



WHAT IS BUCKY ON PARADE?

Bucky on Parade (BoP) is a free public art event that will bring over 100 life-size Bucky Badger statues to the streets of Madison and Dane County in the spring of 2018. Local and regional artists will transform these Bucky statues into works of art and they will be on display from May through September.

The Madison Area Sports Commission has partnered with the University of Wisconsin-Madison, UW Athletics, Wisconsin Foundation & Alumni Association and the Greater Madison Convention & Visitors Bureau to bring this project to life.

SEE BUCKY DO GOOD.

Become a sponsor of Bucky on Parade and help us show off the best of Wisconsin, while supporting a good cause. This event will benefit worthy causes, including Garding Against Cancer and the Madison Area Sports Commission, as well as additional give back opportunities for the sponsor's charity of choice.

JOIN THE PARADE!

Be a part of this unique and exciting community event that everyone will be talking about! Choose from one of the following three sponsorship opportunities:

SPONSOR BENEFITS	DRUMLINE \$6,000	COLOR GUARD \$15,000	GRAND MARSHAL \$25,000
Bucky Statue Opportunity to select a Bucky statue uniquely designed by a local or regional artist	●	●	●
Plaque Recognition Your statue will be accompanied by a plaque recognizing you as the sponsor	●	●	●
Artist Choice At this level you can identify your own artist and design <i>*Limited spaces available. **All designs must be approved by Bucky on Parade committee</i>		●	●
Bucky Statue Ownership Once the parade is over, the Bucky statue is yours to keep! We will have it cleaned up and ready to go to the new home of your choosing <i>*All other statues will be auctioned off at the completion of the event</i>		●	●
Premier Placement At this level you have an exclusive opportunity to have your statue placed in a premier location as mutually agreed upon with the Bucky on Parade committee			●
Give Back (optional) A donation to your charity of choice		\$1,000	\$2,500
Marketing Recognition As an official sponsor of Bucky on Parade, you will be recognized in all event marketing materials including website, program, maps, Bucky on Parade documentary, and social media	Name Recognition	Name Recognition	Logo Recognition
Preview Party Tickets Access to the exclusive Bucky on Parade preview party (May 2018)	4 tickets	6 tickets	8 tickets
Auction Event Tickets Reservation in place for you to attend the best Badger party of the year (Fall 2018)	4 tickets	6 tickets	8 tickets
Event Signage Names will be placed on signage at all Bucky on Parade events, including the preview party and auction event	Name Recognition	Name Recognition	Logo Recognition

**YOU'VE NEVER SEEN BUCKY
LIKE *This* BEFORE.**



PRODUCED BY:
Madison Area Sports Commission

SUPPORTED BY:
Greater Madison Convention & Visitors Bureau
University Of Wisconsin-Madison
Wisconsin Foundation & Alumni Association

SECURE YOUR SPONSORSHIP AT BUCKYONPARADE.COM.

Sponsorship sales will begin at 9:00 A.M. on Wednesday, September 6, 2017, while supplies last.

The order of your sponsorship commitment secures your place in line to select your design.