

EVENT INFORMATION

Name of Event: Bucky on Parade

Event Organizer/Sponsor: Madison Area Sports Commission

Is Organizer/Sponsor a 501(c)3 non-profit agency?

☒ Yes ☐ No

MANDATORY: State Sales Tax Exemption Number: ES#: 27-2207568

OPTIONAL: Federal Tax Exempt Number: _____

Address: 615 E Washington Avenue

City/State/Zip: Madison, WI 53703

Primary Contact: Jamie Patrick

Work Phone: 608-441-2621

Email: patrick@madisonsports.org

Phone During Event: 608-572-4751

Website: buckyonparade.com

FAX: _____

Secondary Contact: Janine Wachter

Work Phone: 608-441-3949

Email: wachter@visitmadison.com

Phone During Event: 608-628-1382

Annual Event?

☐ Yes ☒ No

Charitable Event?

☒ Yes ☐ No

If Yes, Name of charity to receive donations: Gardening Against Cancer, Madison Area Sports Commission, Others

Estimated Attendance: Public Art project, attendance is on a flow (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification? (not allowed after 11 p.m.):

☐ Yes ☒ No

Hours: _____ to None Currently needed

EVENT CATEGORY

☐ Run/Walk ☐ Music/Concert ☐ Festival ☐ Rally ☐ Parking (i.e., bagging meters)

☒ Other: Public Art Project

LOCATION REQUESTED

☒ Capitol Square (note specific blocks below)

☒ State St. Mall/800 State Street

☒ 30 on the Square (aka top of 100 block of State Street)

☒ Other (specific blocks/streets requested below)

Street Names and Block Numbers: See attached packet of information

EVENT DATE(S)/SCHEDULE

Date(s) of Event: May 6 – September 13, 2018

Event Start and End Times: continuous

Rain Date (if any): _____

Set-Up Start Time: April 29, 2018 (bases may be dropped)

Take-Down Start Time and End Times: September 20, 2018
TAKE-DOWN TIME: START TO STREETS REOPENED

Will sponsor apply for temporary class B license to serve or sell beer/wine for this event?

☐ Yes ☒ No

If class B license is denied, will the event(s) occur?

☐ Yes ☐ No

_____ By initialing, I/we waive the 21-day decision requirement.

APPLICATION SIGNATURE

BY SIGNING THIS APPLICATION, THE "EVENT ORGANIZER/SPONSOR" LISTED ABOVE AGREES TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS OFFICERS, OFFICIALS, EMPLOYEES AND AGENTS HARMLESS AGAINST ALL CLAIMS, LIABILITY, LOSS, DAMAGE, OR EXPENSE INCURRED BY THE CITY ON ACCOUNT OF ANY INJURY TO OR DEATH OF ANY PERSON OR ANY DAMAGE TO PROPERTY CAUSED BY OR RESULTING FROM THE ACTIVITIES FOR WHICH THE PERMIT IS GRANTED.

Applicant Signature _____

Date _____



YOU'VE NEVER SEEN BUCKY LIKE *This* BEFORE

PROJECT OVERVIEW

Bucky on Parade is a public art event that will bring over 100 life-sized Bucky Badger statues to the streets of Madison and Dane County. Modeled after popular public art events including Madison's "Cow Parade" (2006) and "Herky on Parade" (2004 and 2014) in Iowa City, Bucky on Parade will feature Bucky Badger statues transformed into works of arts by local and regional artists. These statues will be on display throughout downtown Madison, the University of Wisconsin campus and beyond throughout the summer of 2018. Event proceeds will support Garding Against Cancer, the Madison Area Sports Commission and other community charities.

PROJECT OBJECTIVES

- Design a season-long free event to be enjoyed by Madison area residents, UW students, and visitors
- Create a unique fundraising event for worthy benefactors—Garding Against Cancer, Madison Area Sports Commission and other local charities
- Design an event which reflects the positive "Town and Gown" relationship between UW and the Madison community

PROJECT PARTNERS

- Project Manager, Organizer and Oversight: Madison Area Sports Commission
- Project Partners: University of Wisconsin (Chancellor's Office), Wisconsin Foundation & Alumni Association, UW Athletics, Garding Against Cancer, and Greater Madison Convention & Visitors Bureau

TIMELINE

- Winter 2017: Project planning and brand build-out
- Summer-Fall 2017: Statue locations determined
- Fall 2017: Sponsorship sales begin
- Fall 2017: Call to Artists
- Fall 2017: First statue unveiled for a "sneak peek"
- January 2018: Artists receive statues
- March 2018: Artists return completed statues
- April 2018: Statues prepared to go on the streets
- May 1, 2018: Preview party for sponsors and VIP
- May 6, 2018: Overnight install of statues
- May 7, 2018: Parade officially begins and all statues are unveiled
- May 2018: Merchandise sales begin with the University Book Store
- September 13, 2017: Parade concludes and statues are removed
- September 29, 2018: Auction and final farewell event

CONTACT

For more information or questions on Bucky on Parade, please visit the parade website (buckyonparade.com) or contact Kate Dale (dale@madisonsports.org / 608.441.3946).

Locations For Street Use Consideration

Statue Number: 76

Location: Manchester Place- near Bcycle station corner of WI ave.

Location Address: 2 E. Mifflin St.

Indoor / Outdoor: Outdoor

Base Type: Cement

Ground Type: Concrete

Notes (Approval Process): 12:00:00 AM

Notes (Install):

Notes (Permit):



Statue Number: 90

Location: Top of State St.

Location Address: 100 W. Mifflin St.

Indoor / Outdoor: Outdoor

Base Type: Cement

Ground Type: Concrete

Notes (Approval Process): 12:00:00 AM

Notes (Install): On stage under Forum of Origin statue

Notes (Permit):



Statue Number: 91

Location: Peace Park

Location Address: 452 State St.

Indoor / Outdoor: Outdoor

Base Type: Cement

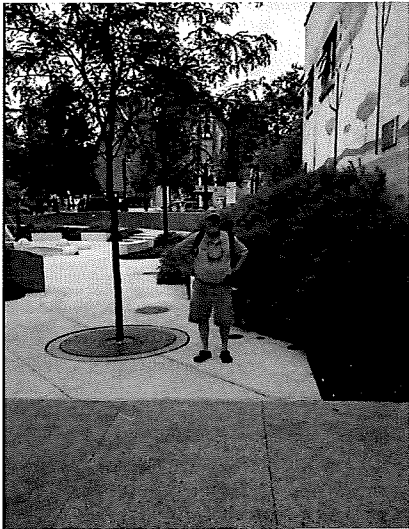
Ground Type: Concrete

Notes (Approval Process):

Notes (Install):

Notes (Permit):

Options



Statue Number: 92

Location: 449 State St.

Location Address: 449 State St.

Indoor / Outdoor: Outdoor

Base Type: Cement

Ground Type: Concrete

Notes (Approval Process): 12:00:00 AM

Notes (Install): On sidewalk on Broom St. side by the crosswalk.

Notes (Permit):



Statue Number: 94

Location: Frances St. Plaza

Location Address:

Indoor / Outdoor: Outdoor

Base Type: Cement

Ground Type: Concrete

Notes (Approval Process): 12:00:00 AM

Notes (Install): On first step going up towards Langdon St.

Notes (Permit):



Statue Number: 96

Location: Urban Outfitters

Location Address: 604 State St.

Indoor / Outdoor: Outdoor

Base Type: Cement

Ground Type: Concrete

Notes (Approval Process): 12:00:00 AM

Notes (Install): IN front of the store in private property area, in front of display window.

Notes (Permit):



Statue Number: 97

Location: Under Armour

Location Address: 610 State St.

Indoor / Outdoor: Outdoor

Base Type: Cement

Ground Type: Concrete

Notes (Approval Process): 12:00:00 AM

Notes (Install): The ideal location is outside, but could potentially land inside.

Notes (Permit):



Statue Number: 98

Location: State Street Brats

Location Address: 603 State St.

Indoor / Outdoor: Outdoor

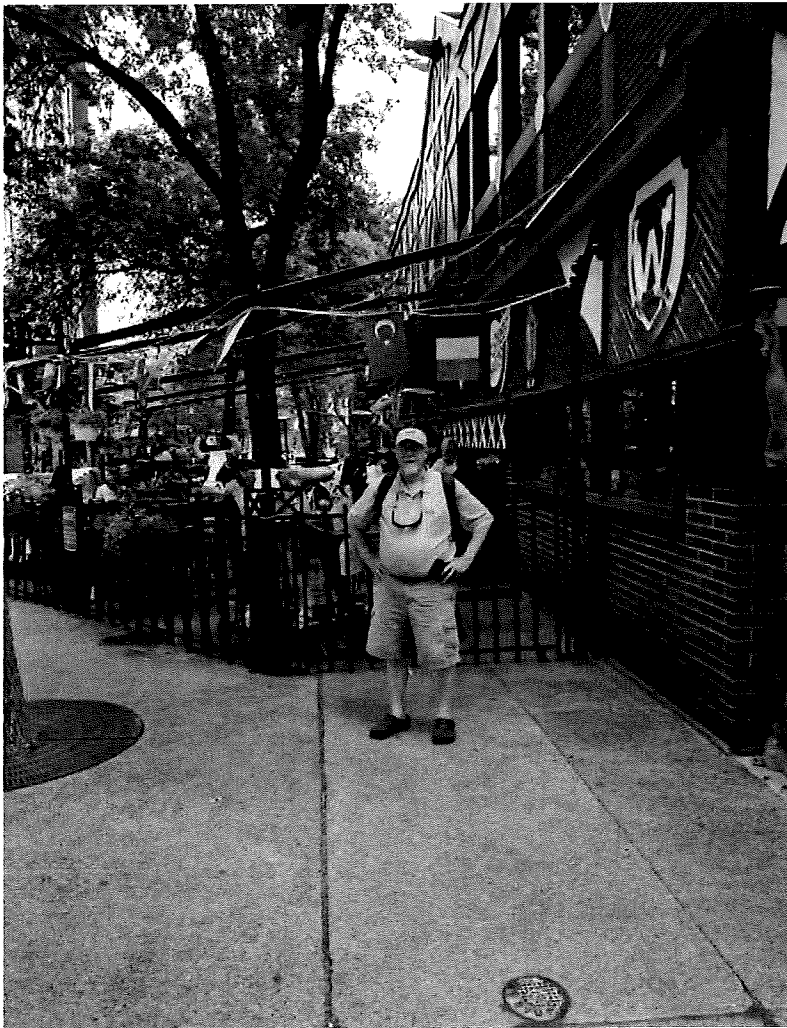
Base Type: Cement

Ground Type: Concrete

Notes (Approval Process): 12:00:00 AM

Notes (Install): In front of cafe facing State St. next to building.

Notes (Permit): 12:00:00 AM



Statue Number: 102

Location: Triangle in front of Lucille

Location Address: 101 King St, Madison, WI 53703

Indoor / Outdoor: Outdoor

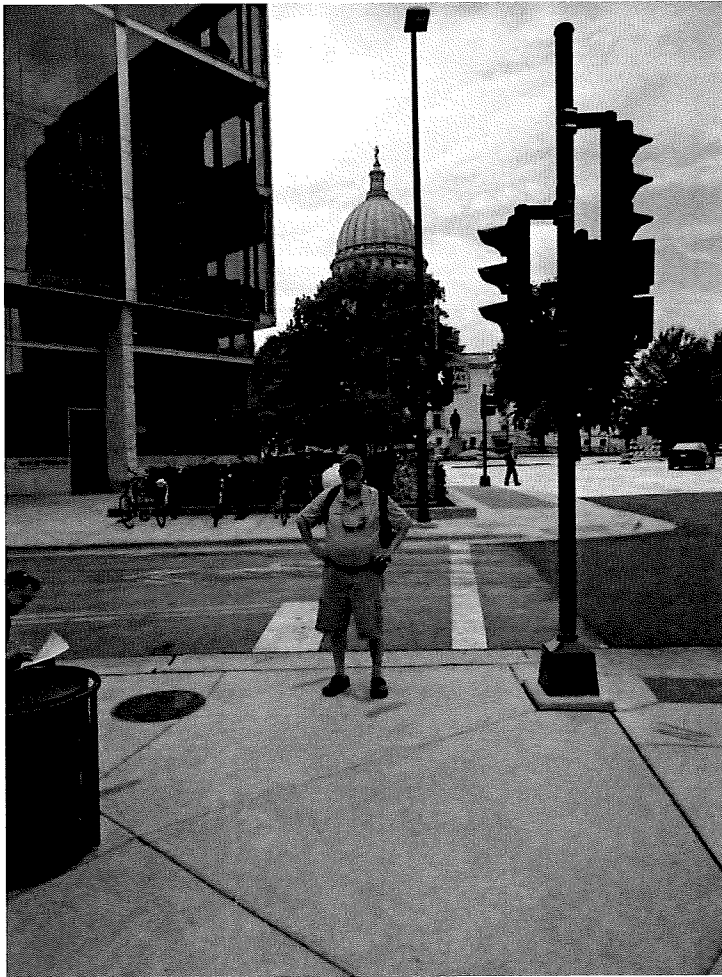
Base Type: Cement

Ground Type: Concrete

Notes (Approval Process): 12:00:00 AM

Notes (Install): To the left of the crosswalk if looking at Capitol/Park Bank.

Notes (Permit):



Statue Number: 104

Location: In front of Bel-Air

Location Address: 111 MARTIN LUTHER KING JR. BLVD.

Indoor / Outdoor: Outdoor

Base Type: Cement

Ground Type: Concrete

Notes (Approval Process): 12:00:00 AM

Notes (Install): Further down towards DLUX, directly across from the BMO side. Facing Monona.

Notes (Permit):



Statue Number: 107

Location: francis street colectivo

Location Address: 583 State St, Madison, WI 53703

Indoor / Outdoor: Outdoor

Base Type: Cement

Ground Type: Concrete

Notes (Approval Process): 12:00:00 AM

Notes (Install): In front of second large window on Frances St. Side.

Notes (Permit): 12:00:00 AM

