

## UW SPIRIT SQUAD APPEARANCE PROCEDURE

**University of Wisconsin Spirit Squad members are ambassadors of the University. Consisting of the cheerleading squad, dance team and Bucky Badger mascots, they make hundreds of appearances each year including athletic, University, non-profit organization, corporate and private events. Appearance fees go directly into the general UW Athletic Department fund. Spirit Squad members are a group of students that volunteer their time and efforts to the University.**

### **Guidelines for Spirit Squad appearances:**

1. Requests must be received at least two weeks prior to the event date.
2. Cheerleaders and dancers mingle and pump up guests with basic fight songs or cheers. They do not perform routines at events. You must provide UW Band music if needed.
3. A private and secure changing room is requested for cheerleaders and dancers, but is required for Bucky Badger (no public changing rooms).
4. Water must be provided.
5. Costumes will NOT be loaned or rented.
6. Event planners may publicize the Spirit Squad's appearance at their event. Bucky Badger's image may be used on promotional materials for UW-related events only. Permission to use Bucky Badger's image must be cleared with the UW Office of Trademark Licensing at (608) 265-1152.

### **To request an appearance:**

1. Contact the UW Spirit Squad office at (608) 262-6703 or [jrj@athletics.wisc.edu](mailto:jrj@athletics.wisc.edu) for an Appearance Request Form and event fees.
2. Fill out the appropriate request form and return to the office via US mail, email or fax to (608) 265-0788.
3. To qualify for a non-profit rate, please attach a W-9 and IRS Determination Letter to the request form. (i.e. 501 (c)(3))
4. Requests must be received at least two weeks prior to event. Exceptions may be approved by the Spirit Squad office.
5. Upon receipt of your request, you will receive an email with confirmation of your request and the appearance fee for your event.
6. Appearance fees are calculated using the travel time to and from the UW campus to the event, Bucky's changing time plus your actual event time.
7. Completion of the request form does not guarantee that the request can be filled.
8. Confirmation of appearances can be expected approximately one month prior to the event and is dependent on the Spirit Squad's game and academic schedules.
9. Once your event has been approved, you will receive an invoice.
10. All payments are due at least two weeks prior to the event.
11. After payment is received, *there will be no cash refunds* for requests to cancel the appearance. A request to reschedule the appearance within the academic year will be considered.

**UW SPIRIT SQUAD  
APPEARANCE FEES  
Effective August 6, 2014**

**BUCKY BADGER**

UW-MADISON STUDENT ORGANIZATIONS*	\$50/half hour
UW-MADISON COLLEGES, DIVISIONS & DEPARTMENTS	\$75/half hour
MADISON AREA SCHOOLS	\$100/half hour
MADISON AREA NON-PROFIT ORGANIZATIONS**	\$125/half hour
PRIVATE & OUT OF TOWN EVENTS	\$300 1 <sup>st</sup> hour & \$150 each addl hour

**CHEERLEADING SQUAD/DANCE TEAM (minimum of 4)**

UW-MADISON STUDENT ORGANIZATIONS*	\$50/half hour
UW-MADISON COLLEGES, DIVISIONS & DEPARTMENTS	\$75/half hour
MADISON AREA SCHOOLS	\$100/half hour
MADISON AREA NON-PROFIT ORGANIZATIONS**	\$125/half hour
PRIVATE & OUT OF TOWN EVENTS	\$500

\*Student organizations must be registered with the Student Organization Office  
(<http://soo.studentorg.wisc.edu/>)

\*\*Non-profit organizations must provide a W-9 and IRS Determination Letter. (i.e. 501 (c)(3))