



TICKET ORDER GUIDE
PROSPECTIVE SEASON TICKET HOLDERS

It is great to be back at Wisconsin! I am honored and humbled to be the head coach of the Badgers. I grew up with this special football program and was fortunate enough to be a part of it as both a player and assistant coach.

My staff and I are extremely excited to get started preparing for the upcoming season. The bar has been set high at Wisconsin and we look forward to meeting that challenge. Coming off a tremendous 11-win season that included a Big Ten West Division title, our players are looking to build off the momentum of the Outback Bowl win over Auburn.

We preach to our players about being smart, tough and dependable and we are dedicated to having a program that all can be proud of both on and off the field. Like every season, there will be a mixture of familiar faces and new names. As coaches, the fun part of each season is seeing how those two groups mesh and develop. That process has already started.

I can't wait to step back onto the field at Camp Randall this fall. Football Saturdays in Madison are truly special days. Another special opportunity for us will be when we kick off the season on September 5 against Alabama at AT&T Stadium in Texas. It will be a national showcase for our program and hopefully a number of you can make the trip to help cheer us on.

Thank you for your continued support of the Badgers and our student-athletes. It is truly appreciated.

On, Wisconsin!



Head Coach Paul Chryst



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| SEPT 5 | vs. Alabama AT&T Stadium Arlington, TX |  |
| SEPT 12 | MIAMI (OH) Camp Randall Stadium |  |
| SEPT 19 | TROY Camp Randall Stadium |  |
| SEPT 26 | HAWAI'I Camp Randall Stadium |  |
| OCT 3 | IOWA Camp Randall Stadium |  |
| OCT 10 | at Nebraska Memorial Stadium |  |
| OCT 17 | PURDUE Camp Randall Stadium |  |
| OCT 24 | at Illinois Memorial Stadium |  |
| OCT 31 | RUTGERS Camp Randall Stadium |  |
| NOV 7 | at Maryland Byrd Stadium |  |
| NOV 21 | NORTHWESTERN Camp Randall Stadium |  |
| NOV 28 | at Minnesota TCF Bank Stadium |  |
| DEC 5 | Big Ten Championship Game Lucas Oil Stadium Indianapolis, IN |  |



**WISCONSIN FOOTBALL TICKETS
A GREAT DONOR BENEFIT**

Donors to Wisconsin Athletics enjoy the opportunity to request football season tickets along with home and away single game tickets. Donors with season tickets can also order season parking permits.

Requests for season tickets will be accepted from all donors contributing a minimum of \$50 (Walk-On Club level) and higher. While there are no guarantees for 2015, all season ticket requests from eligible donors were filled or offered in both 2014 and 2013.

The preferred way to request season tickets is online at UWBadgers.com. Patrons may also request season tickets by phone during regular business hours (8:30am-4:30pm, Mon.-Fri.) or by mailing the donor request form to the Wisconsin Athletic Ticket Office.

TWO OPTIONS TO REQUEST SEASON TICKETS

Each spring and summer, donors to Wisconsin Athletics have the opportunity to request season tickets as a donor benefit. The locations available for season tickets come from existing available season ticket inventory as well from attrition of current season ticket holders.

As you consider requesting season tickets, please note the recommended minimum annual contributions for the opportunity to order seats in certain sections:

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

In addition to the recommended minimum annual contribution per seat, the price for each 2015 football season ticket is \$336. Season ticket holders save \$99 per season ticket compared to the total cost of single game tickets.

Read on about the two separate opportunities for donors to request season tickets.

**SECURING SEASON TICKETS
PRIMARY DONOR REQUEST PERIOD
ENDS APRIL 30**

The first chance for donors to request season tickets is from March 19-April 30. Requests made during this time will be fulfilled first during this priority period open exclusively to donors. Donors without season tickets are strongly encouraged to participate in this process to have first access to available seats and have requests considered before any general public requests. Here's how the process works.

- 1.** Make your request for season tickets online at UWBadgers.com (see instructions below) or in writing on your donor request form.
- 2.** To increase the chances your request is granted, make your request as broadly as possible. While requests will be accepted down to specific seat locations, such requests may be difficult or regretfully even impossible to fulfill based on the attrition of other season ticket holders and additional factors.
- 3.** Requests are due to the Athletic Ticket Office by April 30. All requests are fulfilled first based on annual giving level and then priority points within each giving level. These requests are all personally reviewed by Athletic Department staff from late May through the end of June.
- 4.** As requests are reviewed, the results of each request will be sent via phone and/or email, including seat option(s).
- 5.** If season tickets are accepted by phone, payment may be made by phone or email invoice. Otherwise, an email invoice will be sent. Do not submit payment for season tickets until you receive notification that your request was filled.
- 6.** For questions about contributing to Wisconsin Athletics and for information on seating opportunities, contact the Athletic Development Office at 608.262.1000.



TICKET INFORMATION

REQUESTING SEASON TICKETS ONLINE

Requesting season tickets online is quick and easy with just a few simple steps:

- Visit UWBadgers.com
- Hover your pointer over the Tickets header and click on "Buy Tickets Now" from the drop down menu
- Click on "Wisconsin Football" to login to your account and request season tickets

If this is your FIRST TIME ordering online:

- Under "Register Here" type in your patron # and pin # (which can be found on your donor request form)
- Click "Activate"
- Enter your e-mail address, create a password and verify your account information
- Click "Next Step"
- Click on the application link to request season and single game tickets

SECURING SEASON TICKETS

GENERAL PUBLIC SALE | BEGINS JULY 1

Starting July 1, the general public (non-donors) will have the opportunity to purchase season tickets. This season ticket sale will allow patrons to search a seating chart online and select their specific seats from the seat locations available after the initial donor requests are filled. Here's how the process works.

1. Beginning July 1 at 8:30AM CT, available season ticket locations will go on sale online at UWBadgers.com. Patrons will be able to search and select their specific section, row and seat location from available seats.
2. All season tickets sold during this period will be strictly on a first-come, first-served basis. Priority is not given to donors during this period.
3. Available seats for this sale will be based on season ticket attrition and after fulfilling initial donor requests made from March 19–April 30. Available seats will not be known until July 1. Certain sections may not have season ticket availability.
4. All season parking is sold to season ticket holders in June. Season tickets purchased July 1 and after are not eligible to purchase season parking in 2015.
5. All recommended minimum contributions will be associated with any seats sold July 1 and after.

TICKET INFORMATION

MAILING OF SEASON TICKETS & PARKING

Season tickets and parking will be mailed in mid-August via USPS priority mail service. Single home game tickets ordered through the donor/season ticket holder request process will be mailed in late July. Tickets ordered for away games are mailed no later than two weeks prior to each away game.

ADMISSION POLICY

All patrons must have a valid ticket for admission. Children under the age of two may be admitted with a complimentary lap seat ticket. Lap seat tickets are available at the stadium gates upon entry at no cost to children age two and under. Children admitted with a lap seat ticket must sit on the lap of a parent or guardian.

ACCESSIBLE SEATS

Customers needing to make accessible seating arrangements should contact the Wisconsin Athletic Ticket Office prior to the day of the game, as seats are limited, and may inquire as to availability starting August 17.



FIND A HOME FOR UNUSED TICKETS

We understand it is not always possible to make every single home game. As a service to season ticket holders, Wisconsin Athletics offers two free services designed to help make sure your tickets don't go unused.

TICKET FORWARDING

Ticket Forwarding is available for free to all season ticket holders. This online service allows season ticket holders to electronically transfer tickets for a specific game to friends, family, coworkers and more.

This convenient system allows you to avoid the hassle of physically delivering tickets. It's fast, safe, secure and easy to use. Season ticket holders can access the Ticket Forwarding service online at UWBadgers.com under the tickets tab.



THE OFFICIAL FAN-TO-FAN TICKET MARKETPLACE OF THE BADGERS

If you are looking to sell tickets to games you can't attend, we invite you to utilize StubHub! the official fan-to-fan ticket marketplace of the Wisconsin Badgers.

Season ticket holders can set their prices and post tickets for sale to a broad, nationwide audience. StubHub! is easy to use and helps season ticket holders find a home for unused tickets while recovering some of their investment.

Season ticket holders can access our StubHub! service online at UWBadgers.com under the tickets tab.

COMFORT AT CAMP RANDALL

BADGER SEAT CUSHIONS

Make your time at Camp Randall Stadium a little more comfortable with a cushioned seat back. Define your seat and enjoy improved back support without having to carry a bulky seat into the game. Permanently attached to your seat, these waterproof seat cushions can improve your gameday experience.

Once new season tickets have been secured, donors will have the ability to purchase Badger seat cushions via their email invoice or by phone. This year's price is \$49 if purchased by July 31. When purchasing, please indicate the quantity of seat cushions desired and the corresponding seat locations (if necessary). Call the Athletic Ticket Office at 1.800 GO BADGERS with any questions or concerns. For customer service questions after July 31, please call 800.501.9852.



FREEDOM TROPHY

The Freedom Trophy pays tribute to the brave men and women who have fought in our nation's wars. The University of Wisconsin's Camp Randall Stadium, built on what was once a Civil War training ground, and the University of Nebraska's Memorial Stadium, dedicated in honor of our nation's veterans, stand as proud monuments to those who have sacrificed so much in the name of freedom.

SINGLE GAME TICKETS

Requests for home and away single game tickets are available to all donors and season ticket holders and should be submitted online at UWBadgers.com or on your football donor request 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, however, ticket limits may be implemented during the allocation process based on supply and demand. The deadline to request single game tickets is April 30, 2015.

In late May, one invoice will be mailed 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 19. Requests not filled will be listed on the invoice as not filled.

| DATE | OPPONENT | TICKET PRICE |
|---------|------------------------------|------------------------------|
| Sept 5 | vs. Alabama Arlington, TX | \$300, \$250, \$150, \$95 |
| Sept 12 | MIAMI (OH) | \$50 |
| Sept 19 | TROY | \$50 |
| Sept 26 | HAWAII | \$50 |
| Oct 3 | IOWA | \$85 |
| Oct 10 | at Nebraska | \$80 |
| Oct 17 | PURDUE | \$70 |
| Oct 24 | at Illinois | \$53 |
| Oct 31 | RUTGERS | \$65 |
| Nov 7 | at Maryland | TBD |
| Nov 21 | NORTHWESTERN | \$65 |
| Nov 28 | at Minnesota | \$75 |

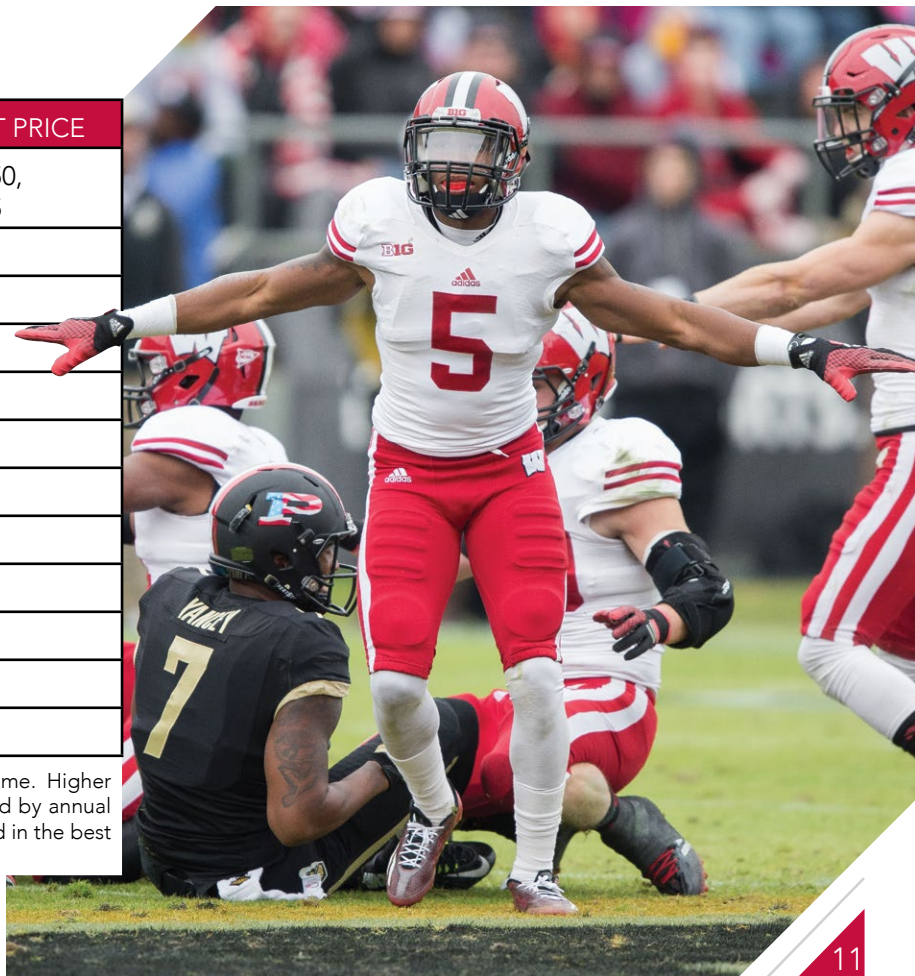
* Multiple ticket prices will be available for this game. Higher priced tickets will be assigned first with seating ranked by annual giving levels then priority points within giving level and in the best judgment of the Athletic Department.

SEASON OPENER VS. ALABAMA

In one of the most-highly anticipated season opening games in program history, Wisconsin will face Alabama on September 5, 2015 at AT&T Stadium in Arlington, Texas.

Donors and season ticket holders have the opportunity to request tickets to this outstanding match-up. Simply note your ticket request as you order season tickets online or on the paper ticket application. Donors and season ticket holders will learn the status of their request in late May.

This game will be the second of three neutral-site season-openers against SEC opponents for the Badgers. Last season, Wisconsin faced LSU in Houston, Texas.



SEASON PARKING INFORMATION

Season parking permits for football are sold annually using an online selection and payment process reserved specifically as a benefit for active donors who are also football season ticket holders. All active donors who are football season ticket holders will receive notification via mail, email and telephone as to their individually assigned parking selection date and time. The parking selection date and time will be assigned based on annual giving level and then priority points within each annual giving level. Each active donor account with football season tickets will have the option of purchasing up to 3 (three) football season parking permits. Active donors will have the ability to track the annual football parking selection process in real time in advance of their actual selection time. This will allow all active donors to stay current with available parking lots in order to maximize their selection time priority. Please contact the Athletic Ticket Office at 1.800.462.2343 with questions.

Please note, to be eligible for season football parking permits season ticket holders must order or request season tickets and make their annual contribution by April 30. Active donors who are football season ticket holders will be notified as to their annual parking selection date and time no later than the last week in May. The online annual football parking selection process will begin June 1 and run through June 19 from 8:30am to 4:30pm, Monday – Friday.

Recommended minimum annual contributions for the opportunity to order season parking permits are as follows:

ZONE A All-American Club (\$5,000+) or higher:
Lots 16, 17, 17 Roof, Credit Union, & Regent

ZONE B Director's Club (\$2,500+) or higher:
Lots 13, 41, 54, 80, Church A, Church B, & Church C

ZONE C Coach's Club (\$1,000+) or higher:
Lots 20, 27, 33, 39, 40, 45, 51, 55, 56, 92, 93, & Randall School

ZONE D Walk-on Club (\$50+) or higher:
Lots 7, 29, 36, 43, 44, 62, & 87

Parking lot availability fluctuates on an annual basis. Due to these factors, it is not possible to forecast the contribution level and priority points necessary to receive a permit in a specific parking lot and/or zone. Any patrons interested in parking in an alcohol free, family friendly lot are encouraged to order Lot 34 off of Observatory Drive and Babcock Drive next to the Porter Boathouse.



PARKING INFORMATION

ACCESSIBLE PARKING

For our patrons with accessibility needs, the Athletic Department will sell a limited number of permits in Lot 17 on a first come, first served, single game basis. Permits will go on sale through the Wisconsin Athletic Ticket Office at 1.800.462.2343 or 608.262.1440 the Monday before each home game starting at 8:30am. Phone sales only. Should a holiday fall on the Monday preceding a home game, permit sales will take place on the first open day of business thereafter. Permits will cost \$20. Limit of one per account. Permits will not be mailed. Instead, permits will be left with the CSC staff members at Lot 17 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 patrons with accessibility needs include the Lot 60 shuttle. Parking in Lot 60 will cost \$5 per automobile and \$6 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 ride in a golf cart operated by our Guest Services staff to the stadium entrance located closest to their seats.

There are also three 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 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.

PARKING INFORMATION

SINGLE GAME PARKING

Single game parking 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 – Alcohol free, Porter Boathouse area) and Lot 60 (\$5 – near the UW Hospital on Walnut).

SHUTTLE SERVICE

Kobussen Buses Ltd. provides two shuttle routes to and from Camp Randall Stadium on game day. Shuttles are available for \$6 per person round-trip and run approximately every 15 minutes starting two hours prior to kick-off and up to one hour after the conclusion of the game. Also available this season, you can ride the Bucky Shuttle for the entire year with a season pass at \$35. Purchase this discounted rate season pass during the first or second home game at your Bucky Shuttle Pick-Up Location. Cash/check is preferred. 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 Stadium (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 64 (\$50 – 606 Walnut St.). 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.



DATES TO KNOW

APRIL 25

CRAZYLEGS CLASSIC – 10AM

Be part of an annual Madison tradition in the annual Crazylegs Classic. Participate in the 8K run or two mile walk. Registration is now open at CrazylegsClassic.com.

BADGER KIDS FAIR – 1:30-3PM

Start the day at the Badger Kids Fair in the McClain Center. Meet and greet Badger student-athletes from a variety of sports. Kids can take part in interactive games and activities. Plus there will be photo and autograph opportunities with all your favorites including Bucky Badger. Admission is free.

WISCONSIN FOOTBALL SPRING GAME – 3PM

Following the Kids Fair, head over to the stadium for the Wisconsin Football Spring Game. Get your first glimpse at the team as they finish their spring practices.

Tickets are just \$5 and benefit UW Academic Advising.

Spring game tickets are on sale now at UWBadgers.com

APRIL 30

Season ticket, parking and annual contribution deadline

LATE MAY

Annual football parking selection process email sent; includes donor selection date and time

Home and away single game request invoice mailed for all available games

LATE MAY THROUGH LATE JUNE

Review period for new/additional season tickets and seat changes/improvements

JUNE 1 - 19

Annual football parking selection process begins

JUNE 19

Home and away single game request payments due

MID-AUGUST

Season tickets and parking mailed.