



TICKET ORDERING GUIDE

MEN'S BASKETBALL SEASON TICKET & PARKING INFORMATION

GENERAL INFORMATION

DEADLINE FOR ORDERS

Men's basketball season ticket and parking orders are due Sunday, July 31, 2011. Orders not received by this date will be considered late and may be subject to loss of season tickets. Please note the Athletic Ticket Office will be closed on July 30th and July 31st, however online orders will be accepted on these days. *Please place all phone orders by July 29th.*

PRICE AND SCHEDULE

The price of a season ticket is \$456 for tickets located in 100 and 200 level sections and \$418 for tickets located in 300 level sections. There are 19 home games on this year's schedule. Season ticket-holders pay \$24 per game for tickets located in 100 and 200 level sections and \$22 per game for tickets located in 300 level sections. Individual game prices are \$26 for tickets located in 100 and 200 level sections and \$24 for tickets located in 300 level sections. The full home schedule, which features nine Big Ten Conference games, is expected to be released in August.

PAYMENT

The preferred way to purchase season tickets and REQUEST season parking is online at UWBadgers.com. Season ticket orders and requests for 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. 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 season parking by fax. Payment can be made by check, cash, MasterCard, Visa, Discover, or American Express Card.

ONLINE ORDER INFORMATION

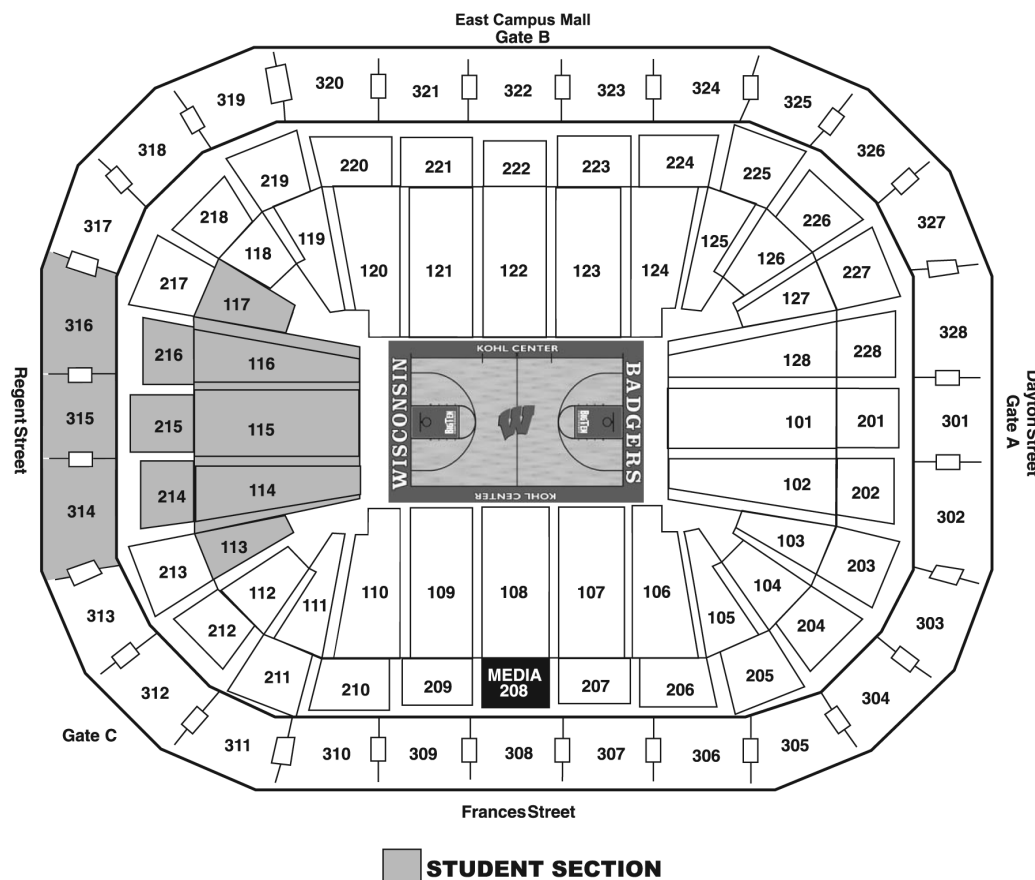
Season ticket holders are encouraged to purchase season tickets and request parking online at UWBadgers.com. It's quick, easy and eliminates additional paperwork and mailing for you.

ADDRESS CHANGES

It is the patron's responsibility to inform the Wisconsin Athletic Ticket Office of any changes in mailing addresses by September 8. Mailing address changes should be submitted on the season order form, 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 approximately October 10 via USPS priority mail service. If available, single-game and package tickets will be mailed no later than seven days prior to the game via first class mail.



STUDENT SECTION

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

Patrons needing to make accessible seating arrangements for individual games should contact the Athletic Ticket Office prior to game day, as seats are limited and subject to availability. Patrons may inquire about availability beginning October 17.

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 and thus granting seating changes (improvements) may be difficult. Patrons should keep the following points in mind if requesting a seating change:

- Changes are based on availability, annual giving level and then 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 July 31.
- Group members should make seat change requests individually and indicate all other members of their group within their request. Please 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 group seat change requests.

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 in 2011) and higher, have the opportunity to request additional season tickets. Patrons should make the request on the season order form but should not include payment for the additional seats. 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. The vast majority of seats that may be available will be located in 300 level sections.

Individuals will receive either an invoice or regret letter from the Wisconsin Athletic Ticket Office starting in mid-August and running through early September. The invoice and regret letter will explain the outcome of requests for season tickets, regret letters will be sent to those whose requests the Athletic Department were unable to fill. Payment for all items is due upon receipt of the invoice. All requests for additional season tickets will be reviewed first based on annual giving level and then priority points within each giving level. In order to be considered for additional season tickets, annual contributions and order forms must be received by July 31. Contributions do not guarantee the purchase of season tickets.

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 have been received by April 30 or patrons may be subject to loss of season tickets. Recommended minimum annual contributions for the opportunity to order seats are as follows:

Sections 107, 108, 109, 121, 122, 123, 207, 209, 221, 222 and 223 – \$300 each

Sections 106, 110, 120, 124, 206, 210, 220 and 224 – \$200 each

Sections 101, 102, 103, 104, 105, 111, 112, 118, 119, 125, 126, 127 and 128 – \$100 each

Sections 307, 308, 309, 321, 322 and 323 – \$50 each

PATRONS REQUESTING NEW SEASON TICKETS

Patrons at the Captain's Club annual giving level (minimum \$50 contribution in 2011) 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 giving level. Patrons will be notified of the outcome of their request(s) from mid-August through early September. In order to be considered for new season tickets, annual contributions and ticket applications must be received by July 31. The Athletic Department may limit the quantity of tickets allocated based upon supply and demand.

SINGLE GAME AND PACKAGE TICKETS

If available, donors and season ticket-holders will have the first opportunity to purchase single game and package tickets. Should there be a sale of single game/package tickets, patrons will be notified September 20 via e-mail.

Tickets for away games are not available through the Wisconsin Athletic Ticket Office. Please contact the host school for ticket information and availability.

TICKET MARKETPLACE

The Ticket Marketplace, online at UWBadgers.com, allows donors at the Captain's Club (minimum \$50 contribution in 2011) annual giving level and above to purchase single game home tickets from other donors who are season ticket holders, or to sell tickets on a game-by-game basis if season tickets are owned for one or more of the following sports: football, men's basketball and men's hockey. This online process ensures patrons are buying valid tickets in a transaction fully supported by the Athletic Department.

TICKET FORWARDING

Ticket Forwarding is a convenient way for season ticket holders to electronically send game tickets to another party. Ticket Forwarding is available for all season ticket holders through UWBadgers.com.

PARKING INFORMATION

SEASON TICKET HOLDERS ORDERING PARKING

Beginning with the 2011 basketball season, parking will be offered on an annual basis using a request process and allocated as a donor benefit. Patrons who are basketball season ticket holders may request parking for basketball on a season basis only and must do so by the order deadline of July 31, 2011. 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 basketball season ticket ordering period (June 29-July 31). At that time patrons may rank their top five parking lot preferences. Parking lots are broken down into zones based on proximity to the Kohl Center. Basketball season parking requests are reviewed first on lot availability, second

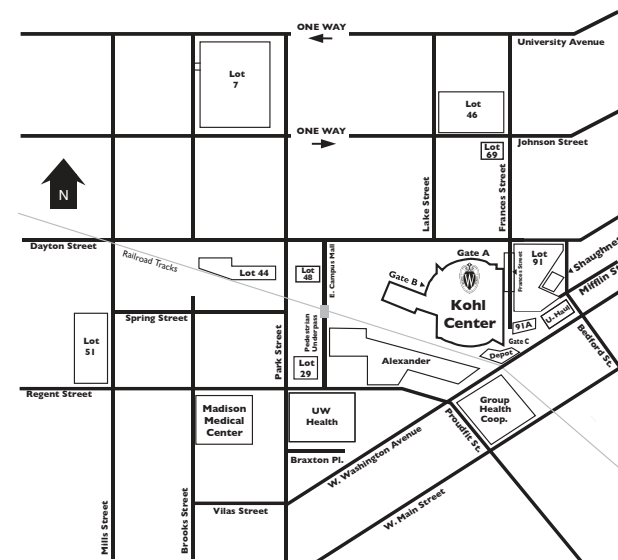
on annual giving level, and third on priority points within each annual giving level. Making a contribution does not guarantee allocation into a certain lot or a certain zone. Should a patron's five parking lot preferences be unavailable when their request is reviewed they will be allocated, based on the judgment of the Athletic Department, into the available lot of closest proximity to the Kohl Center. 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 permits in the 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 the Kohl Center at the Director's Club level or higher (\$2,500+) include lots 91, Shaughnessy, U-Haul and Depot. Zone B parking lots next in proximity at the Coach's Club level (\$1,000-\$2,499) include lots 29, 44, Alexander and Group Health. Zone C parking lots follow Zone B in proximity at the Captain's Club level (\$50-\$999) include lots 7, 46, 51, Madison Medical Center and UW Health.

Patrons will be notified and invoiced for basketball season parking approximately late August through early September.

ACCESSIBLE PARKING

There is one drop-off point at the Kohl Center for patrons to disembark from their own vehicles. The drop-off point is located on the eastbound side of Dayton Street (close to Gate A). To contact Guest Services for wheelchair assistance, please call 608.263.7894 prior to game day, or 608.263.5645 on game day.



SINGLE GAME PARKING

Depending on availability, single game parking for men's basketball is available on game day only and is purchased on a first come, first served basis. Patrons will pay the lot attendant as they enter the lot. Please visit UWBadgers.com for more information as the season approaches.

2012 BIG TEN TOURNAMENT

The 2012 Big Ten Tournament will be held Thursday, March 8 through Sunday, March 11 at the Conesco Fieldhouse in Indianapolis, Indiana. The Athletic Ticket Office will accept requests starting November 28, 2011, from donors and season ticket holders. As more information becomes available, please visit UWBadgers.com for Big Ten Tournament ticket updates. The Athletic Ticket Office will also notify donors and season ticket-holders of ticket availability via e-mail in late November.

2012 NCAA TOURNAMENT

If Wisconsin qualifies for the 2012 NCAA Men's Basketball Tournament, the Athletic Ticket Office will accept requests from donors to athletics at the Captain's Club level and above (minimum \$50 contribution during the 2011 calendar year). Details on how to place a request will be communicated in late February. Requests will be reviewed first based on annual giving level and then priority points within each giving level.

IMPORTANT DATES TO REMEMBER

July 31 Season ticket, annual contribution, and parking request deadline

Sept. 20 Donors and season ticket-holders notified of potential single game and package ticket sale

Oct. 10 Season tickets & parking mailed

Oct. 17 Patrons may contact the Athletic Ticket Office to make accessible seating exchange requests

Nov. 28 Big Ten Tournament tickets on sale

Late Feb. 2011 Donors and season ticket-holders notified of NCAA ticket sales process

ORDER TODAY! MEN'S BASKETBALL SOUVENIR GAME PROGRAMS

Patrons have the option of purchasing a men's basketball game day program package on your 2011-2012 ticket application form. Get all eighteen programs for only \$65, a savings of \$25 (or 5 free programs) over purchasing individually. Please include payment on your ticket application form to take advantage of this opportunity. The programs contain information on the day's game along with feature stories, player updates, biographies, color photos, facts and figures, and a coupon booklet! Visit nationalwclub.com for more information.