



WISCONSIN  
**FOOTBALL**  
**FAN GUIDE**  
2013



## GENERAL TICKET INFORMATION

Tickets are issued and sold only by the Wisconsin Athletic Ticket Office and its authorized agents. Persons buying tickets from other entities do so at their own risk.

### MCGINNIS FAMILY WISCONSIN ATHLETIC TICKET OFFICE

The McGinnis Family Wisconsin Athletic Ticket Office (referred to as the Wisconsin Athletic Ticket Office in this brochure) is located in Kellner Hall at Camp Randall Stadium (southeast corner of Camp Randall off Monroe Street near Gate 1). Office hours are Monday through Friday from 8:30am to 4:30pm, as well as two hours prior to kickoff on football game days.

### ADMISSION

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

### DUPLICATE TICKET POLICY

Please handle your tickets with care. If tickets are lost, stolen or left at home, replacement tickets will be issued at the discretion of the Wisconsin Athletic Ticket Office.

Duplicate tickets will only be issued to season ticket holders and single-game internet, mail and telephone buyers of record. Duplicate tickets are not processed for over-the-counter purchases, since no seat location record exists for those orders. Washed tickets will be replaced if remaining portions can be recognized and the location can be identified.

It is recommended individuals needing replacement tickets contact the Wisconsin Athletic Ticket Office prior to game day. There will be a \$10 replacement fee assessed for each duplicate ticket that is reprinted. Season ticket holders should utilize Ticket Forwarding, available online at uwbadgers.com, to electronically send tickets to friends, family members, business associates or others.

### MAILING TICKETS/WILL CALL

Single game ticket orders placed seven days or more prior to a home game will be mailed. Patrons who purchase tickets online at uwbadgers.com will have the option of printing their tickets at home (note: certain restrictions apply). All single game ticket orders placed by phone within seven days of the game will be held at the Will Call window for pick-up. On game day,

Will Call is located at the Wisconsin Athletic Ticket Office near Gate 1 of Camp Randall Stadium. Photo identification is required to pick-up tickets at Will Call.

### SEASON TICKET SEATING NOTES

Due to a high season ticket order rate, the Wisconsin Athletic Ticket Office was not able to accommodate numerous seat changes. Season ticket holders who did not receive changes should remember that each request is reviewed, but the volume of requests may not make personal consultation feasible. Season ticket holders who had the opportunity to purchase additional seats should understand that these seats are most likely not located with current season tickets.

### TICKET AVAILABILITY

Please visit uwbadgers.com or contact the Wisconsin Athletic Ticket Office for single game ticket availability. Additional individual game tickets are sometimes available immediately before home games when visiting teams return their unsold tickets. Single game ticket prices will be \$65 (for Northwestern, BYU and Penn State), \$55 (Purdue and Indiana) and \$45 (UMASS and Tennessee Tech).



[BuckysLockerRoom.com](http://BuckysLockerRoom.com)

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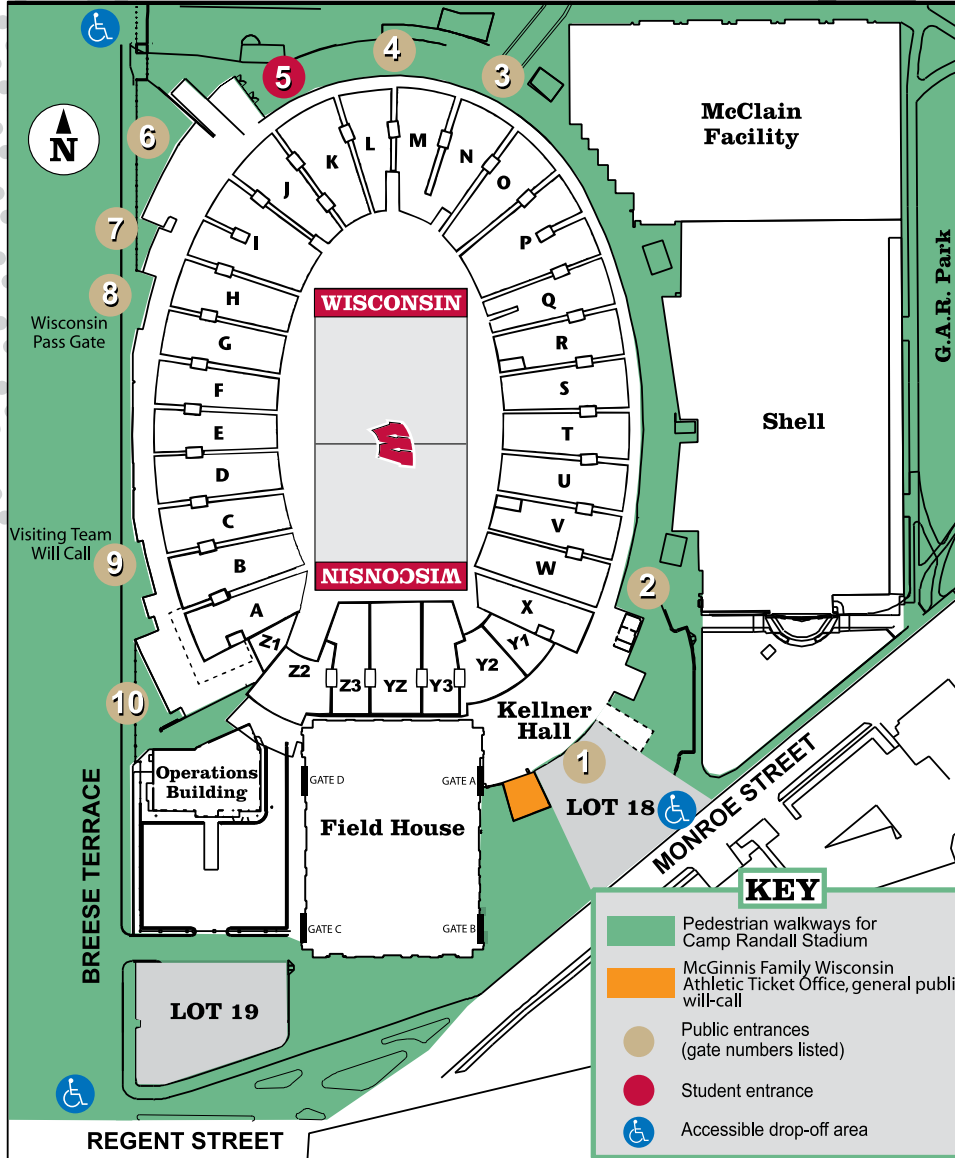
Enter coupon code: TICKETS15 during online checkout or mention coupon in-store.



Offer ends 8/25/13. Valid online or in-store at Camp Randall and Kohl Center locations only.

# ACCESSIBLE TRANSPORTATION SERVICES & SEATING

↑ North Practice Field LOT 17



## GOLF CARTS, WHEELCHAIRS & ELEVATORS

Drop-off locations and golf cart service for persons with accessible needs are available at these locations: Monroe Street, near Gate 1; at the corner of Regent Street and Breese Terrace; and at the corner of Breese Terrace and University Avenue. Golf cart pick-ups are also possible near the Lot 17 ramp and the Dave McClain Athletic Facility. Golf cart and wheelchair service is available before, during, and after each game.

Elevators are available on both the east and west sides of the stadium for patrons with accessible needs.

For additional information related to accessible needs, call (608) 263-7894 during the week or the Guest Services Office at (608) 265-8676 on game days.

## PARKING

A limited amount of accessible parking for single games is available. For more information, please call the Wisconsin Athletic Ticket Office at (608) 262-1440 or 1-800-GO BADGERS.

## SEATING

Patrons needing accessible seats may contact the Wisconsin Athletic Ticket Office beginning August 12 to request an exchange of tickets. Accessible seating is in limited supply and is subject to availability. For more information, please call the Wisconsin Athletic Ticket Office at (608) 262-1440 or 1-800-GO BADGERS.

## STADIUM & EVENT GUIDELINES

### SEASON PARKING LOT ASSIGNMENT NOTES

For 2013 a software program from Ballena Technologies, which specializes in online ticket and parking allocations, was used to improve the overall parking process. It allowed all football season ticket holders, who were active donors, a personalized selection time in order to review available parking inventory, select, and purchase their season parking permit(s) all in one online transaction. Note, parking lot availability fluctuates on an annual basis therefore it was not possible to forecast the annual contribution level and priority points necessary to receive a season pass in a specific parking lot and/or zone.

### ALCOHOL

No alcohol may be brought into the stadium. Possession may result in police arrest and a fine. The fine for underage possession/consumption ranges from \$172 - \$676.

### ENTRY

Please enter the gate printed on your ticket to allow for the most efficient entry to the stadium. Gates open 90 minutes prior to kickoff. The University of Wisconsin Athletic Department operates under a no re-entry policy. Once a patron exits the stadium, they may not re-enter the stadium. If an emergency arises, check with gate security or your nearest usher.

### SMOKE-FREE FACILITY

Smoking is prohibited in all state-owned buildings, including Camp Randall Stadium. There are no longer designated smoking areas located in Camp Randall Stadium.

### CAMERA POLICY

Non-professional cameras (without monopods, tripods or excessive equipment) are allowed into the stadium.

### GAME DAY ACCESS TIPS

- Gates open 90 minutes prior to kickoff
  - Early arrival is strongly recommended to accommodate gate checks
  - Fans are encouraged not to bring any carry-ins
  - Vehicles parked near the stadium may be subject to search
- Thank you for your understanding and cooperation regarding the security procedures at Camp Randall Stadium.

**SAVE TIME! Fans without carry-ins will enjoy the use of Express Lines at all gates, with the exception of Gate 4 and the student entrance at Gate 5**

## GAME DAY PARKING/BUCKY BUS SHUTTLE

### BUCKY BUS SHUTTLE

The Bucky Bus Shuttle will again operate this season for all University of Wisconsin home football games. Shuttle service will be provided by Kobussen Buses Ltd. of Sun Prairie. Service will include approximately 17 buses from Lots 60/64/76 near UW Hospital and 10 buses from the downtown Madison parking ramps. The shuttle is \$6 round trip or \$4 after the game for a one-way ride to the downtown ramps or Lots 60/64/76. The shuttles begin service two hours before kick-off and operate until one hour after the game. Shuttles are available approximately every 10 minutes. Parking is \$5 in Lot 60 and in the Lot 76 ramp. Regular parking rates are in effect for the downtown ramps on game days. There will be two locations for post-game pickups for downtown shuttles; buses are available on Randall Street near the arch and there will continue to be two buses on Monroe Street outside of Gate 1. For lots 60/76 the pickup will be on University Avenue near Breese Terrace. For lot 64 the pickup will be on Walnut St. in front of the WARF building. There will continue to be additional shuttle service available after the game on Breese Terrace near Gate 8 for elderly fans and fans with disabilities for direct service to Lots 60/64/76.

### CARS

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 wishing to purchase parking the day of the game will pay the lot attendant as they enter the lot. These lots will be determined once the season begins. Patrons may also check the Football Parking Map, the Shuttle Bus Services, and the Accessible Parking links on uwbadgers.com for more information. Please also feel free to contact the UW Athletic Ticket Office at 608.262.1440 with any additional questions.

### BUS/MOTOR HOME

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 UW Athletic Ticket Office at 608.262.1440 (normal processing fee applies). Patrons may also check the Football Parking Map and the Shuttle Bus Service links on uwbadgers.com for more information. Please also feel free to contact the UW Athletic Ticket Office at 608.262.1440 with any additional questions. Note: Overnight parking of all “over-sized” vehicles is prohibited on the UW Campus.

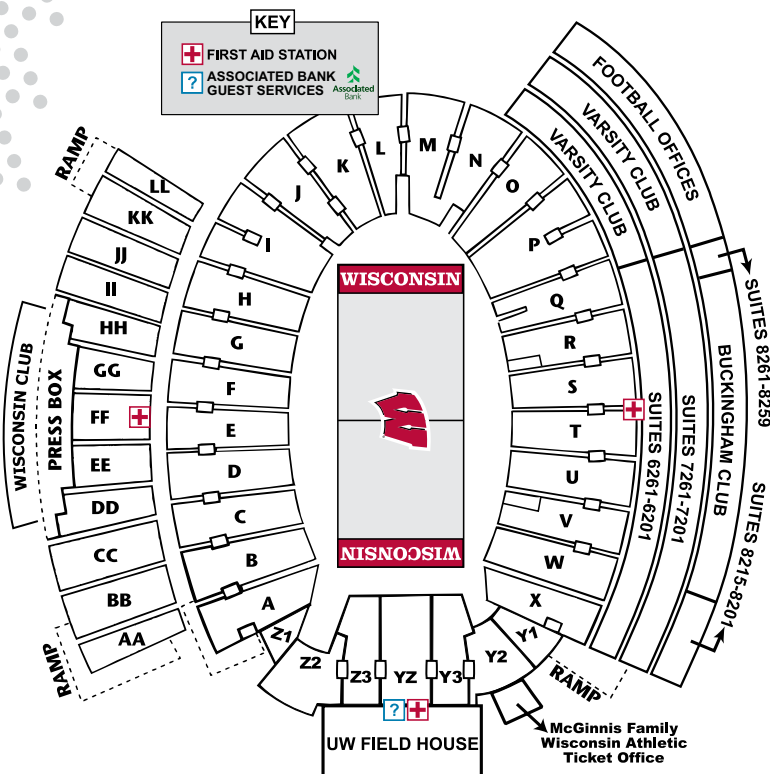
## FIRST AID & EMERGENCIES

### FIRST AID

UW Health First Aid Stations are located in the upper deck at Section FF, in the fifth level concourse behind section T, and under section YZ in the south end zone concourse. In the event of a medical emergency, immediately go to First Aid or notify a security guard, usher, police officer or paramedic in your area.

### NON-MEDICAL/OTHER EMERGENCIES

If it is necessary to contact a spectator during a game for an emergency, know their exact seat location and call (608) 265-8676. No announcements will be made over the stadium sound system.



## GUEST SERVICES



For general game day assistance, visit the Associated Bank Guest Services Center located at Section YZ, in the south end zone concourse. For additional questions on game day, call (608) 265-8676. During regular business hours call (608) 263-7894.

### LOST & FOUND

Lost & Found on game day is located in the Associated Bank Guest Services Center at Section YZ in the south end zone concourse. During the business week, Lost & Found questions should be directed to the Camp Randall Welcome Center in Kellner Hall at (608) 262-1866 or (608) 265-8676 on game day.

### STADIUM CHAIRBACKS

On game day, patrons with issues regarding stadium chairbacks may visit a customer service booth. Booths are located inside Gate 7, beneath Section S and Sections Z2/Z3. Beyond game day, patrons needing assistance with their stadium chairbacks should contact customer service at 800-501-9852.

### GAMEDAY APP

The official Wisconsin Gameday App puts all your UW football game day questions at your fingertips on your mobile device. The mobile application provides a live 24/7 multi-platform information bank on everything Wisconsin Football and even includes all other campus events.

### TAG-A-KID

Young children attending Badger Football games may obtain a free ID wristband personalized with their seat location, enabling Guest Service Representatives to return lost children. Wristbands are available from any Guest Services Representative or at the Guest Services Office located in Section YZ.

### INCIDENT TEXTING

Guests are encouraged to report issues and concerns through our Guest Services Text Messaging System by texting to 69050, type the word BADGER followed by a space and your message and location.

## POLICY ON REVOCATION OF SEASON TICKETS

Season ticket holders to all University of Wisconsin athletic events purchase, hold, and use their tickets subject to strict compliance with the following policy, which was adopted by the UW Athletic Board in 2006.

The University of Wisconsin and the Big Ten Conference promotes good sportsmanship, appropriate fan behavior and a welcoming atmosphere for all fans at all athletic events sponsored by the Division of Intercollegiate Athletics. Fans who engage in unruly or illegal conduct are subject to ejection from athletic events and possible revocation of their season tickets.

Season ticket holders are responsible for their own conduct and the conduct of all others who use their tickets to gain admission to athletic events. In order to keep Wisconsin football games as enjoyable as possible for our spectators and their families, we ask that you respect others around you. If the conduct of a ticket holder or person using the tickets endangers or disrupts players, coaches, officials or other patrons, the University reserves the right to remove the ticket holder or person using the tickets from the premises. No refund will be made in such cases.

### LETTERS OF WARNING

A letter of warning will be issued by the Division of Intercollegiate Athletics to any season ticket holder whose ticket is used to gain admission to any athletic event by any individual who is ejected from the event by police or security personnel for any reason. The letters of warning will be maintained and reviewed by Athletics staff and the University of Wisconsin Police Department at the end of every sport season. In the case of severe conduct or repeat ejections, the ticket purchaser's ability to purchase season tickets in the future may be restricted or revoked.

### REVOCATION OF SEASON TICKET(S)

The season ticket used by any individual to gain admission to an athletic event will be revoked for the remainder of that current sport season for any of the following conduct or offenses committed within the confines of any UW Athletic facility:

- Conveyance to a health care or detox facility by any police official on account of incapacitation due to excessive drunkenness or the use of illegal drugs

- Citation or arrest for throwing hard objects, resisting arrest/obstruction, battery, public urination or disorderly conduct involving violent or indecent behavior
- Arrest for any violation of the Wisconsin Criminal Code

Any such revocation of season ticket(s) will include a refund of the purchase price of the season ticket(s) pro rated over the remaining events included in the ticket package. In the case of repeat revocations, the ticket purchaser's ability to purchase season tickets in the future may be restricted or revoked.

## Don't Spoil Game Day With A Ticket From Madison Police!

Underage Drinking - you must be 21 years old to drink or possess alcohol.

**Fine: \$263.50 - \$767.50**

Entering a playing surface.

**Fine: \$421.00**

Depositing human waste anywhere other than a bathroom.

**Fine - \$263.50**

Resisting/Obstructing an officer by lying or otherwise interfering with official duty.

**Fine \$452.50**

Throwing Objects - throwing any object into the air that may cause injury.

**Fine \$200.50**

Disorderly Conduct - is behavior that is violent, indecent, profane, boisterous, unreasonably loud or otherwise able to provoke a disturbance.

**Fine \$295.00**

Out of state residents and persons without positive identification will be taken to jail upon arrest.

Contact Info: University of Wisconsin Madison Police Department  
1429 Monroe St. | Madison WI 53711  
608-264-COPS (2677) | [www.uwpd.wisc.edu](http://www.uwpd.wisc.edu)

Chief Susan Riseling

RICH - RESPECT INTEGRITY COMPASSION HONOR



## STUDENT TICKET INFORMATION

### TICKET VOUCHER PICK-UP

Student season ticket-holders may begin picking up their season ticket vouchers from the Athletic Ticket Office on Tuesday, August 20. Until further notice, all vouchers will be picked up at the ticket windows at Gate 9, on the west side of Camp Randall Stadium on Breese Terrace. Please see the voucher pick-up schedule below for days and times in which students can pick up their vouchers before the first home game. Vouchers are not mailed to students. Students may only pick-up their own set of vouchers, students are not allowed to pick-up vouchers for other students. Students must present a valid UW-Madison student ID (WISCARD) to pick-up vouchers. Each voucher set includes one voucher for all seven home games, which are redeemed on game day for access to the student section. Students are encouraged to pick-up their vouchers in advance of the first game vs. UMass on Saturday, August 31.

The 2013 voucher pick-up schedule is as follows:

DAY/DATE	TIME	LOCATION
Tuesday, August 20	8:30 a.m.-4:30 p.m.	Camp Randall Gate 9
Wednesday, August 21	8:30 a.m.-4:30 p.m.	Camp Randall Gate 9
Thursday, August 22	8:30 a.m.-4:30 p.m.	Camp Randall Gate 9
Friday, August 23	8:30 a.m.-4:30 p.m.	Camp Randall Gate 9
Saturday, August 24	10:00 a.m.-3:00 p.m.	Camp Randall Gate 9
Monday, August 26	8:30 a.m.-4:30 p.m.	Camp Randall Gate 9
Tuesday, August 27	8:30 a.m.-4:30 p.m.	Camp Randall Gate 9
Wednesday, August 28	8:30 a.m.-4:30 p.m.	Camp Randall Gate 9
Thursday, August 29	8:30 a.m.-7:00 p.m.	Camp Randall Gate 9
Friday, August 30	8:30 a.m.-7:00 p.m.	Camp Randall Gate 9
Please note: Voucher Pick-Up NOT available on Game Day.		

It's also important to note that the last day vouchers may be picked-up is Friday, September 20. Students who do not pick up their vouchers by September 20 will have their vouchers voided and will not receive a refund.

### STUDENT SECTION T-SHIRT

Student season ticket holders will receive an official student section t-shirt while supplies last. Pick up your ticket vouchers early for the best chance to claim one of these shirts.

### GAME DAY VOUCHER EXCHANGE

On game day, students will exchange their ticket voucher for admission into Camp Randall Stadium at Gate 5, which is located on the north end of the stadium near Breese Terrace and the practice field. Voucher exchange begins 90 minutes prior to kickoff, when the stadium gates open.

At the perimeter of Gate 5, students will go through security and have their vouchers scanned by ticket-takers. Once inside the Gate 5 perimeter, students will be presented with a series of section chutes, which correspond to different sections of the student section. (P, O, N, M, etc.) Students will be able to choose which section they want to sit in, by going through the chute that is labeled with their desired section.

Once students go through a section chute, they will receive a section reserved ticket from a representative of the Athletic Ticket Office. Each student must sit in the section printed on their section reserved ticket. Groups of friends should enter the same section chute at the same time in order to be allocated tickets in the same section.

Once students enter the stadium and receive their section reserved ticket, students may not exit the stadium and re-enter just by showing their ticket. Students who exit the stadium may only re-enter the stadium if they have another valid unused voucher to exchange. Students also must sit in their designated section and must have their ticket in hand at all times or be subject to removal from Camp Randall Stadium.

## CARRY-IN POLICY

**Items permitted:** bags no larger than 8.5" x 11", binoculars, cameras, blankets, jackets, items related to a medical condition, chairbacks (not more than 16" wide), and diaper bags (with child).

**Items prohibited (including, but not limited to):** bags larger than 8.5" x 11" (including backpacks), food, beverages, containers, strollers, laser pointers, umbrellas, banners, flags, signs, noisemakers, weapons, inflatables, laptops, video recorders, or any items deemed dangerous or inappropriate.

All items and spectators are subject to search. Storage facilities are not available for checking prohibited items. Items left at gates will be disposed of accordingly.

Express gates are available at Camp Randall Stadium for those who do not bring carry-in items.

## ITEMS PERMITTED



**BAGS**  
No larger than 8.5" x 11"



**CHAIRBACKS**  
not more than 16" wide



**JACKETS & BLANKETS**



**BINOCULARS & CAMERAS**



**DIAPER BAGS WITH CHILD**



**ITEMS RELATED TO A  
MEDICAL CONDITION**

Halloween costumes may be worn at Camp Randall Stadium and the Kohl Center, but the costumes must be able to fit into a normal seating space and must be of an appropriate nature. No additional carry-ins will be allowed as part of a Halloween costume.

## ITEMS PROHIBITED



**NO BAGS  
LARGER THAN 8.5" x 11"  
(INCLUDING BACKPACKS)**



**NO FOOD OR BEVERAGES**



**NO CONTAINERS**



**NO STROLLERS,  
NO UMBRELLAS**



**NO LAPTOPS,  
NO VIDEO RECORDERS**



**NO FLAGS, BANNERS, SIGNS**



**NO NOISEMAKERS**



**NO WEAPONS**



**NO INFLATABLES**



## COMPLIANCE

As a season-ticket holder at the University of Wisconsin, you play an important role keeping our Badger student-athletes on the field. To help protect the eligibility of our current and prospective student-athletes, we are providing you the following information on pertinent NCAA rules and regulations.

In general, you may not provide anything or make any special arrangement for our student-athletes or prospective student-athletes (anyone in grades 9-12), as well as their parents, relatives, and friends.

This prohibition includes, but is not limited to:

- » Providing the following to a student-athlete, prospect, their parents, relatives, or friends:
  - Room, board, or transportation
  - Entertainment (even nominal items, like food or beverages, are impermissible)
  - Use of an automobile for any purpose
  - An award or gift
  - An honorarium for a speaking engagement
  - Goods/services, even if purchased at face value, if the availability of those goods/services is not legitimately advertised to the general public
- » Cannot provide tickets for any price (even selling tickets at face value)
- » Purchasing or exchanging complimentary admissions, athletic gear, awards, or autographed memorabilia from a student-athlete.
- » Making in-person, on- or off-campus recruiting contacts with prospective student-athletes or prospects' relatives or legal guardians, including a prohibition on correspondence and telephone calls. If you are contacted by a prospect or a prospect's parents/guardians about UW Athletics, please refer those individuals to the UW Athletic Department.

With your help, we can all make sure our student-athletes stay eligible! On Wisconsin!



### ACTUAL INFRACTION REPORTED BY OTHER INSTITUTIONS...

**Violation 1:** A representative of the institution's athletics interests (booster) provided an impermissible extra benefit to the parents of a student-athlete (SA). The booster recognized the SA's parents during a home competition, and at the booster's request, the SA's parents sat in the booster's premium seats valued at \$50. The booster and the SA's parents were from the same town, but a violation still occurred. The SA was immediately declared ineligible and prevented from competing until repaying the value of the benefit to a local charity of his choice. Education was provided to the coaching staff and SAs, and a letter was sent to all season ticket holders and parents of SAs.

**Violation 2:** A prospective student-athlete (PSA) had impermissible telephone contact with a representative of the institution's athletics interests (booster). The PSA placed a call to the booster, and the booster discussed the institution's athletics program with the PSA instead of referring the PSA to the athletics department. The PSA was immediately declared ineligible for future competition at the institution, pending rules education and a letter of admonishment to the involved.



This information above is not inclusive of all situations. Therefore, we encourage you to ASK BEFORE YOU ACT! Please feel free to contact us with any questions you may have:



**Katie Smith**

Assistant Athletic Director for Compliance

Phone: (608) 265-5071

E-mail: [KLS@athletics.wisc.edu](mailto:KLS@athletics.wisc.edu)

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