

annual giving level. Making a contribution does not guarantee allocation into a certain lot or a certain zone. Should a patron's 5 parking lot preferences be unavailable when their request is reviewed they will be allocated, based on the judgment of the UW Athletic Department, into the available lot of closest proximity to Camp Randall Stadium. It is recommended patrons requesting multiple permits qualify for each permit individually, based on their annual giving level. For example, the recommended minimum annual contribution for two Zone A lots is \$2,500 per permit. More information on the lots associated with each zone and their recommended minimum annual contributions can be found in the following paragraph. The Athletic Department reserves the right to limit passes per account, based on annual inventory and giving level.

Recommended minimum annual contributions for the opportunity to order parking permits are as follows: Zone A parking lots closest to Camp Randall Stadium at the Director's Club level or higher (\$2,500+) include lots 16, 17, 41 Credit Union, Church A/B/C, and the Regent Apartments. Zone B parking lots next in proximity at the Coach's Club level (\$1,000-\$2,499) include lots 13, 20, 39, 40, 51, 54, 55, 56, 92, 93 and Randall School. Zone C parking lots follow Zone B in proximity at the Captain's Club level (\$50-\$999) include lots 7, 29, 36, 43, 44 and 62. Patrons who are season ticket holders, but not active contributors to Wisconsin Athletics may choose either lot 34 or lot 59. Alcohol free, family friendly lots are designated for Church lot C (Zone A) and lot 34.

Patrons will be notified and invoiced for football season parking approximately June 1.

### ACCESSIBLE PARKING

For our patrons with accessibility needs, the UW Athletic Department will sell a limited number of permits in lots

17 and 17E on a first come, first served, single game basis. Permits will go on sale through the UW Athletic Ticket Office at 1.800.462.2343 or 608.262.1440 the Monday before each home game starting at 8:30am. Should a holiday fall on the Monday preceding a home game, permit sales will take place on the first open day of business thereafter, usually the next day. Permits will cost \$20. Limit of one per account. Permits will not be mailed. Instead, permits will be left with the lot 17 attendant for pick up the day of the game. Patrons will need to show both their picture I.D. and their state issued handicapped placard in order to claim the permit. No permits will be released to anyone other than the account holder of record.

Other options for our patrons with accessibility needs include the lot 60 shuttle. Parking in lot 60 will cost \$5 per automobile and \$5 per person to ride the shuttle round-trip (subject to availability). The lot 60 shuttle will drop patrons off at the corner of Breese Terrace and University Avenue where they can then catch a golf cart operated by our Guest Services staff to the stadium entrance located closest to their seats.

There are also 3 drop-off points around Camp Randall Stadium for patrons to disembark from their own vehicles. These include: Monroe Street, outside of Gate 1 on the southeast corner of Camp Randall Stadium; the corner of Regent Street and Breese Terrace, near the obelisk sculpture; and at the corner of Breese Terrace and University Avenue, across from the First Congregational Church.

Wheelchair assistance is also available from our Guest Services staff. Prior to game-day please call 608.263.7894. On game-day call 608.265.8676.

### SINGLE GAME PARKING

Single game parking for football is available for purchase from lots with availability on a first come, first served basis on the day of the game only. Patrons will pay the lot attendant as they enter the lot. These lots will be determined once the season begins. Traditionally, they have included lot 34 (\$10 - Porter

Boathouse area), lot 29 (\$15 - ramp at the northeast corner of Park St. and Regent St.), and lot 60 (\$5 - near the UW Hospital on Walnut).

### SHUTTLE SERVICE

Kobussen Buses Ltd. provides two shuttle routes to and from Camp Randall on game day. Shuttles are available for \$5 per person round-trip and run every 15 - 18 minutes starting two hours prior to kick-off and up to one hour after the conclusion of the game. Patrons may

park in lot 60 or lot 76 (near the UW Hospital on Walnut St.) for an additional \$5 fee. Shuttle bus pickup is located at the bus stop on University Bay Drive, between lot 60 and lot 76, and drops off at the corner of Breese Terrace and University Avenue. Patrons may also park in any of the six Capitol Square parking ramps (normal City of Madison parking ramp fees apply). The shuttle picks up at each ramp and drops off on Monroe Street, near the southeast corner of Camp Randall (Gate 1).

### BUS AND MOTOR HOME PARKING

Parking for buses, motor homes, and other "over-sized" vehicles is prohibited in all lots except for lot 60 (\$50 - near the UW Hospital on Walnut). Permits may be purchased in advance through the Athletic Ticket Office at 608.262.1440. Overnight parking of all "over-sized" vehicles is prohibited on the UW Campus.

### IMPORTANT DATES TO REMEMBER

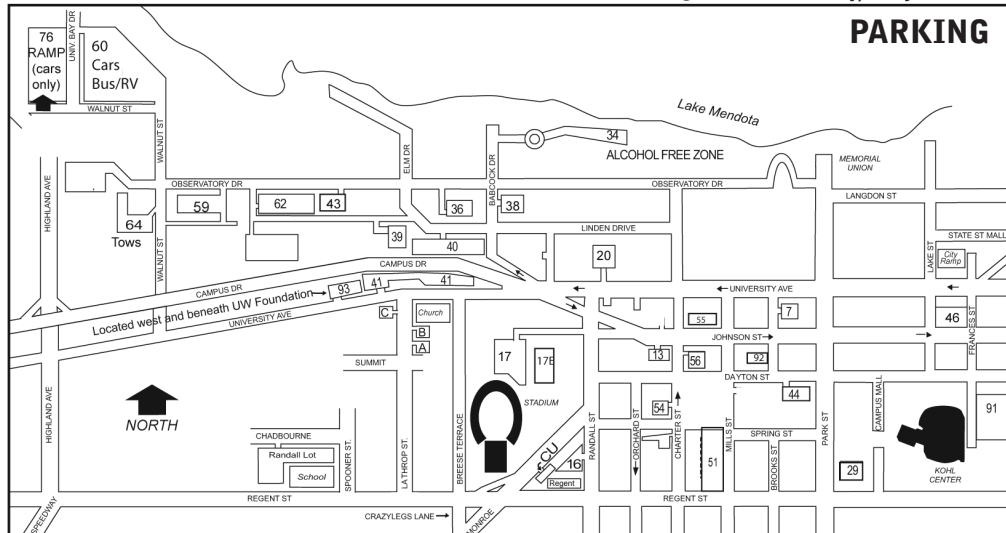
- April 23 Wisconsin Football Spring Game/Kids Fair
- April 30 Season ticket, parking and annual contribution deadline
- June 1 Home and away single game request invoice mailed for all available games
- June 24 Home and away single game request payments due
- July 18 Non-conference and all away single game tickets go on sale to the general public (if available)
- Aug. 1 Season tickets & parking mailed
- Aug. 8 Big Ten Conference home single game tickets go on sale to the general public (if available)

### FOOTBALL SOUVENIR GAME PROGRAMS

Patrons have the option of purchasing a football game day program package on your 2011 ticket application form. Get all seven programs for only \$40, a savings of \$9 over purchasing individually for the season. Please include payment on your ticket application form to take advantage of this opportunity. Game programs contain information on the day's game along with feature stories, articles, updates, biographies, color photos, player poster, coupon booklet, facts and figures of interest to fans. Visit [nationalwclub.com](http://nationalwclub.com) for more information.

### CAMP RANDALL STADIUM CHAIRBACKS

To order your chairback(s) please make the appropriate payment on your season ticket order form. If you would like to request chairbacks for seats currently in your possession, please add this to your order on the ticket order form. Also, include payment for the additional chairback(s) and indicate which seat(s) receive the chairbacks. Do not include chairback payment for new or additional season ticket requests. An invoice will be sent in June if new or additional season tickets are granted and will include the ability to purchase chairbacks for those additional seats. Call the Wisconsin Athletic Ticket Office with any questions or concerns about your chairback order. For any customer service questions after July 31, please call 800.501.9852.



**TICKET ORDERING GUIDE**

## FOOTBALL SEASON TICKET & PARKING INFORMATION

### GENERAL INFORMATION

#### DEADLINE FOR ORDERS/REQUESTS

Football season ticket orders and parking requests are due April 30, 2011. Orders/requests not received by this date will be considered late and may be subject to loss of season tickets and parking.

#### PRICE AND PAYMENT

The price for each 2011 Football season ticket is \$294. Individually, non-conference home games cost \$42, Big Ten Conference games \$49.

The preferred way to purchase season tickets and REQUEST single game tickets and season parking is online at UWBadgers.com. Season ticket orders and requests for single game tickets and season parking will also be accepted by phone during regular business hours (8:30am-4:30pm, Mon.-Fri.). Or, patrons may mail the WHITE copy of the order form with the appropriate season ticket payment and single game ticket requests as necessary. Please note that requests for season parking cannot be made on the season ticket order form and must be submitted online or over the phone. Please do not order season tickets or request single game tickets or season parking by fax. Payment can be made by check, cash, MasterCard, Visa, Discover or American Express Card.

#### ONLINE ORDER INFORMATION

Season ticket holders are encouraged to purchase season tickets and request parking online at UWBadgers.com. It's quick, easy and eliminates additional paperwork and mailing for you. Complete instructions are available online.

#### ADDRESS CHANGES

It is the patron's responsibility to inform the Wisconsin Athletic Ticket Office of any changes in your address by June 24. Please submit all address changes on your application, in a separate letter or online at UWBadgers.com by logging into your online account.

#### MAILING OF TICKETS & PARKING

Season tickets & parking will be mailed in early August via USPS priority mail service. Single-game tickets will be mailed no later than seven days prior to the game via first class mail.

#### ADMISSION POLICY

All patrons two years of age and older must have a valid ticket for admission. Children under the age of two may be admitted without a ticket provided they sit on the lap of a parent or guardian.

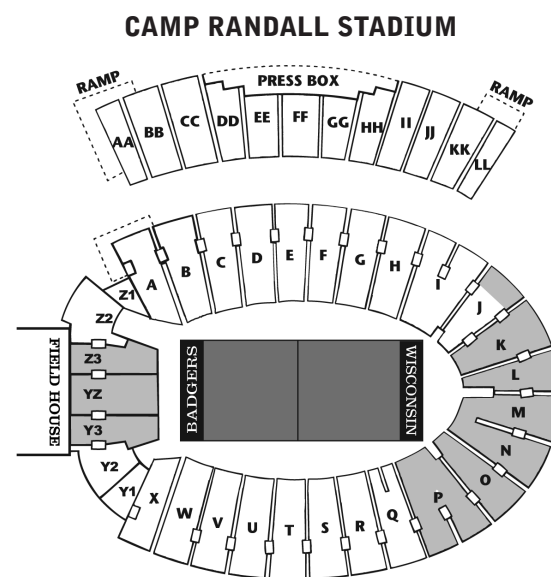
#### ACCESSIBLE SEATS

Customers needing to make accessible seating arrangements should contact the Athletic Ticket Office prior to the

day of the game, as seats are limited, and may inquire as to availability starting in August 15.

#### REFUNDS

Ticket & parking refunds or exchanges are only granted if an order is not filled. Acceptance of payment does not constitute final acceptance of your order. Refunds will not be made due to a game time or date change. The Athletic Department is pleased to recognize supporters who make contributions to its program in part by offering donors priority for various ticket, parking and special event benefits. Since such opportunities can vary each year, contributions are non-refundable.



#### CURRENT SEASON TICKET HOLDERS REQUESTING SEAT CHANGE

Season ticket attrition rates are expected to be extremely low again this season thus granting seating changes (improvements) may be difficult. Please keep the following points in mind if you wish to request a seat change.

- Changes are based on availability, annual giving level and descending priority point order within each annual giving level.
- The number of years requesting seating changes does not factor into the request process and requests are not carried over from the previous year.
- Requests for seating changes should be done online or in writing and placed on or attached to your ticket application.
- In order to be considered for seats that become available, your annual contribution form and ticket application must be received by April 30.
- If you are part of a group, state whether you are willing to split from the group in order to change your seating location. The more seats involved, the harder it becomes to fulfill your request.

Each request is reviewed by the Athletic Department, but the volume of requests may not make personal consultation feasible. Decisions are based on the best judgment of the Athletic Department. The Athletic Department reserves the right to change any seat assignment without prior notice, thus there are no guarantees.

#### CURRENT SEASON TICKET HOLDERS REQUESTING ADDITIONAL SEATS

Current season ticket holders at the Captain's Club annual giving level (minimum \$50 contribution) and higher are eligible to request additional season tickets on their season ticket order form. Requests for additional season tickets, as well as requests for changes, are reviewed first based on annual giving level and then priority points within each annual giving level. The Athletic Department encourages patrons to make the request as broadly as possible to increase the chances of the request being fulfilled. Patrons may request specific seats on the order form, but please realize such requests will be difficult to fulfill.

Individuals will receive either an invoice or regret letter from the Wisconsin Athletic Ticket Office starting in early June and running through early July. The invoice will explain the outcome of requests for season tickets. Payment for all items is due upon receipt of invoice. Contributions do not guarantee the purchase of season tickets and if applicable, regret letters will be sent to those whose requests the athletic department were unable to fill.

The athletic department may limit quantity of tickets based upon supply and demand and reserves the right to limit patrons to six (6) season tickets per account. Please do not include payment for additional seats with your ticket application.

#### CURRENT SEASON TICKET HOLDERS AND CONTRIBUTIONS

Total annual contributions provide priority for the opportunity to order season tickets. Annual contributions must be received by April 30 or patrons may be subject to loss of season tickets. Recommended minimum annual contributions for the opportunity to order seats in certain sections are as follows:

- Sections E, T and FF – \$400 each
- Sections D, F, S, U, EE and GG – \$300 each
- Sections C, G, R, V, DD and HH – \$200 each
- Sections B, H, Q, W, CC and II – \$100 each

#### PATRONS REQUESTING NEW SEASON TICKETS

Patrons at the Captain's Club annual giving level (minimum \$50 contribution) or higher have the opportunity to request season tickets. Qualifying donors should complete the ticket application form, but should not include payment. Requests will be reviewed first based on annual giving level and then priority points within each annual giving level. Patrons will be notified of the outcome of their request(s) from June through early July. In order to be considered for new season tickets, your annual contribution and ticket application must be received

by April 30. The athletic department may limit quantity of tickets based upon supply and demand and reserves the right to limit patrons to six (6) season tickets per account.

#### SINGLE GAME TICKETS

Requests for home and away single game tickets are available to all donors and season ticket holders and should be submitted on your ticket application form. Donors to Wisconsin Athletics will have priority for all single game tickets. Requests are reviewed first based on annual giving level and then priority points within each annual giving level. Due to limited quantities, all games will be accepted as requests only. Once all requests have been processed, notification (invoices) will be sent to all requesting patrons. There is no limit to the number of tickets that can be requested by patrons, however, ticket limits may be implemented during the allocation process based on supply and demand.

On or about June 1, 2011, one invoice will be sent to all patrons who submit home or away single game requests. Payment for any orders filled is due to the Wisconsin Athletic Ticket Office by June 24, 2011. Requests not filled will be listed on the invoice as not filled. Home game ticket prices are \$42 for non-conference and \$49 for Big Ten games. Away game ticket prices vary by University. Away game ticket prices are as follows: NIU – \$60, \$75, \$90; Michigan St. – TBD; Ohio St. – \$70; Minnesota – \$70 and Illinois – \$65.

Any remaining non-conference home and all away single game tickets will go on sale to the general public on July 18, 2011 (subject to availability). Tickets for Big Ten Conference home games will go on sale to the general public August 8, 2011 (subject to availability). The preferred way to order general public single game tickets is online at UWBadgers.com. Orders will also be accepted in person at the Wisconsin Athletic Ticket Office or by calling 1.800.GO BADGERS.

#### TICKET FORWARDING

Ticket Forwarding, a convenient way for season ticket holders to electronically send their game tickets they are unable to use to someone else. Ticket Forwarding is available for all season ticket holders through UWBadgers.com.

## PARKING INFORMATION

#### SEASON TICKET HOLDERS REQUESTING PARKING

Patrons who are football season ticket holders may request parking for football on a season basis only. Patrons wishing to request season parking may do so by logging into their registered online account at UWBadgers.com or by calling the UW Athletic Ticket Office during the football season ticket ordering period (February 25 – April 30). At that time patrons may rank their top 5 parking lot preferences. Parking lots are broken down into zones based on proximity to Camp Randall Stadium. Football season parking requests are reviewed based first on lot availability, second on annual giving level, and third on priority points within each