

# University of Wisconsin Scoreboard Personal Message Program



Celebrating a birthday or anniversary at a game? Want to propose to that special someone? Commemorate the special occasion with a personal message on the scoreboard during sporting events at Camp Randall Stadium or the Kohl Center. This program allows fans a chance to have a personal message displayed in front of thousands of Badger fans on gameday. Proceeds from this program benefit UW Athletics.

#### Application for Scoreboard Personal Message Program

Name:		
Address:		
City:	State:	Zip:
Daytime Phone:	( ) -	
Email Address:		
Sport Requested: (pick one)	Football Men's Basketball Women's Basketball	—— Men's Hockey —— Women's Hockey
Game Date:		
Check Here If You A	Are A: Season Ticke Badger Fund	
Amount Enclosed \$	9	
Message:		
(Limited to 25 cha	aracters including spaces and pun	ctuation. Please print neatly)
Mail the completed app	lication and payment to:	
	UW Athletic D	epartment

PLEASE SEE NEXT PAGE FOR PROGRAM GUIDELINES AND ADDITIONAL DETAILS

1440 Monroe Street Madison, WI 53711

Attn: Marketing/Scoreboard Program



# University of Wisconsin

## Scoreboard Personal Message Program Guidelines and Additional Information

- Requests for messages must be received, with appropriate payment, at least 5 business days in advance of the event. There is no exception to this rule.
- The University of Wisconsin reserves the right to edit or refuse to display any message.
- Birthdays, anniversaries, welcomes, or marriage proposals will be allowed. The message may not contain any form of commercialism, political commentary, etc. and must comply with NCAA, Big Ten, WCHA, and university rules, regulations and policies.
- Your message will be displayed once during the following time periods:

Football: End of First Quarter

Men's Basketball: 4:00 Minute Media Timeout of First Half Women's Basketball: 4:00 Minute Media Timeout of First Half

Men's Hockey: First Intermission
Women's Hockey: First Intermission

- Each message is limited to 25 characters (including spaces and punctuation).
- All revenue from this program benefits the University of Wisconsin's Badger Fund. Please note that payments are not tax deductible and do not receive Priority Points. The following costs are associated with having your message displayed:

Football: \$400\*#
Men's Basketball: \$400\*
Men's Hockey: \$250\*
Women's Basketball: \$50\*
Women's Hockey: \$25

\*Donors to Athletics and/or Season Ticket Holders will receive a \$25 discount.

#For football only, fans will receive a framed replica photo of their Camp Randall message. The photo will be mailed 3-4 weeks after the game.

- Please make your check payable to: "UW Athletic Department-Scoreboard"
- Upon receipt of your request, you will receive confirmation.
- For further questions regarding this program, contact the Athletic Marketing Office at 608-265-2100.

### Message Display Locations

