Greetings from Wisconsin Athletics!

I would obviously be remiss if I didn’t begin by acknowledging the tremendous upheaval we have all experienced over the past year. We all have been affected in some way, shape or form. I sincerely hope that you, your family members and friends have remained safe and healthy through it all.

You know by now the significant impact the pandemic has had on our athletic department. The continuing uncertainty around health-related matters, competition, compensation and academics has been difficult on our student-athletes, coaches and staff members. Needless to say, this has greatly impacted UW Athletics’ financial picture.

Many of you have supported the Badger Legacy Campaign and, for that, I want to thank you. In spite of the challenges we face, our objectives haven’t changed. We still want an experience for our student-athletes that features top-shelf competition, high-level academics and life skills development that combine to prepare them for the world beyond UW Athletics.

I remain proud that we do things the right way. We have remained free of major NCAA violations while being fiscally responsible despite the financial situation we face. Our student-athletes are graduating and moving on to good jobs.

The changes facing college athletics are real and on the not-too-distant horizon. We will have to embrace those changes while finding a way to remain one of the top athletic programs in the nation. I am confident we will do just that and we are asking for your assistance.

I hope, as you read through this donor guide, that you consider making a gift that supports our approach. As I have said before, operating a self-sustaining, 23-sport program with more than 750 student-athletes is a collaborative effort. Your support and contributions are essential to our success and are greatly appreciated.

If you have any questions, please contact the Wisconsin Athletic Development Office at 608.262.1000 or development@uwbadgers.com. You can find more information at SupportTheBadgers.org. Thank you again for your consideration and generosity.

On, Wisconsin!

Barry Alvarez
Director of Athletics
IMPORTANT DEADLINES

MAY 11
- Wisconsin Athletics contribution deadline to order all existing season tickets for Football, Men’s Hockey and Men’s Basketball
- Contribution for NEW or additional Football season tickets and NEW season ticket requests
- Football home and away single-game ticket requests
- Football season parking contribution

JUNE 25
- Men’s Hockey NEW season ticket contribution (optional) and NEW season ticket requests
- Men’s Hockey season parking request

SUMMER TBD
- Volleyball NEW season ticket contribution (optional) and NEW season ticket requests
- Volleyball season parking request

JULY 30
- Men’s Basketball NEW season ticket contribution and NEW season ticket requests
- Men’s Basketball season parking contribution

OCTOBER 31
- Football Big Ten Championship and Bowl Game ticket contribution
- NCAA Volleyball Tournament ticket contribution

DECEMBER 31
- Men’s Basketball Big Ten and postseason tournament ticket contribution
- Men’s Hockey Big Ten and postseason tournament ticket contribution

SAFETY AND CHANGES FOR FALL 2021 EVENTS

“When we open the stadium, it will be ready and safe for all of you to come back and enjoy a Saturday afternoon at Camp Randall.” That is Coach Alvarez’s pledge to all Badger fans looking forward to returning to our facilities this fall. Wisconsin Athletics will continue to prioritize your safety in 2021 and beyond. We will follow industry best practices for fan safety and well-being and will work diligently to ensure their successful implementation in the fall.

SOME OF THE CHANGES WE HAVE ALREADY ENACTED INCLUDE:
- Touchless Restroom Fixtures
- Increased Hand Sanitizer Stations
- Electronic Ticketing
- Contactless Ticket Scanning Kiosks

Additional modifications to game day are in the works. As the months progress, we will continue to closely monitor local health guidelines and study the return of fans to other facilities in the state and around the country. The health and safety of the people in our venues, student-athletes, staff and fans, is our No. 1 priority.
WHAT IS THE BADGER LEGACY CAMPAIGN?
With cancellations and postponements across sports in 2020, the Wisconsin Badgers faced a critical financial challenge. The Badger Legacy Campaign was created to fund scholarships and programs that our 750+ student-athletes rely on to compete and develop at the highest level. We want to ensure we continue raising trophies, developing student-athletes that make us proud and we keep the world watching when we Jump Around.

YOUR IMPACT IN 2021
In 2020, 7,764 donors participated in the Badger Legacy Campaign to help sustain Wisconsin Athletics’ ability to support our student-athletes. While we are planning for a brighter financial outlook in 2021, we still need your support. The Badger Legacy Campaign will continue with a chance for participating donors to earn double credit towards their Annual Giving Level while supporting Wisconsin Badger student-athletes into a new season.

DONOR BENEFITS
- Double Credit towards 2021 Annual Giving Level (up to $1,000)
- 100% tax deductible donation
- Recognition on a Donor Wall of Honor at Camp Randall Stadium
- Invitation to the 2021 Badger Legacy Event ($250 gifts and higher)
- Personalized Badger Legacy Certificate ($250 gifts per certificate, customizable)
- Badger Legacy Commemorative Coin ($1,000 gifts and higher)

QUESTIONS?
For questions or more information, please contact the Athletic Development Office at 608.262.1000 or email us at development@uwbadgers.com.

DOUBLE CREDIT OPPORTUNITY

HOW TO EARN DOUBLE CREDIT TOWARDS 2021 ANNUAL GIVING LEVEL:
STEP 1: Meet/exceed your donation total from 2019*
STEP 2: Make a donation to 2021 Badger Legacy Campaign (up to $1,000)
STEP 3: 2021 Annual Giving Level Credit applied

*Donation total for new donors in 2020 will be used. Qualifying gift amount is shown on the 2021 digital contribution form and noted when giving online at SupportTheBadgers.org.

EXAMPLE 1

<table>
<thead>
<tr>
<th>2019 DONATION: $1,600 (Coach’s Club)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020 DONATION: $450 (Badger Legacy Donation)</td>
</tr>
<tr>
<td>+ $1,000 (Double Credit towards Annual Giving Level)</td>
</tr>
<tr>
<td><strong>$2,500</strong> 2021 Annual Giving Level (Director’s Club)</td>
</tr>
</tbody>
</table>

EXAMPLE 2

<table>
<thead>
<tr>
<th>2020 DONATION: $500 (Captain’s Club)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021 DONATION: $1,000 (Badger Legacy Donation)</td>
</tr>
<tr>
<td>+ $1,000 (Double Credit towards Annual Giving Level)</td>
</tr>
<tr>
<td><strong>$2,500</strong> 2021 Annual Giving Level (Director’s Club)</td>
</tr>
</tbody>
</table>

EXAMPLE 3

<table>
<thead>
<tr>
<th>2019 DONATION: $800</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021 DONATION:</td>
</tr>
<tr>
<td>1 $400 (Men’s Basketball RMSPSC)</td>
</tr>
<tr>
<td>2 $250 (Women’s Soccer Fund)</td>
</tr>
<tr>
<td>3 $150 (Women’s Sports Scholarships)</td>
</tr>
<tr>
<td>+ $100 (Badger Legacy Donation)</td>
</tr>
<tr>
<td>+ $100 (Double Credit towards Annual Giving Level)</td>
</tr>
<tr>
<td><strong>$1,000</strong> 2021 Annual Giving Level (Coach’s Club)</td>
</tr>
</tbody>
</table>

PLEASE NOTE:
2019 total donation will be used as Qualifying Gift Amount for all donors, except new donors donors (except 2020 new donors, 2020 donation total will be used). Patrons who meet or exceed their Qualifying Gift Amount are then eligible for up to $1000 maximum of double credit towards Annual Giving Level on their Badger Legacy Campaign donation for 2021 (Badger Legacy Campaign fund donations over $1,000 will be reallocated to General Athletics.) Donation deadline is May 11, 2021.

Qualifying gift amount is prepopulated on 2021 digital contribution form and noted when giving online at SupportTheBadgers.org. For questions, please call 608.262.1000. New donors in 2021 are not eligible for double credit towards Annual Giving Level opportunity.
**TICKET REQUEST OPPORTUNITY**

On September 25, 2021 the Wisconsin Football team will take on the Notre Dame Fighting Irish at Soldier Field in Chicago, Ill. Information regarding the ticket allocation process for 2021 donors to Wisconsin Athletics and non-donor Football season ticket holders is provided in the chart to the right.

We will be moving forward with the single-game ticket request process, operating under the assumption of full capacity at Soldier Field. In the event that capacity is limited, we will review requests based on the ticket allotment received.

All 2021 donors to Wisconsin Athletics and non-donor Football season ticket holders have the ability to REQUEST tickets, up to the max ticket request quantities listed in the chart to the right. All REQUESTS must be submitted by May 11, 2021.

**IMPORTANT NOTES:**
- The Wisconsin Athletic Department’s ticket allocation for the Notre Dame game at Soldier Field is extremely limited, much like other neutral site games in previous seasons. It is anticipated that the ticket request demand will be high and exceed ticket availability.
- Notre Dame game ticket requests will be reviewed in order based on the chart above.
- Rank for 2021 Football Season Ticket Holders (Non-Donors) will be based on years of purchase.
- The UW Athletic Department reserves the right to implement ticket limits if necessary in an effort to service as many donors and Football season ticket holders as possible.
- Capacity subject to Soldier Field and public health officials in Illinois.
- The reviewing of ticket requests will not take place until ticket capacities have been determined by Soldier Field.

<table>
<thead>
<tr>
<th>SOLDIER FIELD TICKET REQUEST &amp; ALLOCATION PRIORITY RANK</th>
<th>MAX TICKET REQUEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambassador’s Circle ($50,000)</td>
<td>12</td>
</tr>
<tr>
<td>Hall of Fame Club ($25,000)</td>
<td>10</td>
</tr>
<tr>
<td>MVP Club ($15,000)</td>
<td>8</td>
</tr>
<tr>
<td>Champion’s Club ($10,000)</td>
<td>6</td>
</tr>
<tr>
<td>All-American Club ($5,000)</td>
<td>4</td>
</tr>
<tr>
<td>Director’s Club ($2,500)</td>
<td>4</td>
</tr>
<tr>
<td>Coach’s Club ($1,000)</td>
<td>2</td>
</tr>
<tr>
<td>Captain’s Club ($500)</td>
<td>2</td>
</tr>
<tr>
<td>Red &amp; White Club ($250)</td>
<td>2</td>
</tr>
<tr>
<td>Walk-On Club ($50) (with Football Season Tickets)</td>
<td>2</td>
</tr>
<tr>
<td>2021 Football Season Ticket Holder</td>
<td>2</td>
</tr>
<tr>
<td>Walk-On Club ($50) (without Football Season Tickets)</td>
<td>2</td>
</tr>
</tbody>
</table>
NEW CAMP RANDALL PREMIUM SEATING

Coming in Fall 2022 is Camp Randall’s newest premium seating area. Patrons will enjoy a more interactive and engaging fan experience through enhanced outdoor seating with access to indoor and outdoor hospitality clubs and best-in-class service.

Club seats are now available. Visit CampRandallStadium.com to learn more about seating opportunities!

AMENITIES INCLUDE:

- All-inclusive food & non-alcoholic beverages with full-service bar
- Access to 10,000 sq. ft climate-controlled club space
- Wider chairback seating with enhanced legroom providing a more comfortable viewing experience
- Dedicated restrooms
- Priority access to away, postseason & Bowl Game tickets

BECOME AN INSIDER

To stay up to date on the CR Future project, visit CampRandallStadium.com and sign up as a Project Insider.

*Illustrations are artist’s conceptual renderings only and are subject to change.
DONOR RANK & PRIORITY POINTS

In 2021, Donor Rank for all benefits except Badger Select are based on the following:

1ST – ANNUAL GIVING LEVEL
Donor Rank is first determined by annual giving level. Below is the table of 2021 annual giving levels and the number of donors at each annual giving level as of December 31, 2020.

2ND – DONOR RANK PRIORITY POINTS
(within each annual giving level)
Donor Rank priority points are based on the factors listed in the table below. These priority points are used for ranking within each annual giving level. Donor Rank priority points are only applied for active donors.

<table>
<thead>
<tr>
<th>2021 ANNUAL GIVING LEVELS</th>
<th>DONORS (as of 12/31/20)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambassador’s Circle ($50,000)</td>
<td>79</td>
</tr>
<tr>
<td>Hall of Fame Club ($25,000)</td>
<td>42</td>
</tr>
<tr>
<td>MVP Club ($15,000)</td>
<td>68</td>
</tr>
<tr>
<td>Champion’s Club ($10,000)</td>
<td>102</td>
</tr>
<tr>
<td>All-American Club ($5,000)</td>
<td>224</td>
</tr>
<tr>
<td>Director’s Club ($2,500)</td>
<td>542</td>
</tr>
<tr>
<td>Coach’s Club ($1,000)</td>
<td>1,459</td>
</tr>
<tr>
<td>Captain’s Club ($500)</td>
<td>1,221</td>
</tr>
<tr>
<td>Red &amp; White Club ($250)</td>
<td>1,779</td>
</tr>
<tr>
<td>Walk-On Club ($50)</td>
<td>6,178</td>
</tr>
<tr>
<td><strong>TOTAL</strong>: 11,694</td>
<td></td>
</tr>
</tbody>
</table>

DONOR RANK PRIORITY POINT FACTORS

<table>
<thead>
<tr>
<th>POINT FACTORS</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current year giving to athletics</td>
<td>10/$100</td>
</tr>
<tr>
<td>Consecutive years of active giving to athletics (since 2001)</td>
<td>10/Year</td>
</tr>
<tr>
<td>Prior years giving to athletics (since 1982)</td>
<td>10/$100</td>
</tr>
<tr>
<td>Consecutive years of active season ticket purchase*</td>
<td>10/Year</td>
</tr>
<tr>
<td>UW-Madison Letterwinner (one-time credit)</td>
<td>100</td>
</tr>
<tr>
<td>UW-Madison Graduate (one-time credit)</td>
<td>50</td>
</tr>
</tbody>
</table>

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

DONOR BENEFITS

Support the Education of a Student-Athlete
Website Recognition on SupportTheBadgers.org
Window Decal
Season & Single-Game Ticket Request Opportunities (FB, MBB, MHKY)
Big Ten Championship & Bowl Game Ticket Requests (FB)
Big Ten Tournament Ticket Requests (MBB, MHKY)
Postseason Ticket Requests (MBB, MHKY, VB)
Season Parking Pass Eligibility (MBB, MHKY, VB)
Special Event Priority Access*
Bucky’s Locker Room Discount
University Ridge Priority Access
Season Parking Pass Eligibility (FB)
UW Athletics Hosted Events
Sports Pass (Excludes FB, MBB, MHKY, VB, WHKY)
Wisconsin Athletics Donor Gift
Preseason Football Event
Legends of Wisconsin Golf Classic Invite
Exclusive Travel Opportunities
VP Reception with the Director of Athletics
The Wisconsin Experience**

* Priority Access may be tiered based on the event.
**Ability to have a unique behind the scenes look at Wisconsin Athletics. To discuss the Wisconsin Experience further, please contact the Wisconsin Athletic Development Office at 608.262.1000.
Pending University Event Policy: All events and ticket related benefits are subject to current UW Event Policies and/or Big Ten Conference and/or State of Wisconsin and/or Dane County regulations.
WE’RE IN THIS TOGETHER! Thank you to the nearly 12,000 generous and loyal donors who supported Wisconsin Athletics in 2020. Through a year filled with so much uncertainty, Badgers across the country banded together to provide critical support to our student-athletes and programs. We are forever grateful! THANK YOU!

NEW DONORS
1,628 new donors joined the Badger family this year. We are excited to welcome them aboard!

49 STATES
Badger pride is strong no matter where you live. In 2020, our donors represented 49 out of 50 states. Badger fans truly are everywhere!

LETTERWINNERS
Our letterwinners embody the legacy, tradition and values of Wisconsin Athletics. This year, they showed their continued dedication to our programs. Letterwinner donors increased by 28.9% since 2019.

OVER 95% OF WI COUNTIES
We are truly the Badger state with generous donors from 69 of our 72 counties.
BADGER SELECT

CURRENT SEASON TICKET HOLDERS
Current season ticket holders 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: 2021 annual giving level and priority points as of December 31, 2017 plus 2018–2021 priority points accrued from non-deductible donations.

Badger Select gives the season ticket holder the opportunity to view all available seats online. Based on availability, patrons can move and improve existing seats, add additional season tickets and purchase season parking. 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 do not want to move your season tickets, add new seats or purchase season parking, you do not have to login to Badger Select. Simply continue to order your season tickets by each sport’s deadline, as in prior years.

PROSPECTIVE SEASON TICKET HOLDERS
Prospective season ticket holders who make a contribution and submit a request for season tickets by each sport’s deadline will be assigned a personalized selection date and time based on Badger Select Rank: 2021 annual giving level and priority points as of December 31, 2017 plus 2018–2021 priority points accrued from non-deductible donations. Based on availability, patrons will have the ability to purchase new season tickets and season parking. 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).

Badger Select is an annual process that gives patrons requesting new season tickets the ability to view available seats and season parking for purchase. Season tickets and parking are subject to availability during your personalized selection date and time.

Please visit 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.

BADGER SELECT RANK FOR 2021:
Badger Select Rank is based on 2021 Annual Giving Level and Badger Select priority points. Badger Select priority points include: points as of December 31, 2017 plus 2018-2021 priority points accrued from non-deductible donations. Non-deductible donations include those associated with priority seating and Badger Select seating contributions.

For Badger Select Rank, 100% deductible donations made in 2018-2021 will NOT be allocated towards Badger Select priority points. 100% deductible gifts include those to sport specific funds, endowed scholarships, or capital projects.

BADGER SELECT PRIORITY POINT FACTORS:
- Points as of December 31, 2017
- Consecutive years of active giving to athletics (since 2001) 10/Year
- 2018-2021 Priority & Premium non-deductible seat donations 10/$100
- Consecutive years of active 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.

BADGER SELECT KEY DATES
Season ticket order, request & contribution deadline:
- Football: May 11
- Men’s Hockey: June 25
- Men’s Basketball: July 30

Badger Select live date (by sport):
- June 22
- July 26
- August 25

Personalized selection date and times will be emailed 7 days prior to each sport’s live date.
TOTAL COST OF EXCELLENCE

TUITION & FEES
$10,741 (IN-STATE)  $38,629 (OUT-OF-STATE)

ROOM & BOARD, AND MEALS & NUTRITION
$18,126

TRAVEL
$11,093

SPORTS MEDICINE
$6,679

EQUIPMENT
$3,931

TECHNOLOGY, BOOKS & SUPPLIES
$3,622

STRENGTH & CONDITIONING
$2,434

ACADEMIC SUPPORT
$2,001

STUDENT-ATHLETE DEVELOPMENT
$667

STUDENT-ATHLETE INSURANCE
$229

COST OF ATTENDANCE
$3,446 (IN-STATE)  $3,970 (OUT-OF-STATE)

TOTAL ANNUAL COST PER STUDENT-ATHLETE
$62,969 (IN-STATE)  $91,381 (OUT-OF-STATE)

FOREVER BADGERS
Please consider making an investment in the future of Wisconsin student-athletes through our Forever Badgers program. Forever Badgers is the Wisconsin Athletics’ endowment and gift planning program aimed at helping fund student-athlete scholarships and team operations.

FREEC HD SCHOLARSHIP

Tuition & Fees, Room, Board, Meals & Nutrition, Books & Supplies, Cost of Attendance
$33,113  $61,525

ENDOWMENT FACTS & NUMBERS
- In the 2019-20 academic year, 72% of student-athletes on scholarship came from out-of-state
- Wisconsin Athletics annually funds approximately $14 Million in student-athlete scholarships
- A contribution investment of $645,000 provides support for a full in-state scholarship
- A contribution investment of $1,075,000 provides support for a full out-of-state scholarship
- Endowed scholarships may be established with a minimum gift or pledge of $50,000

ENDOWMENT BENEFITS
- Opportunity to name the fund in honor or memory of an individual or family
- Matched with a student-athlete recipient, in accordance with the criteria of the fund (may be shared if partial scholarship)
- Invitation to annual event recognizing donors and student-athlete recipients
- Access to tickets, parking, and special event based upon annual gift towards endowment
- Recognition on the Forever Badgers electronic donor wall at the Kohl Center

LEARN MORE
To learn more about our Forever Badgers program and how you can make a difference, contact the Athletic Development Office at 608.262.1000 or email us at development@uwbadgers.com.
Wisconsin Athletics has a rich tradition of success both on the fields of competition and in the classroom. Our female student-athletes continue to inspire us with their athletic achievements, commitment to academics, and their pursuit to smash the glass ceiling and inspire future generations. From conference titles to National Championships, our continued success is made possible by the support of generous donors. To help continue the tradition of success in Women's Athletics at UW, please consider allocating a gift in 2021 to the Women's Sports Scholarships Fund.

Donations towards the Women's Sports Scholarships Fund will directly support current UW female student-athletes in the sports of basketball, cross country, golf, hockey, rowing, soccer, softball, swimming & diving, tennis, track & field and volleyball.

2020-21 SCHOLARSHIP RECIPIENT
The recipient of the 2020-21 Women’s Sports Scholarship is Wisconsin native, Lauren Foster. The senior is an infielder from Wausau, Wis. Lauren received 2019 Academic All-Big Ten honors and is pursuing a double major in Human Development & Family Studies and Communication Arts.

Head Coach Yvette Healy says, “Her knowledge of the game, and ability to win are off the charts. For as good of a softball player as Lauren is, she’s an even better person. Her family values and commitment to excellence are perfectly in line with our core values.”

HOW TO DONATE
As we look to the future, we know our continued success in Women’s Athletics is made possible by your support. Now more than ever, we need your help. To learn more about our Women’s Sports Scholarships, please contact the Athletic Development Office at 608.262.1000 or email us at development@uwbadgers.com.
THE DIVERSITY, EQUITY, AND INCLUSION IN ATHLETICS FUND

Wisconsin Athletics is proud to take part in the Raimey-Noland Campaign, UW-Madison’s fundraising effort to bolster diversity, equity, and inclusion on our campus. In the Athletic Department’s steadfast effort to instill positive change within our community, we have created the Diversity, Equity and Inclusion in Athletics Fund. Together, our goal is to provide funding that will empower, uplift, and provide resources for our traditionally underrepresented Badgers.

The Diversity, Equity and Inclusion in Athletics Fund is an endowed fund to ensure a lasting financial impact in three areas of focus:

1. CAMPUS EXPERIENCES FOR UNDERREPRESENTED STUDENT-ATHLETES
The Athletic Department will commit resources to provide programming for our underrepresented student-athletes, staff, and coaches that specifically engages them with alumni, campus, and the community. This will include joint programming with campus affinity groups, volunteer work in the community, and bringing underrepresented alumni back to campus.

2. INTERNSHIP OPPORTUNITIES AND BUILDING CAREER READINESS
Wisconsin Athletics is dedicated to supporting all student-athletes in their career journeys and recognizes that our underrepresented student-athletes face unique barriers to achieving their career goals. By committing resources towards Athletic Department internships, student-athletes will garner valuable work experience in a multitude of different areas with a special focus on research related to diversity, equity and inclusion within the broader sports industry.

3. RECRUITMENT AND RETENTION OF UNDERREPRESENTED COACHES
Coaches are educators, mentors, and role models to our student-athletes. Our goal is to provide more competitive salary and benefits packages to recruit and retain underrepresented coaches to help diversify our coaching pool. This effort will provide student-athletes with leaders who can connect with them on a deeper-level, who look like them, and who share similar backgrounds with our diverse population of student-athletes.

GET INVOLVED
To learn more about the Diversity, Equity, and Inclusion in Athletics Fund and how you can make an impact in the lives of our underrepresented student-athletes, contact our development office at 608.262.1000 or email us at development@uwbadgers.com.
HOW TO BECOME A FOOTBALL SEASON TICKET HOLDER

STEP 1: Become a donor to Wisconsin Athletics by May 11, 2021. (Minimum $50 contribution)

STEP 2: After becoming a donor, complete the season ticket request application. Applications are published weekly online at UWBadgers.com from late March to mid-May. Requests must be received by May 11, 2021.

STEP 3: Upon completing steps 1 and 2, you will be issued a personalized selection date and time to login to Badger Select, which takes place June 22-July 6, and choose the best available seats in real time. For more information, visit BadgerSelect.com.

2021 SEASON TICKETS
Recommended minimum annual contributions for the opportunity to obtain season tickets are as follows:

- **SECTIONS: E, T & FF**
  - $400 per seat
- **SECTIONS: D, F, S, U, EE & GG**
  - $300 per seat
- **SECTIONS: C, G, R, V, DD & HH**
  - $200 per seat
- **SECTIONS: B, H, Q, W, CC & II**
  - $100 per seat

FOOTBALL TICKETS & PARKING

2021 SEASON PARKING
Patrons wishing to order season parking must be a current football season ticket holder and active donor to Wisconsin Athletics at the Red & White Club giving level ($250) or higher to be eligible. To be considered an active donor, patrons must submit their contribution by May 11, 2021.

STEP 2: Donors ordering multiple parking passes (maximum 3) must qualify for each pass. (Example: Ordering two Zone A football parking passes would require a minimum qualifying donation of $10,000 [$5,000 per pass]). Eligibility does not guarantee availability.

STEP 3: Eligible donors and season ticket holders will receive personalized date and selection time via email 7 days prior to the start of Badger Select Football, taking place June 22-July 6.

PLEASE NOTE: The following Parking Qualifying Gift Amount is the annual donation, per permit, to be eligible for each zone:

- **ZONE A:** $5,000
- **ZONE B:** $2,500
- **ZONE C:** $1,000
- **ZONE D:** $250

Eligibility for each zone does not guarantee availability at the time of your selection in Badger Select. To view statistics from the previous season parking sales data, please visit BadgerSelect.com/football/season-parking-selection.
HOW TO BECOME A MEN’S BASKETBALL SEASON TICKET HOLDER

STEP 1: Become a donor to Wisconsin Athletics by July 30, 2021. (Minimum $50 contribution)

After becoming a donor, complete the season ticket request application. Applications are published weekly online at UWBadgers.com beginning in early June. Requests must be received by July 30, 2021.

After you have accomplished steps 1 and 2, you then will be issued a personalized selection date and time to login to Badger Select in late August and select the best available seats in real time. You also have the ability to purchase season parking at this time. For more information, visit BadgerSelect.com.

MEN’S BASKETBALL TICKETS & PARKING

2021-22 SEASON TICKETS
Recommended minimum annual contributions for the opportunity to obtain season tickets are as follows:

SECTIONS: 107, 108, 109, 121, 122, 123, 207, 209, 221, 222 & 223 - $300 per seat

SECTIONS: 106, 110, 120, 124, 206, 210, 220 & 224 - $200 per seat

SECTIONS: 101, 102, 103, 104, 105, 111, 112, 118, 119, 125, 126, 127 & 128 - $100 per seat

SECTIONS: 307, 308, 309, 321, 322 & 323 - $50 per seat

STEPS TO ORDER SEASON PARKING

STEP 1: Patrons wishing to order season parking must be a current men’s basketball season ticket holder and active donor to Wisconsin Athletics (minimum $50 contribution). To be considered an active donor, patrons must submit their contribution by July 30, 2021.

STEP 2: Donors ordering multiple parking passes must qualify for each pass. Each patron is allowed a maximum of two Zone A permits, with the ability to purchase a third permit in Zone B or C, based on qualifying donation and availability. (Example: Ordering two Zone A basketball parking passes would require a minimum qualifying donation of $10,000 ($5,000 per pass). Eligibility does not guarantee availability.

STEP 3: Eligible donors and season ticket holders will receive personalized date and selection time via email 7 days prior to the start of Badger Select Men’s Basketball, taking place August 25 – September 1.
MEN’S HOCKEY TICKETS & PARKING

HOW TO REQUEST NEW OR ADDITIONAL MEN’S HOCKEY SEASON TICKETS
Patrons looking to purchase new season tickets should contact the Wisconsin Athletic Ticket Office by June 25, 2021 in order to receive a personalized date and selection time in the Badger Select process, which will take place in late July. You will have the ability to login and select the best available seats in real time. For more information, visit BadgerSelect.com.

2021-22 SEASON TICKETS
Recommended minimum annual contributions for the opportunity to obtain season tickets are as follows:

SECTIONS: 107, 108, 109, 121, 122, 123, 207, 209, 221, 222 & 223 - $50 per seat
SECTIONS: 106, 110, 120, 124, $25 per seat

STEPS TO ORDER SEASON PARKING
Step 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 2020-21 season. Men’s hockey season parking selection is not a part of Badger Select.

Step 2: Patrons who are men’s hockey season ticket holders may purchase advanced parking for men’s hockey on a season basis only. Men’s hockey season parking requests should be made upon placing season ticket orders. Men’s hockey season parking requests are reviewed first based on lot availability, second on annual giving level and third on priority points within each annual giving level.

Step 3: Making a contribution does not guarantee allocation into a certain lot or certain zone. Patrons requesting multiple permits must qualify for each permit individually based on the annual giving level. (Example: Ordering two Zone A men’s hockey parking permits would require a minimum annual donation of $100 ($50 per permit)).

PLEASE NOTE: The following Parking Qualifying Gift Amount is the annual donation, per permit, to be eligible for each zone:

ZONE A: $50
ZONE B: Non-Donation

Eligibility for each zone does not guarantee availability. For the 2020-21 season, 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.

Lot availability subject to change.
Join the action for the 2021 Wisconsin Volleyball season by becoming a season ticket holder. More information on season tickets, including the 2021 season ticket request deadline, will be coming soon. Benefits to becoming a season ticket holder include priority to request tickets for hosted NCAA Tournament matches, as well as the use of Ticket Transfer to electronically send your unused season tickets to a friend. For more information and complete details, please visit go.wisc.edu/v21ticketinformation or call 608.262.1440.

For Season Ticket availability and complete details, please visit UWBadgers.com or call 608.262.1440.

The Badger Wrestling team competes at the historic Field House. Season Ticket information for Wrestling will be released in mid-August of 2021.

The Women’s Hockey team competes at LaBahn Arena. Season Ticket information for Women’s Hockey will be released mid-July of 2021.

VOLLEYBALL SEASON TICKETS

Volunteer season ticket holders and donors to Wisconsin Athletics will have the opportunity to order the same parking location as held during the 2020 season. Patrons who are volleyball season ticket holders may purchase parking on a season basis only. Volleyball season parking requests are reviewed first based 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 certain zone. Patrons requesting multiple permits must qualify for each permit individually based on the annual giving level. (Example: Ordering two Zone A volleyball parking permits would require a minimum annual donation of $100 [$50 per permit]).

PLEASE NOTE: The following Parking Qualifying Gift Amount is the annual donation, per permit, to be eligible for each zone: ZONE A: $50 ZONE B: Non-Donation

Volleyball parking is not a part of Badger Select. Eligibility for each zone does not guarantee availability. To view statistics from the previous season parking sales data, please visit go.wisc.edu/vbhistoricalparking.

PLEASE NOTE:

The following Parking Qualifying Gift Amount is the annual donation, per permit, to be eligible for each zone: ZONE A: $50 ZONE B: Non-Donation

Volleyball parking is not a part of Badger Select. Eligibility for each zone does not guarantee availability. To view statistics from the previous season parking sales data, please visit go.wisc.edu/vbhistoricalparking.

SEASON TICKET INFORMATION

WRESTLING, WOMEN’S BASKETBALL, AND WOMEN’S HOCKEY

For Season Ticket availability and complete details, please visit UWBadgers.com or call 608.262.1440.

WRESTLING

The Badger Wrestling team competes at the historic Field House. Season Ticket information for Wrestling will be released in mid-August of 2021.

WOMEN’S BASKETBALL

The Women’s Basketball team competes at the Kohl Center. Women’s Basketball Season Ticket information will be released in August of 2021.

WOMEN’S HOCKEY

The Women’s Hockey team competes at LaBahn Arena. Season Ticket information for Women’s Hockey will be released mid-July of 2021.
DIFFERENT DEGREE PROGRAMS
Our nearly 750+ student-athletes pursued 84 different undergraduate and graduate degrees during 2019-20 with 179 students achieving a 4.0 term GPA.

NCAA NATIONAL TITLES
Our programs have combined for 30 NCAA National Titles in school history.

POSITIVE CAREER OUTCOMES
100% of graduating student-athletes for 2019-20 have achieved positive career outcomes.

BADGERS GIVE BACK
68 student-athletes gave shoes to children in need through The Wisconsin Shoe Project, directly impacting 254 community members.
2021 DONOR EVENTS

ON THE AGENDA

JUNE 25, 2021
Legends of Wisconsin Golf Classic

FALL 2021
Preseason Football Event
Badger Legacy Campaign Event
VIP Reception with the Director of Athletics

OCTOBER 1, 2021
Forever Badgers Endowment Luncheon

GET INVOLVED

DAY OF THE BADGER
Day of the Badger is a unifying UW experience that gives all alumni, students, and friends the chance to give back, share their pride, and stay connected to the university. This year, the event will be held from mid-day on Tuesday, April 6 through the evening of Wednesday, April 7.

Please consider making a gift to your favorite sport or a highlighted Wisconsin Athletics initiative to support Wisconsin student-athletes during the Day of the Badger by visiting DayoftheBadger.org.

HALL OF FAME TERRACE BRICK WALK
Become a permanent part of historic Camp Randall Stadium and support Wisconsin Athletics by securing your very own personalized Hall of Fame Terrace Brick. Your engraved brick is 100% tax deductible and your contribution is credited to your donor rank.

The engraved bricks are set in the walkway adjacent to the American Family Insurance Entrance (Gate 1) of Camp Randall Stadium. Bricks are available in two sizes and are customizable with a message of your choice.

Call 608.262.1000 or visit SupportTheBadgers.org to place your order.
AREAS OF IMPACT

The Wisconsin Athletic Development Office provides you with the opportunity to designate your contribution to the area(s) of your choice.

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

SPORT SPECIFIC
Contributions to Wisconsin Athletics may be allocated to the sport of your choice. Support any of the 23 Badger sports programs.

FOREVER BADGERS
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 and Kohl Center events.

METHODS OF GIVING

You may make gifts at any point throughout the year. If you have an interest in 2021 donor benefits, consider giving prior to May 11, 2021.

ONLINE
Visit 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 credit cards.

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 not only provide additional resources but 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 premiums 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.

GIFT PROCESSING
Contributions received in the Wisconsin Athletic Development Office are posted to the donor’s gift record within three business days. 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.