



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

