



2024-25 WISCONSIN ATHLETICS

# DONOR AND TICKET GUIDE



## **WHAT'S INSIDE:**

**BUILDING CHAMPIONS CAMPAIGN:**  
Football Indoor Practice Facility

**NEW!** Annual Giving Level +

**THE VARSITY COLLECTIVE:**  
Name, Image and Likeness

## Greetings from Wisconsin Athletics!

On behalf of the student-athletes, coaches and staff at the heart of our Badger family, I want to extend my sincere thanks for your support and incredible generosity. Your annual contributions and charitable gifts to Wisconsin Athletics continue to elevate the lives of the student-athletes who proudly wear the Motion W.

The world of college athletics is undergoing significant change. We are now all familiar with NIL, the transfer portal and conference realignment. The playing field may look different, but the name of the game for us remains the same. We are here to help student-athletes pursue excellence in the classroom, in athletic competition and in their communities. Your support is a critical factor in this effort.

The new football indoor practice facility will be a game-changer for Wisconsin Athletics. Support for student-athletes' NIL activities is now an essential part of the landscape. And we still have growing operational costs. Your financial support of these areas has been tremendously important and will be moving forward. The continued success of our department is a direct result of your generosity and we can't thank you enough.



**Chris McIntosh**  
Director of Athletics



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# INVESTING IN OUR FUTURE

This past fall, Wisconsin Athletics launched the Building Champions campaign in support of the largest capital project in department history, a new football indoor practice facility. The Building Champions campaign demonstrates our shared commitment to competing for championships in the new Big Ten conference and winning on and off the field.

Complete with a 100-yard-long practice field, strength & conditioning center and student-athlete dining hall, this new facility will help the Badgers recruit, educate and train the best student-athletes in the country. The time is now to compete with the top programs in our conference and nationally.

Learn how you can support the project:  
[BadgersBuildingChampions.com](http://BadgersBuildingChampions.com)



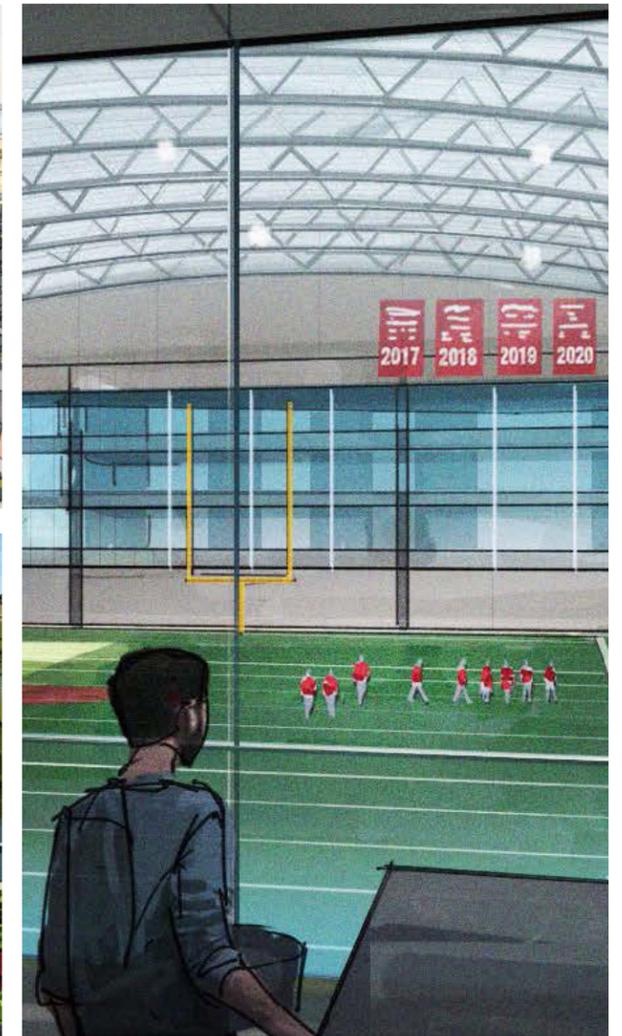
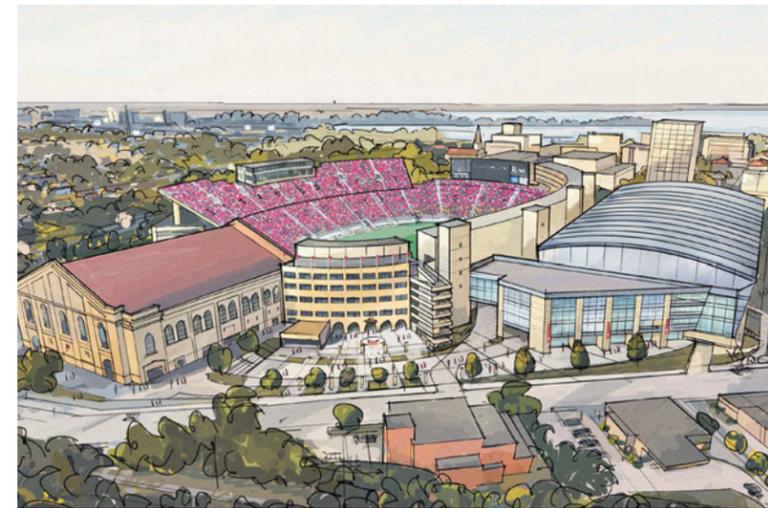
## TED D. & MARY T. KELLNER MATCHING GIFT PROGRAM

Ted ('69) and Mary ('68) Kellner have committed a lead gift of \$20 million dollars to the Building Champions Campaign in support of the new football indoor practice facility.

Through their continued generosity to the University, the Kellner Family has elected to create the Kellner Match, a matching gift program to raise donations and awareness for the campaign. Our shared desire is to inspire and incentivize other loyal Badgers to join the effort to elevate the competitive profile of Wisconsin Athletics.

For more information, please email [development@uwbadgers.com](mailto:development@uwbadgers.com)

*\*All images below are conceptual renderings, which are based on preliminary development plans, and are subject to change.*





**THE VARSITY COLLECTIVE**

EST. 2022 MADISON, WI

As of 2021, it is permissible under NCAA rule for student-athletes to earn money from their own Name, Image and Likeness (NIL). Opportunities include promoting businesses and non-profit organizations, event appearances and other entrepreneurial endeavors. Badger fans have an opportunity to partner with and directly support student-athletes in a positive way.

**The Varsity Collective** is a Proud Partner of Wisconsin Athletics and develops NIL opportunities for UW student-athletes. Founded and operated by UW alumni, The Varsity Collective is a 501(c)(3) non-profit organization that works to fund brand ambassador partnerships for student-athletes with charities and non-profits — increasing the impact of community organizations while maximizing student-athletes' earning potential and growing their personal brands. Make a gift to support the sport(s) of your choice by visiting:

[TheVarsityCollective.com/Donate](https://TheVarsityCollective.com/Donate).



**YouDub Marketplace** allows fans and brands to connect directly with Wisconsin student-athletes to pitch activities ranging from personal appearances to video shout-outs, autographs and more. Find a student-athlete and reach out at:

[go.wisc.edu/YouDubMarketplace](https://go.wisc.edu/YouDubMarketplace).

Want to work with a Badger? Not sure where to start? Click here to contact Wisconsin Athletics' NIL team:

[app.bucky.uwbadgers.com/YouDub](https://app.bucky.uwbadgers.com/YouDub).

**LEARN MORE:** See the ways Wisconsin student-athletes are benefiting from NIL opportunities by visiting [UWBadgers.com/NIL](https://UWBadgers.com/NIL).

# GET INVOLVED!

Enhancing Name, Image, Likeness (NIL) opportunities for student-athletes is a priority for Wisconsin Athletics. How can you help?

- Provide support with a gift to the sport(s) of your choice via The Varsity Collective, a separate 501(c)(3) non-profit organization, at [TheVarsityCollective.com/Donate](https://TheVarsityCollective.com/Donate)
- Hire a Badger to promote your business or organization. Get started by filling out the NIL Interest Form at [UWBadgers.com/NIL](https://UWBadgers.com/NIL)

*Donations made via The Varsity Collective are considered 100% tax deductible and do not count toward Wisconsin Athletics Donor Rank.*



# LEAVE YOUR LEGACY WITH THE BADGERS

## WHAT IS A PLANNED GIFT?

A planned gift is a deferred philanthropic donation that is not realized until the passing of one's life. Leaving a planned gift is the greatest impact an individual or family can have on the University. It allows people to continue their legacy with the Badgers at no real cost today while ensuring financial stability for Wisconsin Athletics for years to come.

The Forever Badgers Planned Giving program recognizes forward-thinking donors who choose to support the Badgers by creating a planned gift commitment. This is a viable support mechanism for anyone who cheers on the University of Wisconsin and wants to ensure our shared success.



## PLANNED GIVING BENEFITS:

-  Recognition as a Forever Badgers donor
-  Ability to choose a stewardship recipient (ie: family member, friend, fellow Badger fan)
-  Earn 1 priority point for every \$100 committed to a specific fund
-  Earn 2 priority points for every \$100 committed to the unrestricted fund
-  Option to create and name an endowed fund (\$50,000 minimum)
-  Invitation to annual event recognizing donors and student-athlete recipients
-  Wisconsin Legacy Society Membership
-  Help Wisconsin Athletics achieve excellence beyond your lifetime

## PLANNED GIVING AVENUES TO CONSIDER:

-   
BEQUEST
-   
BENEFICIARY
-   
LIFE INSURANCE
-   
REAL ESTATE
-   
LIFE INCOME GIFT



# KEY DEADLINES IN 2024

**MARCH 15**

## **DONOR BENEFITS**

In order to maximize all donor benefits, it is suggested to make all applicable season ticket donations by **March 15**, as benefits such as football Badger Select is based on total donations by this deadline.

**MARCH 15**

## **FOOTBALL**

Contribution deadline for **NEW** and existing **football season tickets**, home and away **single-game ticket** priority and **season parking** qualification

**MAY 15**

## **VOLLEYBALL**

Contribution deadline for **NEW** and existing **volleyball season tickets**, and **season parking** qualification

**JUNE 21**

## **MEN'S HOCKEY**

Contribution deadline for **NEW** and existing **men's hockey season tickets**, and **season parking** qualification

**JULY 24**

## **MEN'S BASKETBALL**

Contribution deadline for **NEW** and existing **men's basketball season tickets**, and **season parking** qualification

**OCTOBER 31**

## **POSTSEASON**

**Football Big Ten Championship** and **Bowl Game** ticket contribution  
**NCAA Volleyball Tournament** ticket contribution

**DECEMBER 31**

## **POSTSEASON**

**Men's Basketball Big Ten** and **postseason tournament** ticket contribution  
**Men's Hockey Big Ten** and **postseason tournament** ticket contribution

# WHAT'S NEW IN 2024:

## LEAD BADGER CLUB (\$100,000 and above)

Donors with an annual giving total of \$100,000 and above will be a part of the new highest Annual Giving Level, the Lead Badger Club.

## ANNUAL GIVING LEVEL PLUS (AGL+)

Donors giving at the All-American Club (\$5,000) through the Ambassador's Circle (\$50,000) in 2024 are eligible to achieve "+" status within their Annual Giving Level.

2024 ANNUAL GIVING LEVEL	DONORS (as of 12/31/23)
<b>NEW!</b> Lead Badger Club (\$100,000)	-
<b>Ambassador's Circle + (\$50,000)</b>	-
Ambassador's Circle (\$50,000)	171
<b>Hall of Fame Club + (\$25,000)</b>	-
Hall of Fame Club (\$25,000)	170
<b>MVP Club + (\$15,000)</b>	-
MVP Club (\$15,000)	178
<b>Champion's Club + (\$10,000)</b>	-
Champion's Club (\$10,000)	219
<b>All-American Club + (\$5,000)</b>	-
All-American Club (\$5,000)	462
Director's Club (\$2,500)	689
Coach's Club (\$1,000)	2,294
Captain's Club (\$500)	2,789
Red & White Club (\$250)	2,218
Walk-On Club (\$50)	3,151
<b>TOTAL</b>	<b>12,341</b>

# HOW TO QUALIFY FOR AGL+

Complete a 5-year pledge commitment (minimum \$25,000 total) towards the Building Champions Campaign: Football Indoor Practice Facility Fund. Complete the first installment (minimum \$5,000) towards this pledge by **March 15, 2024**.

To initiate a pledge commitment, please email: [development@uwbadgers.com](mailto:development@uwbadgers.com).

## DONOR PROFILE A

**\$3,000** to Football RMPSC\*  
**\$3,000** to Men's Basketball RMPSC  
**\$4,000** to Building Champions:  
**Football Indoor Practice Facility**

**\$10,000**  
 Total Lifetime Priority Points: **45,000**  
 Annual Giving Level: **Champion's Club**  
*\*Recommended minimum per seat contribution*

## DONOR PROFILE B

**\$3,500** to Football RMPSC  
**\$1,500** to Men's Basketball RMPSC  
**\$5,000** to Building Champions:  
**Football Indoor Practice Facility**  
*(Signed pledge agreement on file)*

**\$10,000**  
 Total Lifetime Priority Points: **1,500**  
 Annual Giving Level: **Champion's Club +**

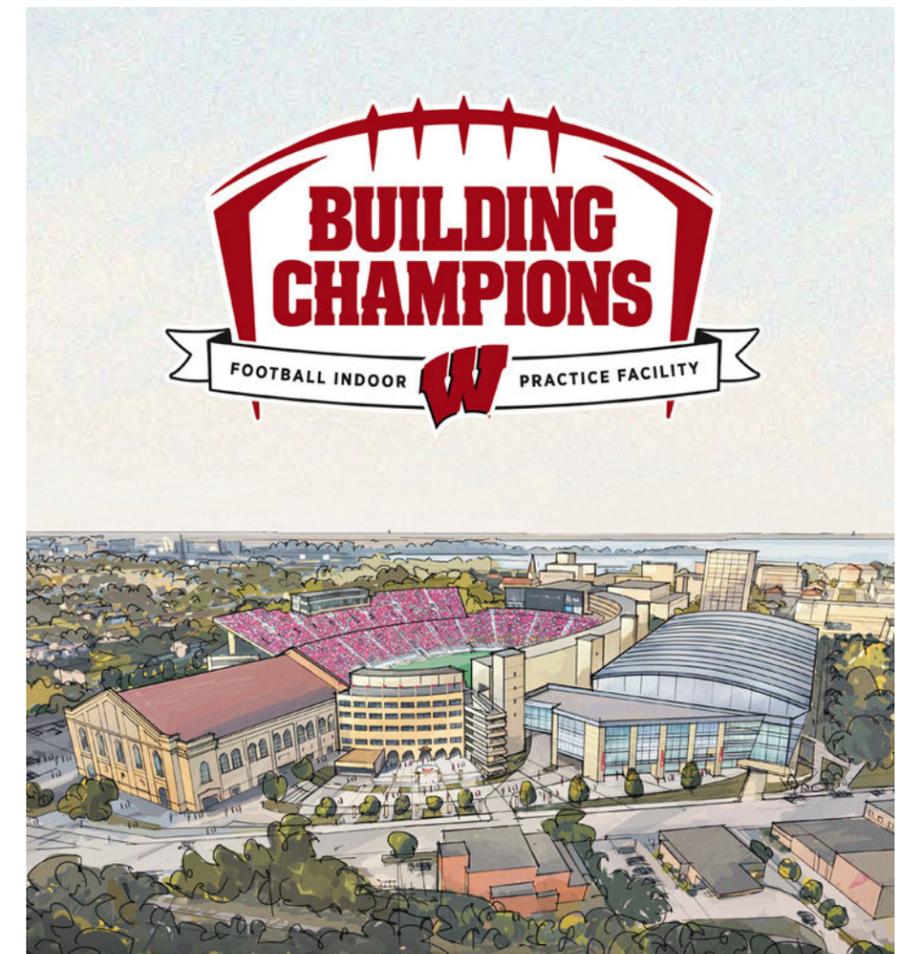
**RANK COMPARISON:** Based on total annual donations by March 15, both Donor A and Donor B are Champion's Club Donors for 2024. Donor B will be a Champion's Club + donor and will be ranked among other Champion's Club + donors based on priority points, whereas Donor A is an AGL Champion's Club status donor, and will be ranked among other AGL Champion's Club donors based on priority points, **below all Champion's Club + status donors.**

# HOW DONOR RANK IS DETERMINED:

Following the March 15 deadline, rank within Annual Giving Level will be determined based on status (AGL+ or AGL) and priority points within each segment.

PRIORITY POINT FACTORS	POINTS
Current year giving to athletics	10/\$100
Consecutive years of giving to athletics (since 2001)	10/Year
Prior years giving to athletics (since 1982)	10/\$100
Consecutive years of season ticket purchase*	10/Year
UW-Madison Letterwinner (one-time credit)	100
UW-Madison Graduate (one-time credit)	50

*\*Season ticket purchases in football, men's & women's basketball, men's & women's hockey, wrestling, and volleyball qualify for priority points.*



**BADGERSBUILDINGCHAMPIONS.COM**

# 2024 FOOTBALL SEASON TICKETS

## STEPS TO BECOME A FOOTBALL SEASON TICKET HOLDER:

Due to the high demand for 2024 season tickets in the early bird order period, the following process will be implemented for new 2024 football season tickets.

1. Place a **REQUEST** for 2024 football season tickets by making a minimum \$50 donation. To make a donation & request for 2024 football season tickets you must contact the Wisconsin Athletic Ticket Office at **608.262.1440** or you may complete the form [here](#) to have a representative contact you to donate & request 2024 football season tickets.
2. After making a qualifying donation & request for 2024 new season tickets, you will be given the opportunity to participate in Badger Select, taking place **April 30 - May 17**.

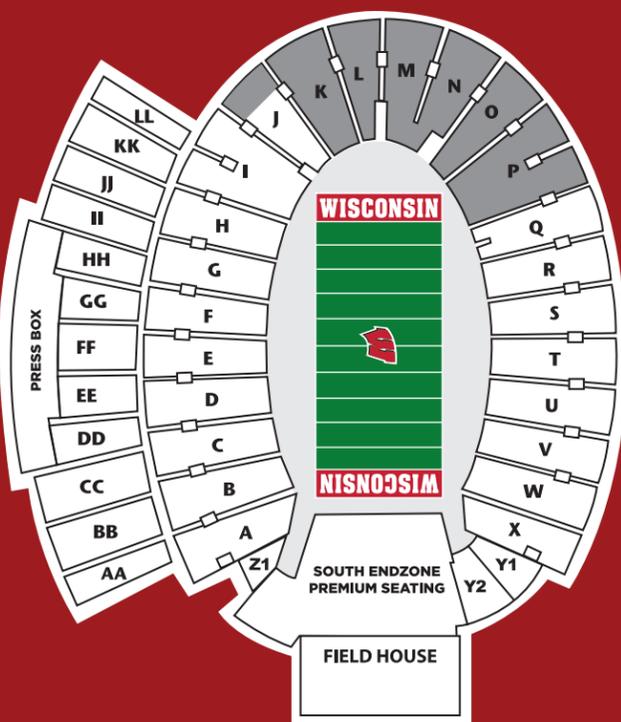
Badger Select for football is the online season ticket and parking selection process, where you may select new season tickets. Inventory is subject to availability during your personalized selection date and time. Approximately one week prior to the start of Badger Select for football, you will be issued a personalized selection date and time to log in to Badger Select based on your Badger Select Rank.

## 2024 SEASON TICKETS

Season tickets starting at \$399! Recommended minimum per seat contributions for the opportunity to obtain season tickets are as follows:

SECTION	RMPSC
AA, BB, KK & LL	\$0
A, I, J, X, Y1, Y2, Z1, CC, II & JJ	\$50
B, H, Q, W, DD & HH	\$100
R, V, EE, FF & GG	\$200
C, G, S & U	\$300
D, F & T	\$400
E	\$500

Student Section Seating



EVERY SATURDAY MATTERS  
 EVERY TRADITION MATTERS  
 EVERY MATCHUP MATTERS  
 EVERY MEMORY MATTERS  
 EVERY TOUCHDOWN MATTERS  
 EVERY JUMP AROUND MATTERS  
 EVERY VICTORY MATTERS

EVERY MOMENT MATTERS Fall ON, WISCONSIN!

2024 HOME SCHEDULE



# FOOTBALL PARKING

## PARKING CHANGES IN 2024:

The following lots have been reclassified from 2023:

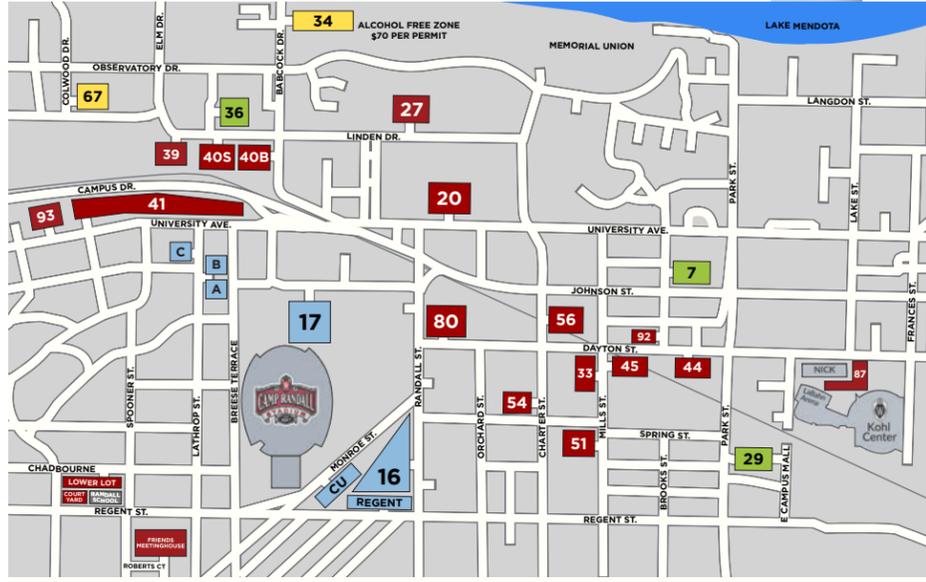
Zone B to Zone A = Church C

Zone C to Zone B = 27, 39, 87 and 93

Zone D to Zone C = 7, 29 and 36

**Please note:** Eligibility for each zone does not guarantee lot availability at the time of your selection in Badger Select. The following Parking Qualifying Gift Amount is the annual donation, per parking pass, to be eligible for each zone:

<b>ZONE A:</b> \$10,000	<b>ZONE C:</b> \$1,000	<b>ZONE A:</b> 16, 17, 17 Roof, Regent, UW Credit Union (CU), Church A, B & C	<b>ZONE C:</b> 7, 29, 36
<b>ZONE B:</b> \$2,500	<b>ZONE D:</b> \$250	<b>ZONE B:</b> 20, 27, 33, 39, 40B, 40S, 41, 44, 45, 51, 54, 56, 80, 87, 92, 93, Randall School Courtyard & Lower Lot and Friends Meetinghouse	<b>ZONE D:</b> 34, 67



## MOBILE TICKETS AND PARKING:

Season parking permits that will be delivered as mobile parking passes and season parking permits that will be delivered as physical hang tags are to be determined. For parking permit instructions, please [CLICK HERE](#).

Wisconsin Athletics has switched to all mobile ticketing and will no longer offer print at home as an option for the 2024 season. Mobile ticket delivery offers fans the opportunity for easier, more convenient, safer, contactless entry to all Wisconsin Athletic events. For more details, [CLICK HERE](#).



## STEPS TO ORDER SEASON PARKING:

1. Fans wishing to be eligible to order season parking must be a football season ticket holder and active donor to Wisconsin Athletics at the Red & White Club (\$250) or higher. Patrons must submit their contribution by **March 15, 2024**.
2. Making a contribution does not guarantee allocation into a certain lot or zone. Patrons ordering multiple parking passes (max. 3) must qualify for each pass.  
**Example:** Ordering two Zone A football parking passes would require a minimum qualifying donation of \$20,000 [\$10,000 per pass].
3. Eligible donors and season ticket holders will receive personalized date and selection time via email approximately one week prior to the start of Badger Select for football, taking place **April 30-May 17**.

For additional parking information, including statistics from the previous football season's parking sales period, please [CLICK HERE](#).



# MEN'S BASKETBALL TICKETS & PARKING

## STEPS TO BECOME A SEASON TICKET HOLDER:

1. At the beginning of July, [CLICK HERE](#) -OR- call the Wisconsin Athletic Ticket Office at **608.262.1440** to select and purchase men's basketball season tickets by **July 24**. Your order will also include a \$50 contribution at the time of purchase\*.
2. After purchasing season tickets, you will have the opportunity to participate in Badger Select, taking place **August 16-23**. You will be issued a personalized selection date and time for you to log in to Badger Select and have the opportunity to move your seat location based on availability at the time of your selection. You will receive an email with your personalized selection date and time approximately one week prior to the start of Badger Select for men's basketball.

[CLICK HERE](#) to express interest in season tickets.

\*If you are already a donor to Wisconsin Athletics in 2024 of \$50 or more, this contribution is waived.

\*\***Mobile Ticket Delivery:** Beginning with the 2024-25 season, all season tickets will be delivered via mobile ticket delivery. The easiest way to manage your tickets is through the Badgers App.



## MOBILE PARKING INFORMATION:

Season parking permits in Lots 7, 29, 44, 46, 51, 87 and 91 will be delivered as mobile passes. Patrons purchasing a season parking permit in Alexander, Depot, GHC, U-Haul or UW Health will receive their parking permit as physical hang tags.

## SEASON PARKING PROJECTION NOTES FOR 2024-25

In 2023-24, Zone A parking sold out at the Champion's Club with 7,071 priority points. For 2024-25, Zone A parking inventory is expected to decrease and Zone B parking inventory is expected to increase. With the addition of Annual Giving Level +, and zone quantity changes, there is a high probability that Zone A parking may sell out at the MVP Club.

## STEPS TO ORDER SEASON PARKING:

1. Fans wishing to order season parking must be a men's basketball season ticket holder and active donor to Wisconsin Athletics (minimum \$50 contribution). Patrons must submit their contribution by **July 24, 2024**.
2. Making a contribution does not guarantee availability in a certain lot or zone. Patrons ordering multiple parking passes (maximum 3) must qualify for each parking pass individually based on the annual giving level.

There is a maximum of two Zone A parking passes per person. A third pass may be purchased in Zone B or C, based on qualifying donation and availability.

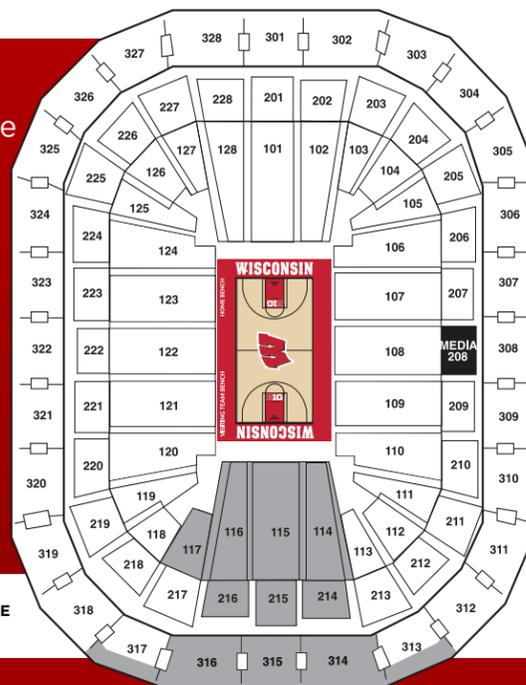
**Example:** Ordering two Zone A men's basketball parking passes would require a minimum qualifying donation of \$10,000 [\$5,000 per pass].

3. Eligible donors and season ticket holders will receive a personalized date and selection time via email approximately one week prior to the start of Badger Select for men's basketball, taking place **August 16-23**.

## 2024-25 SEASON TICKETS

Recommended minimum per seat contributions for the opportunity to obtain season tickets are as follows:

SECTION	RMPSC
107, 108, 109, 121, 122, 123, 207, 209, 221, 222 & 223	\$300
106, 110, 120, 124, 206, 210, 220 & 224	\$200
101, 102, 103, 104, 105, 111, 112, 113, 118, 119, 125, 126, 127 & 128	\$100
307, 308, 309, 321, 322 & 323	\$50

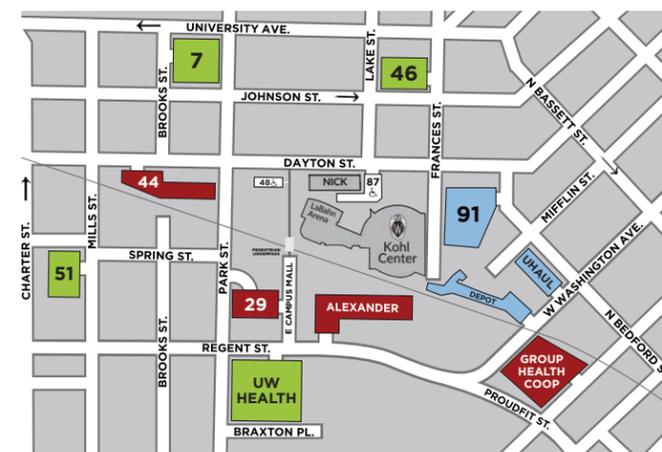


**Please note:** Eligibility for each zone does not guarantee lot availability at the time of your selection in Badger Select. The following Parking Qualifying Gift amount is the annual donation, per parking pass, to be eligible for each zone:

**ZONE A:** \$5,000 | **ZONE B:** \$1,000 | **ZONE C:** \$50

**Alexander Lot Update:** The Alexander Lot will be available as a parking garage for season parking in 2024-25.

For additional parking information, [CLICK HERE](#).



**ZONE A:** 91, Depot, U-Haul  
**ZONE C:** 7, 46, 51, UW Health

**ZONE B:** 29, 44, Alexander, Group Health Coop

# MEN'S HOCKEY TICKETS & PARKING



## STEPS TO BECOME A SEASON TICKET HOLDER:

1. At the end of May, [CLICK HERE -OR-](#) call the Wisconsin Athletic Ticket Office **608.262.1440** to select and purchase men's hockey season tickets by **June 21**.
2. After purchasing season tickets, you will have the opportunity to participate in Badger Select for men's hockey, taking place from **July 22-26**. You will be issued a personalized selection date and time for you to log in to Badger Select and have the opportunity to move your seat location based on availability at the time of your selection. You will receive an email with your personalized selection date and time approx. one week prior to the start of Badger Select for men's hockey.

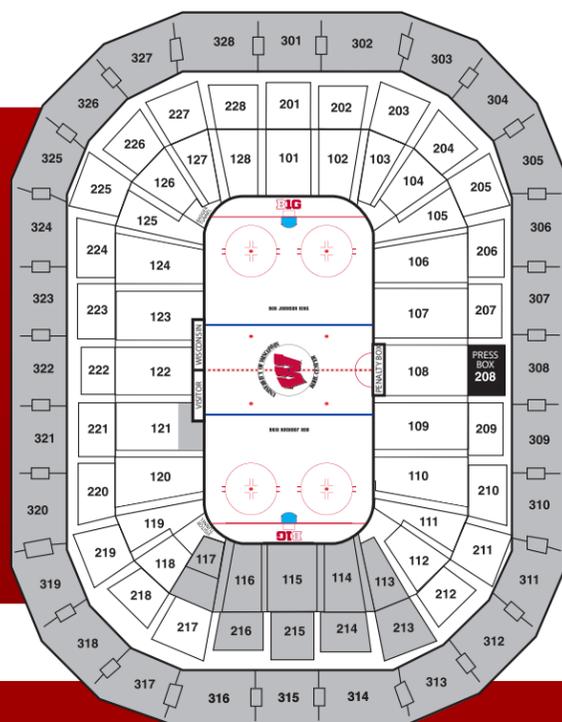
[CLICK HERE](#) to express interest in season tickets.

## 2024-25 SEASON TICKETS

Recommended minimum per seat contributions for the opportunity to obtain season tickets are as follows:

SECTION	RMPSK
107, 108, 109, 121, 122, 123, 207, 209, 221, 222 & 223	\$50
106, 110, 120 & 124	\$25

UNAVAILABLE



## MOBILE PARKING INFORMATION:

Season parking permits in Lots 7, 29, 44, 46, 87 and 91 will be delivered as mobile passes. Patrons purchasing parking in Alexander, Depot, GHC, U-Haul and UW Health will receive their parking permits as physical hang tags.

## SEASON PARKING PROJECTION NOTES FOR 2024-25

In 2023-24, the cut-off for allocation of parking in Lot 91 for both the Face-Off and Slap-Shot series was the Director's Club (\$2,500) annual giving level.

## STEPS TO ORDER SEASON PARKING:

1. Current men's hockey season ticket holders and donors to Wisconsin Athletics will have the opportunity to order the same parking location held during the 2023-24 season. Men's hockey season parking selection is not a part of Badger Select.
2. Men's hockey season ticket holders may purchase advanced parking on a season basis only. Season parking requests should be made upon placing season ticket orders and are reviewed first based on lot availability, second on annual giving level and third on priority points within each annual giving level.
3. Contributing does not guarantee availability in a certain lot or zone. Patrons requesting multiple parking passes must qualify for each parking pass individually based on the annual giving level. There is a two (2) permit limit for Zone A and a three (3) permit limit overall.

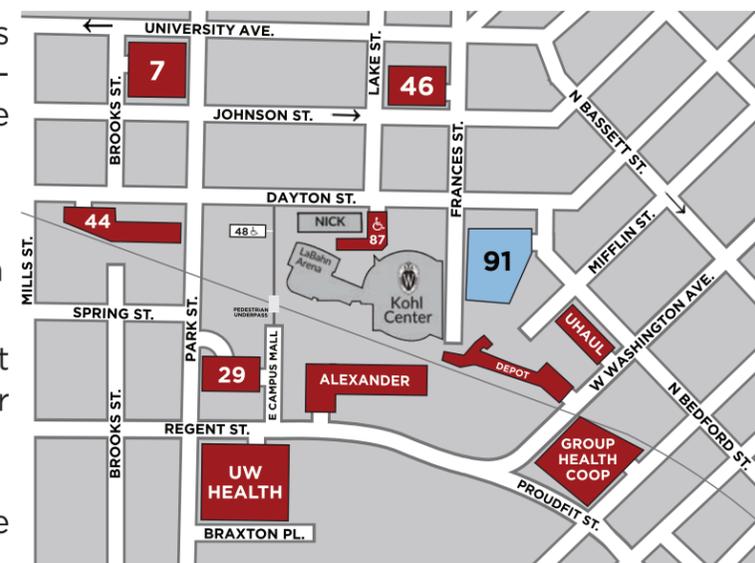
**Example:** Ordering two Zone A men's hockey parking passes would require a minimum annual donation of \$100 [\$50 per parking pass].

**Please note:** Eligibility for each zone does not guarantee lot availability. The following Parking Qualifying Gift Amount is the annual donation, per parking pass, to be eligible for each zone:

**ZONE A:** \$50 | **ZONE B:** Non-Donation

**Alexander Lot Update:** The Alexander Lot will be available as a parking garage for season parking in 2024-25.

For additional parking information, please [CLICK HERE](#).



**ZONE A:** 91

**ZONE B:** 7, 29, 44, 46, 87 (ADA), Alexander, Depot, Group Health Coop, U-Haul, UW Health

# VOLLEYBALL TICKETS & PARKING

## STEPS TO BECOME A SEASON TICKET HOLDER:

1. Beginning May 1, you will have the ability to request volleyball season tickets through May 15. Call the Wisconsin Athletic Ticket Office at **608.262.1440** to request volleyball season tickets.
2. After requesting season tickets, you will have the opportunity to participate in Badger Select for volleyball, taking place **June 24-28**. You will be issued a personalized selection date and time for you to log in to Badger Select and have the opportunity to select your seat location based on availability at the time of your selection. You will receive an email with your personalized selection date and time by June 20.

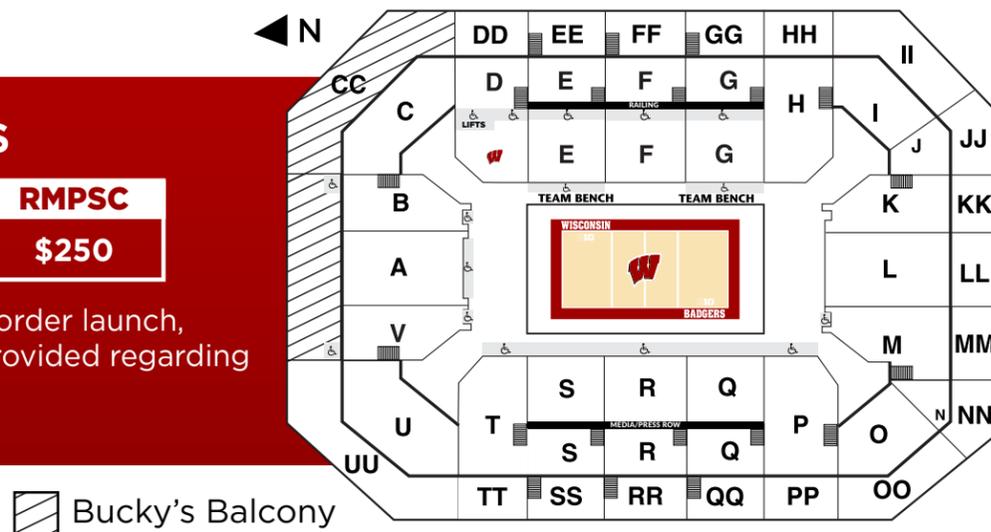


Please note that requesting season tickets and receiving a personalized selection date and time during Badger Select does not guarantee availability for purchasing season tickets. Patrons are encouraged to [CLICK HERE](#) to review historical data on availability for volleyball season tickets.

## 2024 SEASON TICKETS

SECTION	RMPSC
E, F, G (below the railing only)	\$250

Prior to the 2024 season ticket order launch, additional information will be provided regarding changes.



## STEPS TO ORDER SEASON PARKING:

1. Current volleyball season ticket holders and donors to Wisconsin Athletics will have the opportunity to order the same parking location as held during the 2023 season. Volleyball season parking selection is not a part of Badger Select.
2. Volleyball season ticket holders may purchase advanced parking on a season basis only. Season parking requests should be made upon placing season ticket orders and are reviewed first based on lot availability, second on annual giving level and third on priority points within each annual giving level.
3. Contributing does not guarantee availability in a certain lot or zone. Patrons requesting multiple parking passes must qualify for each parking pass individually based on the annual giving level. There is a two (2) permit limit for Zone A and a three (3) permit limit overall.

**Example:** Ordering two (2) Zone A volleyball parking passes would require a minimum annual donation of \$100 [\$50 per parking pass].

**Please note:** Eligibility for each zone does not guarantee lot availability. The following Parking Qualifying Gift Amount is the annual donation, per parking pass, to be eligible for each zone:

**ZONE A:** \$50 | **ZONE B:** Non-Donation

For the second consecutive season in 2023, the cut-off for allocation of parking in Lot 16 was the Ambassador's Circle (\$50,000) annual giving level.



## Mobile Parking Information

Season parking permits purchased in all lots for the 2024 volleyball season will be delivered as mobile passes.

For additional parking information, including statistics from the previous volleyball parking sales period, please [CLICK HERE](#).

# BADGER SELECT



**BADGER SELECT RANK** is based on 2024 Annual Giving Level & Badger Select priority points. Badger Select priority points include: points as of December 31, 2017 plus 2018-24 priority points accrued from non-deductible donations (those associated with seating and Badger Select seating contributions).

For Badger Select Rank, 100% deductible donations made in 2018-24 will NOT be allocated towards Badger Select priority points.

## CURRENT SEASON TICKET HOLDERS

Fans who submit payment in full for season tickets and applicable contributions by each sport's deadline will automatically be assigned a personalized selection date and time based on Badger Select Rank: 2024 annual giving level and priority points. Eligible season ticket holders will receive an email with their personalized selection date and time approximately one week prior to the start of Badger Select for each sport.

Badger Select gives season ticket holders the opportunity to view all available seats online. Based on availability, fans can move and improve existing seats, add additional season tickets and purchase season parking (if eligible). Badger Select is used for season parking selection for football (Red & White Club donors - \$250 & higher) and men's basketball (Walk-On Club donors - \$50 & higher).

**Please note:** Badger Select is an optional benefit available to all current season ticket holders. If you don't want to move your season tickets, add new seats or purchase season parking, you don't have to log in to Badger Select. Simply continue to order your season tickets by each sport's deadline.

SECTION	FB	VB	MHKY	MBB
Season ticket order & contribution deadline	MAR 15	MAY 15	JUN 21	JULY 24
Badger Select live date (by sport)	APR 30	JUN 24	JUL 22	AUG 16

## NEW SEASON TICKET HOLDERS:

Based on availability, new season ticket holders will have the opportunity to move or add season tickets in Badger Select, as well as purchase season parking for football and men's basketball.

-  Patrons who requested football season tickets by March 15 will be assigned a personalized selection date and time based on Badger Select Rank. *(Football parking eligibility: Red & White Club donors - \$250 & higher).*
-  Patrons who requested volleyball season tickets by May 19 will be assigned a personalized selection date and time based on Badger Select Rank.
-  Patrons who purchased men's hockey season tickets by June 26 will be assigned a personalized selection date and time based on Badger Select Rank.
-  Patrons who purchased men's basketball season tickets by July 31 will be assigned a personalized selection date and time based on Badger Select Rank. *(Men's basketball parking eligibility: Walk-On Club donors - \$50 and higher).*

BADGER SELECT PRIORITY POINT FACTORS	POINTS
Points as of December 31, 2017	
Consecutive years of active giving to athletics (since 2001)	10/Year
2018-2024 Prior & Premium non-deductible seat donations	10/\$100
Consecutive years of season ticket purchase*	10/Year
UW-Madison Letterwinner (one-time credit)	100
UW-Madison Graduate (one-time credit)	50

*\*Season ticket purchases in football, men's & women's basketball, men's & women's hockey, wrestling, and volleyball qualify for priority points.*

Visit [BadgerSelect.com](https://BadgerSelect.com) for historical data regarding the previous season's ticket and parking selection process. If you have any questions, please call 608.262.1000 or email [development@uwbadgers.com](mailto:development@uwbadgers.com).

# WOMEN'S HOCKEY TICKETS & PARKING



## SEASON TICKET HOLDER INFORMATION:

To become a women's hockey season ticket holder, please call the Wisconsin Athletic Ticket Office at 608.262.1440. Season ticket holders will have the opportunity to request season parking during the season ticket order period. The deadline to order women's hockey season tickets and parking will take place summer of 2024.

[CLICK HERE](#) to express interest in season tickets.

## STEPS TO ORDER SEASON PARKING:

1. Current women's hockey season ticket holders and donors to Wisconsin Athletics will have the opportunity to order the same parking location held during the 2023-24 season.
2. Season ticket holders may purchase advanced parking on a season basis only. Season parking requests should be made upon placing season ticket orders and are reviewed first based on lot availability, second on annual giving level and third on priority points within each annual giving level.
3. Making a contribution does not guarantee availability in a certain lot or zone. Patrons requesting multiple parking passes must qualify for each parking pass individually based on the annual giving level. There is a two permit limit in Zone A and three permit limit overall.

**Example:** Requesting two Zone A parking passes requires a minimum annual donation of \$100 [\$50 per parking pass].

**Please note:** Eligibility for each zone does not guarantee lot availability. The following Parking Qualifying Gift Amount is the annual donation, per parking pass, to be eligible for each zone:

**ZONE A:** \$50 | **ZONE B:** Non-Donation

All 2024-25 women's hockey season parking permits will be delivered as mobile passes.



# WOMEN'S BASKETBALL TICKETS & PARKING



## SEASON TICKET HOLDER INFORMATION:

To become a women's basketball season ticket holder, please call the Wisconsin Athletic Ticket Office at 608.262.1440. Season ticket holders will have the opportunity to request season parking during the season ticket order period. The deadline to order women's basketball season tickets and parking will take place summer of 2024.

[CLICK HERE](#) to express interest in season tickets.

## STEPS TO ORDER SEASON PARKING:

1. Current women's basketball season ticket holders and donors to Wisconsin Athletics will have the opportunity to order the same parking location held during the 2023-24 season.
- 2.

Season ticket holders may purchase advanced parking on a season basis only. Season parking requests should be made upon placing season ticket orders and are reviewed first based on lot availability, second on annual giving level and third on years of purchase.

**NEW IN 2024-25:** Beginning in the 2024-25 season, Women's Basketball season ticket holders must be a minimum \$50 donor to Wisconsin Athletics to maintain the opportunity to purchase a parking permit in lot 91.

**Please note:** Eligibility for each zone does not guarantee lot availability. The following Parking Qualifying Gift Amount is the annual donation, per parking pass, to be eligible for each zone:

**ZONE A:** \$50 | **ZONE B:** Non-Donation

All 2024-25 women's basketball season parking permits will be delivered as mobile passes.

# WRESTLING TICKETS & PARKING

## SEASON TICKET AND PARKING INFORMATION:

To become a Wrestling Season Ticket holder, please visit [UWBadgers.com](http://UWBadgers.com) or call the Wisconsin Athletic Ticket Office at 608.262.1440 for complete details. The wrestling schedule is typically released in mid-September.

Parking for wrestling is available on a single-match basis. Fans may purchase parking in Lot 17 at the hourly rate, or in Lot 18 at the metered parking stalls only. Patrons with ADA needs may park in Lot 19.

[CLICK HERE](#) to express interest in season tickets.



# CAMP RANDALL PREMIUM SEATING

## SEASON-LONG PRODUCTS

Wisconsin Athletics is proud to offer a variety of season-long premium experiences at Camp Randall Stadium. Take advantage of benefits like incredible views, comfortable seating, upscale dining options and access to parking.

[CLICK HERE](#) to join the premium seating season ticket wait list and express interest!

	All-Inclusive Food & Non-Alcoholic Beverages			Cash Bar	In-Seat Service	Upgraded A La Carte Food	Personal Refrigerator	Indoor Climate-Controlled Club Heaters	Personal Televisions	Individual Seats	Standing Room Only	Parking Included
	Food & Beverages			Amenities				Tickets & Parking				
Field Loge Boxes	W	W	W			W	W		W	W		W
Covered Loge Boxes	W	W	W			W	W	W	W	W		W
Open Air Loge Boxes	W	W	W			W	W		W	W		W
Ledge Seats	W	W	W				W			W		
Club Seats	W	W					W			W		
Terrace Patio Seats		W			W					W		
Terrace Patio Mem.		W			W							W
Touchdown Club Mem.		W			W							W
Suites	W	W				W	W		W	W		W
Buckingham Club	W	W	W				W			W		
Ford Varsity Club		W	W	W			W			W		

## SINGLE-GAME PRODUCTS

Camp Randall has the perfect experience for corporate outings, family reunions, special occasions, and more! [CLICK HERE](#) to join the single game premium seating wait list



### CAMP RANDALL SUITES

Suites offer fans the ultimate private viewing experience, located above the east sideline of Camp Randall.

#### Benefits include:

- 20 suite tickets
- All-inclusive food and non-alcoholic beverages
- Premium food menu & bar options
- Premium wait-staff service
- TVs, iPad and radio coverage of game
- Private, climate-controlled suite



### GROUP HOSPITALITY

An exclusive group space with private concessions located at the south end zone. Available for private rental or can host several large groups.

#### Benefits include:

- All-Inclusive food & beverages (alcohol included)
- Individual chairback seats
- Private patio space
- Dedicated restrooms
- Elevator access & heaters



### ROGER MANSUKHANI & FAMILY TERRACE

An all-inclusive experience located above the student section. Available for private rental or can host several large groups.

#### Benefits include:

- All-Inclusive food & beverages (alcohol included)
- Combination of chair and drink ledge, standing room and high-top tables
- Private patio space & dedicated restrooms
- Elevator access & heaters

# KOHL CENTER PREMIUM SEATING

Wisconsin Athletics is proud to offer a variety of season premium experiences at the Kohl Center. Take advantage of benefits like incredible views, comfortable seating, upscale dining options and priority access to parking.

[CLICK HERE](#) to join the wait list and express interest for the 2024-25 season. Please note our waitlist is determined by Donor Rank Priority Points.



## KOHL CENTER SUITES

Suites offer fans the ultimate private viewing experience, located around the arena in the 100 and 200 levels of the Kohl Center.

### Benefits include:

- 16 season tickets for all regular season home games for men's basketball, women's basketball & men's hockey
- 3 parking passes
- Premium food menu & bar options
- Premium wait-staff service
- TVs, iPad and radio coverage of game
- Private bathrooms



## COURTSIDE CLUB

Enjoy the action in comfortable padded seats just inches from the court. *(Men's Basketball Only)*

### Benefits include:

- Season ticket for all regular season home games
- Cushioned chairs adjacent to the court
- All-Inclusive food & non-alcoholic beverages



## NICHOLAS CLUB

Located on the north end of the Kohl Center, in the 100 level, the Nicholas Club offers a large club space and comfortable seating.

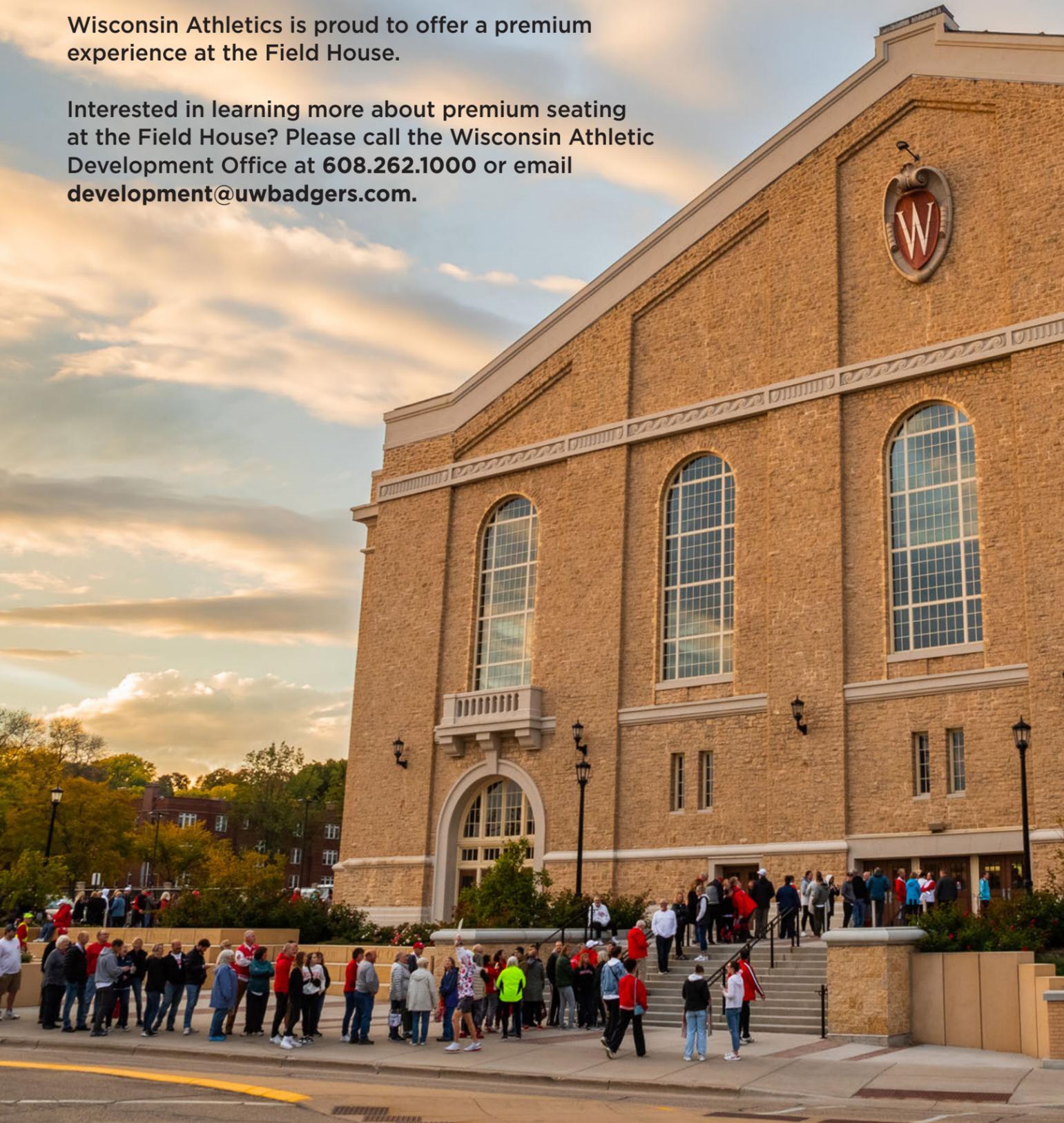
### Benefits include:

- Season ticket for all regular season home games *(Friday or Saturday for Men's Hockey)*
- Theater-style seats with drink ledge
- All-inclusive food & non-alcoholic beverages
- Full-service cash bar
- Parking permit
- Coat check & convenient restrooms
- Personal TVs

# FIELD HOUSE PREMIUM SEATING

Wisconsin Athletics is proud to offer a premium experience at the Field House.

Interested in learning more about premium seating at the Field House? Please call the Wisconsin Athletic Development Office at 608.262.1000 or email [development@uwbadgers.com](mailto:development@uwbadgers.com).



## BUCKY'S BALCONY



### Reserved Ledge Seats:

Located in the north mezzanine level of the UW Field House, the reserved ledge seats overlook the court with club access directly behind.

Each ticket includes a cushioned seat on the ledge and all-inclusive food, soda, water and juice, access to private restrooms, HDTV's, and full-service cash bar.

### Memberships:

Bucky's Balcony memberships include access to all-inclusive food, soda, water and juice, access to private restrooms, HDTV's, and full-service cash bar.

Memberships are available to be selected, on an annual basis, during Badger Select. You must also have a general admission or reserved seat ticket for entry into the UW Field House. Bucky's Balcony memberships do not include a game ticket.

### Single-Match Group Tickets:

Whether you are hosting a company outing, family reunion, or coming to the game with friends, Bucky's Balcony single match tickets allow for an elevated match day experience.

Enjoy the benefits of a balcony membership plus a general admission ticket for section CC, directly adjacent to the Balcony, for easy access to and from the all-inclusive food and non-alcoholic beverages and a cash bar. Priority will be given to groups of 8 or more.

# EXCLUSIVE BENEFITS

As a thank you for your generous support, special benefits such as ticket and parking opportunities, invitations to exclusive events and more, are offered to donors at various levels of annual support. These benefits include:



## ALL DONORS (\$50+)

- Window Decal
- Ticket Priority Access
- Postseason Ticket Request Opportunity
- Season Parking Eligibility (MBB, MHKY, VB, WHKY)
- Bucky's Locker Room Discount



## RED & WHITE CLUB (\$250+)

- University Ridge Pro Shop Discount
- Football Season Parking Eligibility



## COACHES CLUB (\$1,000+)

- Donor Sports Pass



## ALL-AMERICAN CLUB (\$5,000+)

- Legends of Wisconsin Golf Classic Invite



## VARIOUS GIVING LEVELS (\$10,000 / \$15,000 / \$25,000 / \$50,000)

- Tiered Priority Access for All Ticket & Parking Benefits
- Exclusive Travel Opportunities
- UW Athletics Special Events
- Acknowledgment Gifts



# DONOR EVENTS

Event invitations and communications will be sent throughout the year via email. Please contact the Athletic Development office for more information.

## MARK YOUR CALENDARS

**MAY 31, 2024**

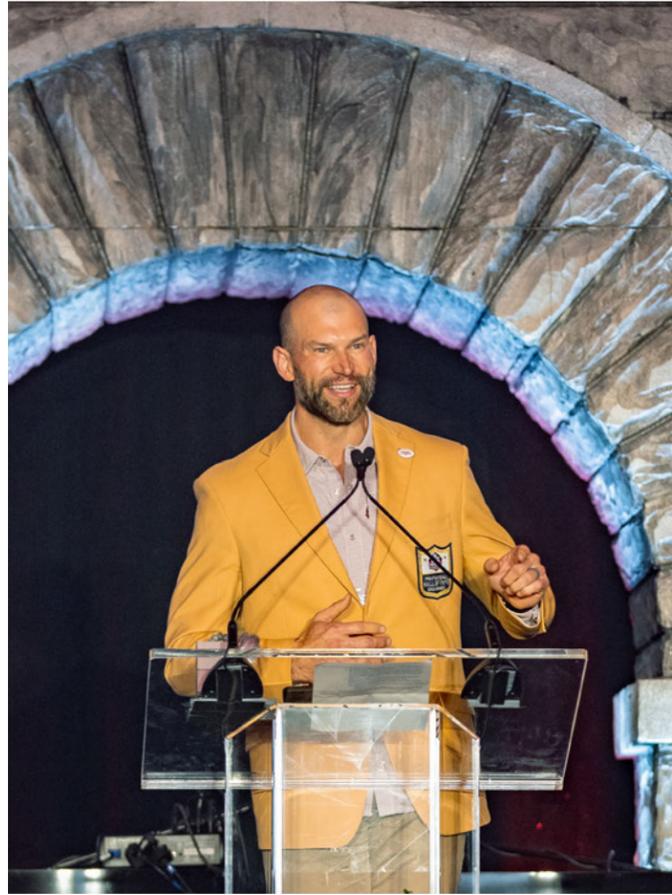
Legends of Wisconsin Golf Classic

**FALL 2024**

Preseason Football Event  
VIP Reception with Director of Athletics

**OCTOBER 25, 2024**

Forever Badgers Luncheon



# AREAS OF IMPACT

Donors can make an impact on Wisconsin Athletics in a number of ways and have the opportunity to designate contributions to the area(s) of their choice.



## NIL SUPPORT

Enhancing Name, Image, Likeness (NIL) opportunities for student-athletes is a priority for Wisconsin Athletics. Donors can provide support with a gift to the sport(s) of their choice via The Varsity Collective, a separate 501(c)(3) non-profit organization formed by UW alumni to provide NIL partnerships for student-athletes. Donations made via [TheVarsityCollective.com/Donate](https://TheVarsityCollective.com/Donate) are considered 100% deductible and do not count toward Wisconsin Athletics Donor Rank.



## ANNUAL FUND

Unrestricted gifts are the most vital to Wisconsin Athletics. Gifts for seating benefits should be allocated as unrestricted.



## FOREVER BADGERS

Scholarship endowment gifts and gift planning are meaningful and lasting ways to impact the experience of current and future Badger student-athletes.



## FACILITY PROJECTS

Wisconsin Athletics is committed to providing state-of-the-art facilities which aid in attracting the best and brightest student-athletes.



## PREMIUM SEATING

Enjoy Wisconsin Athletic events from the best seats in the house. Premium seating offers fans the opportunity to enhance their gameday experience in designated areas for Camp Randall, Kohl Center and Field House events.

## METHODS OF GIVING

You may make gifts at any point throughout the year. If you have an interest in 2024 donor benefits, consider giving prior to March 15, 2024 to be eligible.



## ONLINE

Visit [SupportTheBadgers.org](https://SupportTheBadgers.org) and click **"MAKE A GIFT"** in the upper right hand corner. Log in to your online account and follow the steps for a convenient and secure donation process and view your points and entire giving history to UW Athletics. Online contributions may be made with American Express, Discover, MasterCard or Visa debit cards, credit cards or eCheck.



## CHECK

Mail a check, payable to "UW Athletics," to the Wisconsin Athletic Development Office at 1440 Monroe Street, Madison, WI 53711.



## MATCHING GIFTS

Check with your employer to determine if your donation to Wisconsin Athletics is eligible for a matching gift. Matching gifts provide additional resources and can also increase your donor rank. If your company will match gifts to Wisconsin Athletics, please enclose your company's form with your contribution.

**PLEASE NOTE:** Matching gifts may not be used to fulfill any seating (including premium) requirements.



## GIFTS-IN-KIND

Donated services or items (e.g. food and beverage, athletic equipment, printing, air travel, etc.) that would normally be purchased by the Wisconsin Athletic Department are considered gifts-in-kind and are always appreciated. Subject to University approval and IRS regulations, the value of the contribution would be credited to your account.



## GIFTS OF SECURITIES

Stocks, bonds, mutual funds, etc., are accepted in partnership with the University of Wisconsin Foundation.



## DONOR ADVISED FUNDS & PRIVATE FOUNDATIONS

Federal law prohibits charitable distributions from either a donor advised fund or private foundation when goods or services that may be considered more than incidental, including premium seats, are obtained by the donor in exchange for the gift. Wisconsin Athletics cannot accept seat-related gifts from either a donor advised fund or private foundation and will return such gifts if received. Gifts for non-seating funds are accepted.



## GIFT PROCESSING

Contributions received in the Wisconsin Athletic Development Office are posted to the donor's gift record. Contributions made for annual priority seating benefits will be credited to the ticket holder on record.



## TAX INFORMATION

All contributions to Wisconsin Athletics are considered gifts to the University of Wisconsin and are credited at full value for purposes of the donor's gift record at the University of Wisconsin Foundation. As of 2018, all donations associated with recommended minimum per seat contributions and premium seating are no longer tax deductible per federal tax law. All contributions that are not associated with recommended minimum per seat contributions, such as gifts to sport specific funds, individual donor named endowments, and capital projects, will continue to be 100% tax deductible. The UW Foundation will issue an acknowledgment for all contributions which will include pertinent tax deductibility language for each donor.