



MAD CITY **INVITATIONAL**

Presented by:



Verona Area High School (VAHS)
Verona, Wisconsin
December 13-14, 2025

A Story of Success

Founded in 2017, Dairyland Sports is a non-profit organization with a mission to empower individuals of all abilities to improve their health and well-being through participation in sport, fitness, & recreation. Dairyland Sports routinely serves adaptive athletes in Wisconsin via local sport & fitness programming, as well as adaptive athletes across the Midwest via large-scale sanctioned events in track, field, swimming, powerlifting, and wheelchair basketball. The ultimate goal of Dairyland Sports is to improve access to sport & fitness for individuals with disabilities, support fellow Wisconsin-based adaptive sports and recreation organizations, and deliver education and advocacy efforts to improve equity of access to health, fitness, sport, and recreational opportunities in Wisconsin and beyond. Dairyland Sports aims to serve as your “one-stop-shop” for Wisconsin adaptive sports – a place where adaptive athletes and families can discover, share, and engage with our adaptive sports partners from across the state to meet individual needs.

Get Involved

As a growing nonprofit led primarily by volunteers, we rely on support from the community to further the mission of Dairyland Sports. You can make a direct impact in supporting Dairyland Sports in a variety of ways including tax-deductible donations, referring individuals to our programming, volunteering, or even engaging with us on social media. Additionally, if you have any background or interest in nonprofit work or adaptive sports, we are always looking for talented individuals to add to our leadership team. Just send us a message, and we will get you involved!

If you do choose to make a tax-deductible donation to Dairyland Sports to help us in our charitable efforts, you can do so in a variety of ways:

- Visit our website www.dairylandsports.org to make a secure one-time or recurring donation
- Send a personal check to our business address at:
 - PO Box 45736, Madison, WI, 53744
- Donate new or gently used sports equipment for our local sports & fitness programming
- Provide scholarships or grants for athletes in need of financial support (contact us!)
- Contact us directly (info@dairylandsports.org) if you would like more information on how to donate or if your business is interested in sponsoring any of our annual programs

Dairyland Sports is a 501(c)3 non-profit, and, therefore, your donation can be designated as a tax write-off on your end-of-year taxes. What’s better than saving money on taxes?!

Want to Learn More?

For more information about Dairyland Sports, or to connect with our leadership team, please visit our website at www.dairylandsports.org. Additionally, we would encourage you to engage with us on social media including Facebook, Instagram, Twitter, & YouTube (@TeamDairylandWI) for the most up-to-date information. Please feel free to contact our staff at any time with questions, we want to hear from you!

Tournament Location, Parking, & Check-In:

Verona Area High School Fieldhouse - 234 Wildcat Way, Verona WI

- Parking is available in Lot F – please look for marked Dairyland Sports parking signs
- Once parked, you may enter via Door 17 to the Fieldhouse
- Please make sure to find the registration table near the main entrance. All athletes, coaches, and team representatives are required to check-in at the registration table to verify rosters, pick up event packets & swag, and to have any questions answered prior to competition

Hotel Information:

When calling for hotel reservation, **please ask for the MadCity Invitational Room Block** for best rate:

Fairfield Inn & Suites Verona – 608.845.3000

Holiday Inn & Express & Suites Verona – [Booking Link](#)

Hyatt Place Madison / Verona – 608.497.3223, [Booking Link](#)

Additional Information

NWBA Sanctioning:

The MadCity Invitational has been sanctioned by the National Wheelchair Basketball Association (NWBA). All competition rules and regulations set forth by NWBA will be equally applied to the MadCity Invitational. All event directors, coaches, players, and court officials will be required to be deemed eligible for participation by NWBA prior to competition to maintain compliance with all sanctioning requirements.

The MadCity Invitational must follow the NWBA Guidelines for Participants including:

- Teams: Only NWBA registered teams may participate; each team can only roster one team for each division of an NWBA sanctioned event
- Rosters: Only NWBA registered athletes and non-athletes registered as “eligible” on the team roster may participate in the tournament. Team Rosters should be updated and posted on the NWBA website. Non-athletes may include coaches, athletic trainers, drivers, team representatives, etc.
- Officials: Only NWBA registered floor officials listed on the Officials roster may participate

Code of Conduct:

Dairyland Sports and the NWBA both expect and require all participants, staff, volunteers, officials, and spectators to adhere to a Code of Conduct which emphasizes behavior that is positive, inclusive, welcoming, and maximizes the safety and well-being of all involved in the tournament. Please review and take note of the following Code of Conduct documents prior to participation in the MadCity Invitational.

Dairyland Sports: [Code of Conduct](#)

NWBA: [Code of Conduct \(see Appendix D\)](#)

Sport Protection Handbook and Minor Athlete Abuse Prevention Policy:

Maintaining the health, safety, and well-being of all participants, staff, volunteers, officials, and spectators is a top priority of Dairyland Sports and NWBA. Therefore, it is the responsibility of all individuals attending events and programs to review participant safety policies, understand how and when to intervene, and to report all real, or reasonably suspected, episodes in which participant safety is violated.

*****All athletes and non-athletes who have regular contact, or the potential for regular contact, with participants are REQUIRED to register with NWBA (athlete vs. non-athlete), including completing applicable SafeSport training and/or background check AT LEAST 10 days prior to the tournament date. If an individual is NOT listed as ‘eligible’ on the roster list, officials list, or non-athlete list, they will be deemed NOT eligible to participate in the tournament. It is the responsibility of each participating team and individuals traveling with the team to abide by NWBA and Dairyland Sports policies & procedures which can be viewed below.***

Dairyland Sports: [Sport Protection Handbook](#) – contact info@dairylandsports.org with questions

Medical Coverage:

On-site medical coverage will be available for all athletes, officials, volunteers, and spectators in the event of medical emergency or injury. The medical team will be available during the entirety of the competition, and we encourage athletes to utilize the medical team for any injuries or illness that may arise. Dairyland Sports staff will work in conjunction with the medical team to develop an Emergency Action Plan that prioritizes the safety of all participants. Medical stations will be clearly marked during all events should you need to seek medical treatment, and Dairyland Sports staff and volunteers will be able to direct you should you have any questions.

Classification

Classifiers will not be present at this event for appointments or athlete observation. All athletes should be appropriately classified and listed on the NWBA roster at least 10 days prior to arrival to the tournament, as indicated.

Athlete & Volunteer Check-In:

All athletes, officials, and volunteers must check-in at the main entry prior to participating in the tournament. A registration table will be clearly designated as either an athlete or volunteer check-in upon your arrival, and our staff and volunteers will be available to guide you through the process. Check-in will provide an opportunity for athletes & volunteers to collect important event information, confirm their spots on team rosters, retrieve tournament t-shirts, and to meet the Dairyland Sports staff to have any questions answered.

Inclement Weather:

In the event of inclement weather conditions that may impact participant safety, Dairyland Sports reserves the right to cancel any event at any time to protect the safety of athletes, families, volunteers, staff, and spectators. Dairyland Sports also reserves the right to NOT reschedule the event for a later date, although every attempt will be made to reschedule for a later date if at all possible. In the event that inclement weather postpones or delays the tournament, coaches will be contacted by the Event Director via email and/or phone call if/when the event is to set to resume. It is the responsibility of each coach to then contact the team to relay the communication.

Food & Concessions:

Athletes are encouraged to bring their own meals, snacks, beverages, and other nutrition as appropriate during competition for maintaining appropriate nutrition. Light concessions will be made available for purchase on-site. Water will be made available to athletes, officials, and volunteers in designated coolers and/or at medical booths during competition.

We encourage athletes and families to explore local food options in the Greater Madison community. Please see the list of local restaurants on the next page to assist in your meal planning.

Donations:

Dairyland Sports is a tax-exempt nonprofit organization that relies on the support of the surrounding community to meet our financial goals. Whether it be in-kind donations, financial gifts, sponsorships, or volunteering... we need your help to ensure that Dairyland Sports can continue to provide opportunities for adaptive athletes to thrive and compete! 100% of all donations go directly back to serving our mission. If you have the capacity to give, we would greatly appreciate any support you could provide. Please visit our website for more details on [ways to give](#).

Contact List:

MadCity Invitational Event Director: Deb Jenks (djenks@dairylandsports.org)

Dairyland Sports Executive Director: Jacob Graboski (jgraboski@dairylandsports.org)

Volunteer Coordinator: Jenna Peterson (jpeterson@dairylandsports.org)

In the event of an emergency, please first call 9-1-1, *THEN* notify an event director listed above