



Participant Guide

Hop Haus Beer Run

October 15th

Fitchburg, WI

5K, Beer Mile, .05K





PACKET PICK-UP

October 14th, 2022

Race Day Events
2995 Sub-Zero Pkwy
Fitchburg, WI 53719
3:00 PM - 7:00 PM

October 15th, 2022

Hop Haus Brewing Co
2975 Sub-Zero Pkwy
Fitchburg, WI 53719
7:30 AM - 11:00 AM

DATES & LOCATION

October 15th, 2022

Hop Haus Brewing Co
2975 Sub-Zero Pkwy
Fitchburg, WI 53719

Start Times:

9:00 AM - 5K Run/Walk Starts
9:10 AM - .05K Walk Starts
9:55 AM - 5K Run/Walk Complete
10:00 AM - Beer Mile Waves Begin

WHAT YOU GET

- Hop Haus Beer Run Sweatshirt
- Official Race Bib
- Official finisher medal, with built in bottle opener!
- Free pint of Hop Haus Brewing Company beer (for those 21+) or Root Beer for 5K Runners
- Hop Haus Brewing Company will be providing the 4 Beers for those partaking in the Beer Mile
- An epic show with the Beer Mile! Whether you're the one drinking the beer and running or you're spectating - it's bound to be a sight to see!

COURSE INFORMATION

CLICK LINKS BELOW
TO VIEW COURSES

[5K COURSE](#)

[BEER MILE COURSE](#)

[.05K COURSE](#)

PARKING INFORMATION

Parking is located at Blackhawk Church. If parking lot is full, parking is available on Astor Dr, Leo Mary St, Marketplace Dr, etc.

For navigation purposes, use this address:
[5935 Astor Dr., Fitchburg, WI 53711](#)

DO NOT DRINK AND DRIVE

**IT IS YOUR RESPONSIBILITY
TO FIND A DESIGNATED
DRIVER AND ARRANGE
TRANSPORTATION**



EVENT SCHEDULE

7:30am - 11:00am - Packet Pick-Up

9:00am - 5K Run/Walk Starts

9:10am - .05K Run Starts

9:55am - 5K Run/Walk Complete

10:00am - Beer Mile Elite Men's Wave Starts

10:15am - Beer Mile Elite Women's Wave Starts

10:30am - Beer Mile Mystery Beer Wave Starts

11:00am - Beer Mile Wave #1 Starts

11:30am - Beer Mile Wave #2 Starts

12:00pm - Beer Mile Wave #3 Starts

12:30pm - Beer Mile Wave #4 Starts

2:00pm - Last call/End of event



AWARDS INFORMATION

Beer Mile Awards Awards will be presented to the Top 3 Male and Female Finishers.

- Top Male & Female win Beer Mile Belt & Case of Hop Haus Beer
- 2nd Place M/F: 12 Pack of Beer
- 3rd Place: 6 Pack

5K Awards Awards will be presented to the Top 3 Male & Female finishers as well as the Top 3 Male & Female finishers in each age group. The age groups are 14 & under, 15-19, 20-29, 30-39, 40-49, 50-59, 60-69, 70+. The overall winners are included in age group awards.

- Top Male & Female win Hop Haus Glassware & \$25 Gift Card
- 2nd Place M/F: Glassware & \$15 Gift Card
- 3rd Place M/F: Glassware & \$10 Gift Card

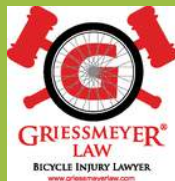
AID STATION INFORMATION

5K

1 AID STATION
Water w/ Cups
- At turnaround point -



SPONSORS



BEER MILE RULES

Disclosure: Participants must be 21 or older. The Hop Haus Beer Run is not encouraging irresponsible or dangerous behavior. Don't attempt the beer mile if you have not properly trained or are not fit for it. And most importantly, don't be an idiot. Please be responsible and arrange for transportation, do not drink and drive. Rules

- Each competitor drinks four cans of beer and runs four laps (start - beer, then lap, then beer, then lap, then beer, then lap, then beer, then lap - finish). All competitors will have up to 27 minutes to complete their beer mile. Failure to complete within 27 minutes will result in a disqualification.
- Beer must be consumed before the lap is begun and within the transition area. No beer is allowed outside of transition or on the course at any time.
- Beer will be provided. You may NOT supply your own beer.
- Beer cans must not be tampered with in a manner, i.e. no shotgunning or puncturing of the can except for opening the can by the tab at the top. No straws or other aids are allowed in order to aid in the speed of pouring.
- Each beer can must not be opened until the competitor enters the transition zone on each lap.
- Please stage at one of the marked spots on a table. Please write your bib number in the location corresponding to your wave. From here, you will drink your beer and start your lap.
- Beer must be consumed in your marked area in front of your table
- Upon completion of each beer, the participant must turn can upside down and hold over their head before beginning the next lap.
- Competitors who have a reversal (vomit) before they finish the race must complete one penalty lap at the end of the race (immediately after the completion of their 4th lap). Note: vomiting more than once during the race still requires only one penalty lap at the end.
- Participants who do not complete the beer mile will be disqualified.

JUST BE BETTER THAN THIS GUY

