

 || FOOTBALL
2016 FAN GUIDE

|| 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 guide) 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.

FIND A HOME FOR UNUSED TICKETS

With digital ticketing, you can easily and securely electronically deliver tickets to others, through Ticket Forwarding and StubHub.

TICKET FORWARDING

Have a friend, family member or coworker using your tickets for a game this season? Avoid the hassle of physically delivering tickets and use Ticket Forwarding.

Ticket forwarding is a free and convenient online system allowing season ticket holders to electronically transfer game tickets they are not using to someone else. It's fast, safe, easy and free to use. You can find our Ticket Forwarding page online at UWBadgers.com under the tickets tab.

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

Looking to sell tickets to a game you can't attend? Use StubHub the official fan-to-fan ticket marketplace of the Wisconsin Badgers. Set your price and post your tickets for sale to a broad, nationwide audience. StubHub is easy to use and helps season ticket holders find a home for unused tickets while recovering some of their investment.

Find our StubHub page online at UWBadgers.com under the tickets tab.

Please note that if you use Ticket Forwarding or StubHub, the original physical tickets are not valid for admission.

|| GENERAL TICKET INFORMATION ||

DUPLICATE TICKET POLICY & TICKET SECURITY

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. Requests for duplicate tickets may only be made by the season ticket holder of record. 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 printed.

Due to potential issues with fraudulent activity, the Athletic Department discourages patrons from posting photos of game tickets with bar codes on secondary market ticket re-sale websites.

ADMISSION/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.

The University of Wisconsin Athletic Department requires all patrons, regardless of age, to have a ticket. The Wisconsin Athletic Department will allow one lap child without charge when attending an event with a ticketed adult. To obtain a complimentary lap ticket, a parent or guardian can request a lap ticket at a Camp Randall Stadium entrance gate. The Athletic Department defines a lap child as any child less than 2 years of age. This child must be seated on the lap of the accompanying adult. If you want your infant to have his or her own seat, you must buy a ticket to the event. Car seats, baby carriers, and strollers are not allowed in UW Athletic Facilities.

|| STUDENT TICKET INFORMATION ||

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.

|| SERVICES FOR GUESTS WITH ACCESSIBLE NEEDS ||

GOLF CARTS AND WHEELCHAIRS

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 Bennett Student-Athlete Performance Center. Golf cart and wheelchair service is available before, during, and after each game.

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.

ELEVATORS

Elevators servicing the west side of the Stadium are located in Section E and access all Upper Deck Sections (AA-LL).

Elevators servicing the east side of the Stadium are located inside of Gate 1, inside of Gate 3 and in the Fire Lane. These elevators access both the 3rd and 5th Levels.

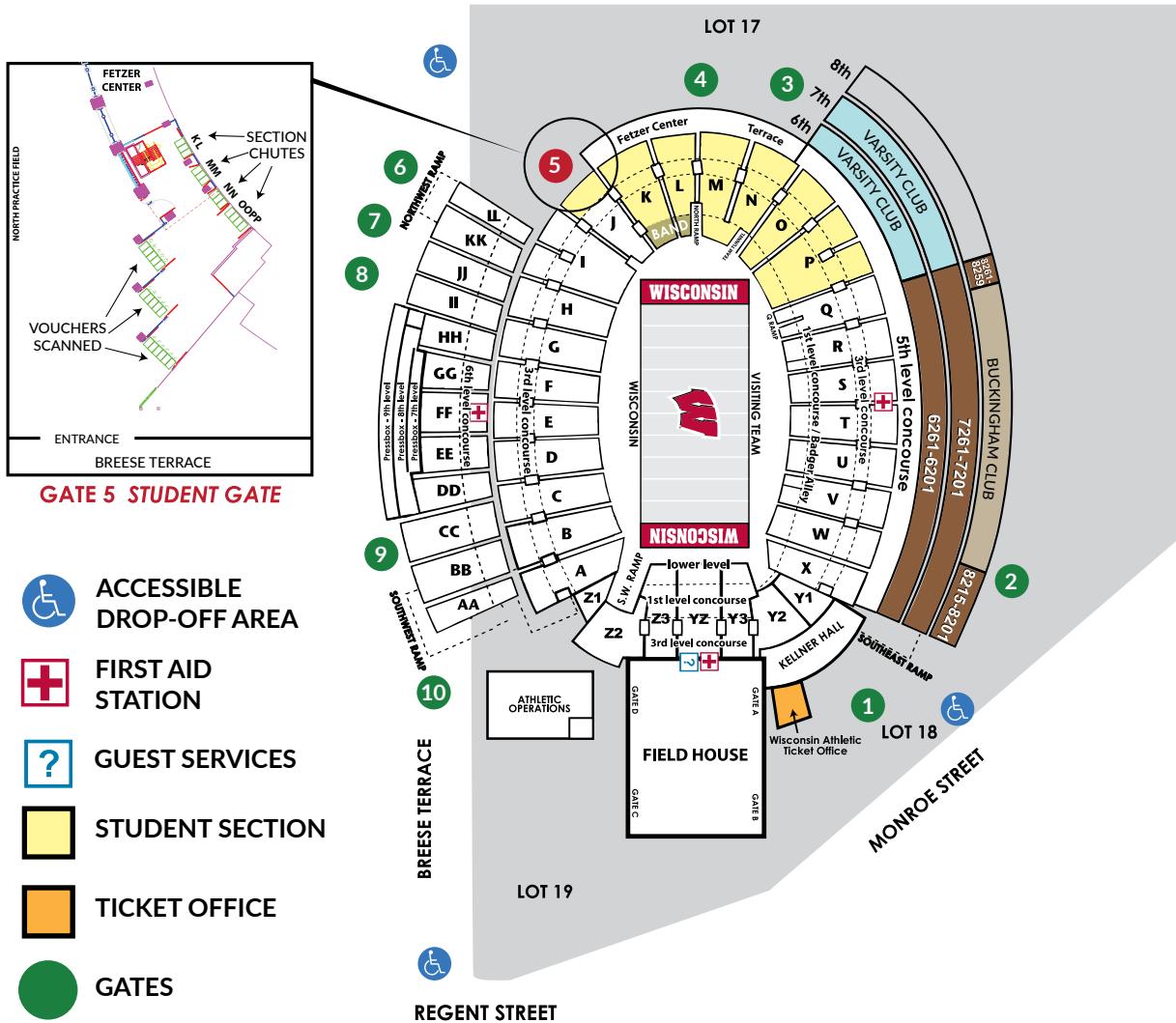
PARKING

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 22 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 ACCESS MAP



|| POLICY ON REVOCATION OF SEASON TICKETS ||

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.

|| POLICY ON REVOCATION OF SEASON TICKETS ||

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) prorated 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.

W || CARRY-IN POLICY

Items permitted: bags no larger than 8.5" x 11", binoculars, cameras (lens 100mm and smaller), 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, nooses, ropes, weapons, replicas of weapons, inflatables, laptops, video recorders, monopods, tripods, selfie sticks, drones 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.

ITEMS PERMITTED



BAGS
No larger than 8.5" x 11"



CHAIRBACKS
not more than 16" wide



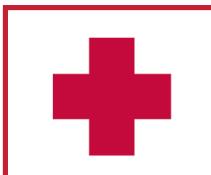
JACKETS & BLANKETS



BINOCULARS & CAMERAS



DIAPER BAGS WITH CHILD



ITEMS RELATED TO A MEDICAL CONDITION

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

Halloween costumes may be worn at UW Athletic facilities, 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 SELFIE STICKS



NO FLAGS, BANNERS,
SIGNS



NO NOISEMAKERS



NO WEAPONS



NO INFLATABLES

|| GAMEDAY PARKING ||

BUCKY BUS SHUTTLE

Two shuttle routes to and from Camp Randall Stadium on game day. Shuttles are available for \$5 per person round-trip or \$3 for return trip only and run approximately every 15 minutes starting two hours prior to kick-off and up to one hour after the conclusion of the game. Patrons may park in Lot 60 or Lot 76 (near the UW Hospital on Walnut St.) for an additional \$5 fee. Shuttle bus pickup for Lot 60/76 patrons is located at the bus stop on University Bay Drive, between Lot 60 and Lot 76, and drops off at the corner of Breese Terrace and University Avenue. For Lot 64 bus/motor home patrons, the shuttle bus pickup is located at the metro bus stop on Observatory across from Lot 64. Patrons may also park in any of the four Capitol Square parking ramps (State Street, Capitol Square North, Government East, and Capitol Square South; normal City of Madison parking ramp fees apply). The shuttle picks up at each ramp and drops off on Monroe Street, near the southeast corner of Camp Randall Stadium (Gate 1).

For more information regarding the Bucky Shuttle Bus, advanced wristband purchases, and group discounts please contact Badger Bus at 608.255.1511.

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.

|| GAMEDAY PARKING ||

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.

GAMEDAY APP ||

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 UW Athletic events.

IMPROVE YOUR GAMEDAY EXPERIENCE

As part of the Wisconsin Gameday App, find the upgrades section for access to special offerings to improve your gameday experience. Enjoy the chance to purchase experiences such as pre-game, halftime and post-game field access and photos with Bucky Badger. Offerings can also include the chance to get a photo at midfield post-game, the chance to kick a field goal or even attend the post-game press conference. These experience offerings can change game to game so be sure to check each week.

|| STADIUM & EVENT GUIDELINES

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.

SMOKE-FREE FACILITY

Smoking is prohibited in all state-owned buildings, including Camp Randall Stadium.

CAMERA POLICY

Cameras, including those with detachable lenses of 100 MM or less, are allowed at athletic department events. Monopods and tripods are not allowed. Video recording devices are also prohibited at UW Athletic Department events.

GAMEDAY 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.

|| 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.

FIRST AID & EMERGENCIES ||

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 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 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. There is also a "Lost and Found" section within the Wisconsin Gameday App.

BADGER SEAT CUSHIONS

On game day, patrons with issues regarding seat cushions 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 seat cushions should contact customer service at (800) 501-9852.

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.

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 group of student-athletes received an impermissible extra benefit when a booster provided them with stuffed animals for their birthdays. The student-athletes were immediately declared ineligible as a result of the gifts, and were reinstated after donating the value of the gifts to a charity. The booster received rules education on extra benefits.

Violation 2: Student-athletes from the Football team received an impermissible extra benefit during summer break when they were invited to play paintball free of charge at a booster's place of business. The student-athletes were immediately declared ineligible as a result of the free entertainment, and were reinstated after donating the normal retail value of a paintball outing to a charity. The booster received rules education on extra benefits.



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
Associate Athletic Director for Compliance
Phone: (608) 265-5071
E-mail: KLS@athletics.wisc.edu

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