

WISCONSIN SPORTS

Wisconsin has long been a beloved sports hub, offering a diverse array of teams, events and world-class facilities.

THE BIG TEAMS

- **The Green Bay Packers:** Founded in 1919, the Packers are one of the most storied teams in NFL history. Despite being the smallest market in the NFL, Green Bay's reputation in football culture is big, from the iconic players through the course of the Packers' long history to the legendary tailgating experiences outside of Lambeau Field, which the team has called home since 1957.
- **The Milwaukee Brewers:** Wisconsin's Major League Baseball team plays just west of downtown Milwaukee at American Family Field. Before a game, tour the field and see the players practice and even go down the Bernie Slide, inspired by the Brewers mascot - Bernie Brewer - who shoots down the twisty slide every time the team scores a home run.



- **The Milwaukee Bucks:** The NBA MVP Giannis Antetokounmpo has reinvigorated the Milwaukee Bucks franchise and fan base, leading the team to its first championship since 1971 in 2021. The Bucks play at Fiserv Forum, a downtown arena surrounded by trendy restaurants and brewpubs within The Deer District.
- **The University of Wisconsin Badgers:** In Madison, Badgers football is a passion, with gamedays taking over the city in a rousing celebration surrounding Camp Randall Stadium. Other Badgers sports are beloved as well, including the statewide favorite women's ice hockey team, who play at LaBahn Arena.



SPORTS EXPERIENCES

- **Outdoor Adventure:** With nearly half of the state covered by forests, bordered by two Great Lakes and the mighty Mississippi, crisscrossed by 84,000 miles of river and home to more than 15,000 inland lakes and 50 state park units, Wisconsin is an outdoor playground for hikers, bikers, kayakers and beyond.
- **A Golfer's Paradise:** Wisconsin boasts over 500 golf courses, including trip-worthy destination courses. Home to 10 spots on Golf Digest's "America's 100 Greatest Public Courses" list - the most of any state - famed course designers like Arnold Palmer, Pete Dye and Robert Trent Jones, Sr. and Jr. have left their mark on Wisconsin's golf landscape.



- **World-Class Racing:** Competitors of all kinds race to the top in Wisconsin. The American Birkebeiner is North America's largest cross-country skiing marathon, the Tour of America's Dairyland is the largest competitive road cycling series in the U.S., and Eagle River is home to the World Championship Snowmobile Derby - the most prestigious race in the high-octane sport.
- **Iconic Venues:** A 640-acre, park-like racetrack, Road America is known as the "National Park of Speed" - drawing elite drivers and hundreds of thousands of fans to the road-style course near Elkhart Lake since 1955. Meanwhile, Milwaukee's Pettit National Ice Center is the center of America's speed skating community. An Official Training Site for U.S. Speedskating, all the U.S. speed skaters from the past six Winter Olympics have either trained or competed here.
- **Notable Niches:** True to the city's indie reputation, Eau Claire claims the title the Kubb Capital of North America - a lesser-known Scandinavian yard game - and hosts the sport's largest tournament outside of Europe. While in Hayward, the world's best competitors put their sawing, chopping, climbing and log running skills to the test at the annual World Lumberjack Championships.

