Military Ridge Rd	2.0
60.4	<b>AID STATION 5</b>		
60.4	R	WI 23	0.3
60.7	L	City YZ	2.1
62.8	R	City Z	1.6
64.4	R	Section Line Rd	1.0
65.4	R	N Bennett Rd	0.2
65.6	L	<b>Harris Park - 100k Finish!</b>	

**Launch Times:**

200km: 6:15am, 150km: 6:30am,  
100km: 6:45am, 50km: 6:45am

50k > 100k > 150k			
Mile	Go	Onto	Leg
...continued from 100k route...			
48.4	R	WI 39/Main St Linden	0.6
49.0	L	City X / Babcock St	0.7
49.7	L	Keough Springs Rd	3.4
53.1	R	City E	3.8
56.9	R	City G	2.8
59.7	L	Drinkwater Rd	1.7
61.4	R	City IG / Iowa Grant Rd	0.6
62.0	L	City G	1.0
63.0	R	Roaster Rd	2.7
65.7	S	Cobb St Linden	0.4
66.1	S	City X / Main St	0.2
66.3	L	WI 39 / Jefferson St	0.1
66.3	<b>AID STATION 4</b>		
66.4	L	Wasley St	0.1
66.5	L	Wisconsin St	0.0
66.5	R	WI 39 / Franklin St	1.6
68.1	R	City B	1.0
69.1	L	Sunny Slope Rd	1.3
70.4	R	County Farm Rd	2.0
72.4	S	City CH	2.0
74.4	L	Survey Rd	1.5
75.9	S	City Q	1.5
75.9	<b>AID STATION 5</b>		
77.3	R	Esch Rd	2.8
80.1	L	Otter Rd	0.6
80.7	<b>200k route: R on City M</b>		
80.7	L	City M	2.4
83.1	L	City Q	4.6
87.7	L	Military Ridge Rd	2.0
87.7	<b>AID STATION 6</b>		
89.6	R	WI 23	0.4
90.0	L	City YZ	2.1
92.1	R	City Z	1.5
93.6	R	Section Line Rd	1.0
94.6	R	N Bennett Rd	0.2
94.8	L	<b>Harris Park - 150k Finish!</b>	

50k > 100k > 150k > 200k			
Mile	Go	Onto	Leg
...continued from 150k route...			
80.1	L	Otter Rd	0.6
80.7	R	City M	2.5
83.2	L	Hunter Hollow Rd	3.9
87.1	R	Spring Valley Rd	2.8
89.9	L	WI 130	2.5
92.4	<b>AID STATION 6</b>		
92.4	R	WI 130	0.8
93.2	L	City NN	4.2
97.4	L	City N	4.3
101.7	R	City I	2.3
104.0	L	City P	2.4
106.4	L	Adams Hill Rd	1.7
108.1	<b>AID STATION 7</b>		
108.1	R	City II	0.2
108.3	L	Factory Rd	0.6
108.9	R	Meiss Rd	2.1
111.0	S	City M	1.0
112.0	L	City Q	4.5
116.5	L	Military Ridge Rd	2.0
116.5	<b>AID STATION 8</b>		
118.5	R	WI 23	0.3
118.8	L	City YZ	2.2
121.0	R	City Z	1.5
122.5	R	Section Line Rd	1.0
123.5	R	N Bennett Rd	0.2
123.7	L	<b>Harris Park - 200k Finish!</b>	



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**This is an open course:**

- Obey all traffic laws.
- Keep right of center.
- Ride no more than two wide.
- Single up for passing cars.

**Respect our Neighbors:**

- Use all five fingers when waving.
- Share the road.
- Keep our roads clean! (\$500 fine for Littering in WI)

**Thank you!**

