

GREATER BUCKY OPEN



CALL BUCKY 818.424.8000
www.greaterbuckyopen.com



UWHealth

American Family
 Children's Hospital

G R E A T E R B U C K Y O P E N

27th Annual – September 15, 2023 – Blackhawk CC



golf



donate



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The Greater Bucky Open strives to bring comfort, support and a welcome distraction to patients and families at the University of Wisconsin Health's American Family Children's Hospital along with showing appreciation for Bucky Badger student mascots.

TRANE SPONSOR at www.GreaterBuckyOpen.com or call Bucky 818.424.8000



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DAVID & MARIANNE ENGLES

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AVA NUSSBAUM

MADDON & FINLEIGH MCARTHUR





WHO WE ARE

UWHealth

American Family
Children's Hospital

- Founded 1997 by a former Bucky Badger Mascot and run 100% by a family of volunteers
- Benefits American Family Children's Hospital and Bucky Badger student mascot program
- Official 501(c)3 Non-Profit Entity
- Outing regularly sells out with 144 golfers hosted on a Friday before a home Badger football game
- Supported by the University, Hospital, Athletics, and notable Wisconsinites



The Hildebrandt Family



WHAT WE DO



American Family
Children's Hospital

GO FAMILY FUNFEST. A fun filled event with Bucky Badger bringing joy and toys to the children and families at the AmFam Children's Hospital. Closed to the public but all encouraged to donate toys or gift cards for Bucky and UW Athletes to pass out at the event.

GO GOLF OUTING. This golf event is the longest standing fundraiser in the history of the AmFam Children's Hospital. We regularly sell out with 144 golfers and are proudly supported by the UW Foundation, Athletics, local businesses, and area notables.

GO CHARITY CONCERT. Featuring the popular country band, **Madison County**, we enjoy great music at the Red Rock Saloon with celebrity bartenders serving drinks.

GO BADGER FOOTBALL TAILGATE. We post up near Camp Randall to enjoy food and drinks before the game.



SOME OF THE FUN WE HAVE FUNDRAISING





CHARITY CONCERT

Live Music & Celebrity Bartenders
FRIDAY, Sept 15th @7pm



Red Rock Saloon
222 W. Gorham St, Madison



Featuring



donate



venmo

Greater Bucky Open
@supportGBO

Join us at the 2nd Floor Private Bar!
7:00p-10:00p Celebrity Bartenders
9:30p-1:30a Live Music

Proceeds benefit:

**UW Health's American Family
Children's Hospital**

www.GreaterBuckyOpen.com | 818.424.8000

GO CELEBRITY STARTER

UWHealth

American Family
Children's Hospital

2023

Chris McIntosh, Athletic Director

Chris McIntosh began his tenure as Director of Athletics at Wisconsin on July 1, 2021. McIntosh previously served as Wisconsin's deputy athletic director since 2017 under former Wisconsin director of athletics Barry Alvarez. McIntosh, a consensus All-America offensive tackle who captained Wisconsin's back-to-back Big Ten and Rose Bowl champions in 1998 and 1999, returned to UW in 2014 after a successful business career.



[Full bio here](#)

During his time at Wisconsin, student-athletes have excelled both athletically and academically. The overall Graduation Success Rate for UW student-athletes is 91 percent, including record highs in each of the last three years. He has also been a part of outstanding athletic success in his six-plus years as an administrator. The football team has made three appearances in New Year's Six bowl games, the men's basketball team won the 2020 Big Ten title, the women's hockey team has won two national championships, the volleyball team has won two Big Ten titles and finished as the national runner-up in 2019 and the men's hockey team won the 2021 Big Ten crown.



Celebrity Starters

UWHealth

American Family
Children's Hospital

Celebrity Starters *(all attend and present at our events)*

2023 **Chris McIntosh**, UW Athletic Director

2022 **Marisa Moseley**, UW Basketball Head Coach

2021 **Kelly Kahl**, CBS Entertainment President

2020 **Al Toon**, UW & NFL Football Legend

2019 **Mike Leckrone**, UW Band Director Legend

2018 **Mark Tauscher**, UW & Packers Football Hall of Famer

2017 **Tony Granato**, UW Hockey Head Coach & NHL Stud

2016 **Greg Gard**, UW Basketball Head Coach

2015 **Jim Leonhard**, UW player Coach & NFL Football Stud

2014 **Mike Koval**, Madison Police Chief + Former Bucky Mascot

2013 **Mark Johnson**, UW & Olympic Hockey Legend

2012 **Trent Jackson**, UW Basketball Legend

2011 **Pat Richter**, UW Football & Athletic Director Legend

2010 **Barry Alvarez**, UW Football & Athletic Director Legend

2009 **Mike Eaves**, UW & NHL Hockey Stud

2008 **Ron Dayne**, UW, NFL, Heisman Winning Football Legend



BENEFICIARIES



- 100% of Sponsors' donations gets passed on to our two beneficiaries (we keep a lean overhead)
- \approx 90% goes directly to the **University of Wisconsin's American Family Children's Hospital** for UW Kids Cancer Endowed Fund, Patients & Family Endowed Fund, CHAMPS for Children Facility Dog Fund, and AFCH Greatest Needs
- \approx 10% goes towards **Bucky Badger Student Mascots** via the Bucky Badger Student Mascot Endowed Fund



YOU CAN HELP!

UWHealth

American Family
Children's Hospital

Become a **SPONSOR**. *Naming rights, advertising exposure, tax deductions, good karma*

Donate **MONEY**. *We need financial contributions to keep our vital AFCH's patient and family programs running, advance critical pediatric cancer research, support AFCH's greatest needs, the GBO Family Lounge and the Bucky Badger Student Scholarship Fund*

Donate **TOYS**. *More toys = more smiles during our visit with Bucky to the AFCH*

Donate **AUCTION ITEMS**. *All auction dollars raised goes to the beneficiaries*

Sign up for **GOLF**. *We sell out early so register now to guarantee your spot*

Promote the good **GBO NEWS**. *Forward this email to family, friends, colleagues, bosses, and companies to let them know the fun we have and good we do*

Join our **GBO SOCIAL NETWORKS**. *Become a fan of our GBO Social Networks Facebook, Instagram, and Twitter.*



SPONSOR LEVELS



American Family
Children's Hospital

BUCKY

	SILVER	GOLD	PLATINUM	RED & WHITE	BUCKY	ELITE	TITLE
Item	\$ 250	\$ 500	\$ 1,000	\$ 2,500	\$ 5,000	\$10,000	\$ 25,000
Hole Signage	Y	Y	Y	Y	Y	Y	Y
Website Link	Y	Y	Y	Y	Y	Y	Y
Program Recognition	Y	Y	Y	Y	Y	Y	Y
Picture with Bucky	Y	Y	Y	Y	Y	Y	Y
GBO Award Recognition		Y	Y	Y	Y	Y	Y
Logo on Apparel		Y	Y	Y	Y	Y	Y
Press Release Mention			Y	Y	Y	Y	Y
Additional Signage				Y	Y	Y	Y
Special Bucky Recognition				Y	Y	Y	Y
GBO Foursome					Y	Y	Y
GBO Press Opportunities					Y	Y	Y
Elite Promotion & Exposure						Y	Y
Title Name Rights							Y

SPONSORSHIP LEVELS – 1 of 2

\$25,000 EVENT SPONSOR

Title Sponsor: “The Greater Bucky Open presented by YOUR COMPANY” plus everything in the BUCKY ELITE CLUB.

\$10,000 BUCKY ELITE CLUB

Name signage on two holes, company logo and link on www.greaterbuckyopen.com home page, recognition in program, picture with Bucky, name mentioned at GBO Awards Ceremony, company logo on GBO apparel in prominent position, mentioned on press releases, free foursome in GBO golf outing, opportunity for signage at event, whenever possible mentioned in GBO related articles and TV interviews, plus featured in overall email & social campaigns.

Value: Supports pediatric cancer research projects and provides all family meals for two weeks

\$5,000 BUCKY CLUB

Name signage on one hole, company logo and link on www.greaterbuckyopen.com website, recognition in program, picture with Bucky, name mentioned at GBO Awards Ceremony, company logo on GBO apparel in prominent position, mentioned on press releases, free foursome in GBO golf outing, opportunity for signage at event, whenever possible mentioned in GBO related articles and TV interviews.

Value: Supports pediatric cancer research projects and provides all family meals for a week

SPONSORSHIP LEVELS - 2 of 2

\$2,500 RED & WHITE CLUB

Name signage on one hole, company logo and link on www.greaterbuckyopen.com website, recognition in program, picture with Bucky, name mentioned at GBO Awards Ceremony, company logo on GBO apparel in prominent position, mentioned in press releases, opportunity for additional signage at event.

Value: Supports pediatric cancer research projects and provides all family meals for a day

\$1,000 PLATIUNUM CLUB

Name signage on one hole, company logo and link on www.greaterbuckyopen.com website, recognition in program, picture with Bucky, name mentioned at GBO Awards Ceremony, company logo on GBO apparel in prominent position, mentioned in press releases.

Value: Supports one pediatric cancer research project

\$500 GOLD CLUB

Name signage on one hole, company logo and link on www.greaterbuckyopen.com website, recognition in program, picture with Bucky, name mentioned at GBO Awards Ceremony, company logo on GBO apparel.

Value: Provides family meals for every family in the children's hospital for one day

\$250 SILVER CLUB

Name signage on one hole, company logo and link on www.greaterbuckyopen.com website, recognition in program, picture with Bucky, name mentioned at GBO Awards Ceremony.

Value: Provides a human hair wig for a patient undergoing chemotherapy treatment



SPONSOR ONLINE

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News Publicity

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DANE COUNTY'S PROGRESSIVE NEWSPAPER

The Capital Times

MONDAY AFTERNOON

WISCONSIN

Link to Badger pride raised money for UW Children's Hospital

...for the past seven years. This year was the first in which golfers were 1 away after the outing made its 144-
pant limit, Hildebrandt said of the 2003 which he pronounced a total success. addition to Hildebrandt and a number of former Bucky, the seven current UW stu- who share Bucky mascot duty were on Sunday to soak in the red and receive a few om those who donned the heavy mascot ne in previous years. ury Adamic, a UW-Madison sophomore as the honor of being one of this year's s, said the best advice the alumni mascots

had to offer was to wear a back brace. But Adamic and sophomore Brian Leitzke, a fellow 2003 Bucky agreed that the backbreaking Bucky work is worth while. "It's just nice being able to make so many people happy," Leitzke said. Hildebrandt said making people happy — specifically young patients at the UW Children's Hospital — is one of the objectives of the outing. This, he said, was never more apparent than on Friday when Bucky and a group of UW athletes visited the hospital as a kickoff for the event.

Bucky

As for the outcome of the outing, a Badger victory was inevitable.

A foursome including Jeff Loomaris, Craig Endries, Brian Hofensberger and early '80s Badger football star Al Toon took first place.

"When I can do something to raise money for the UW, I always like to oblige," Toon said after accepting his trophy.

continued from Page 1A

E-mail: jpotante@madison.com

Charity golf benefits children

Greater Bucky Open raises money for student mascots and the UW Children's Hospital

BY CALEY MEALS
Features Editor

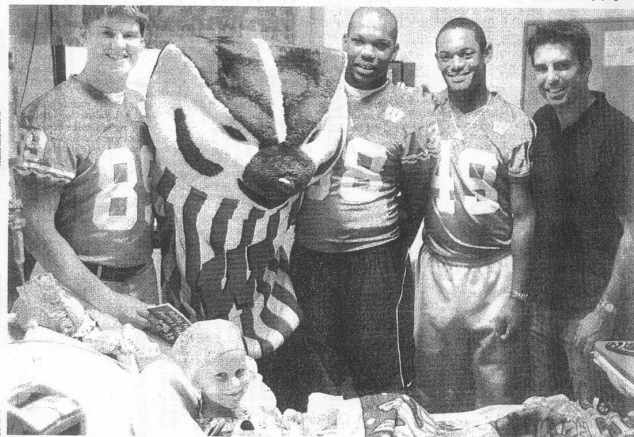
When a former Bucky Badger mascot graduated from the University of Wisconsin in 1993 and moved to California, he knew he would not be able to stay away from Madison forever. During his time at UW, Derek Hildebrandt portrayed

Bucky at many UW athletic events, and when he decided to give something back to his college community a few years later, Bucky was his inspiration. Since 1997, Hildebrandt has organized and run the Greater Bucky Open, a charity-golf event that raises money every year for the Bucky Badger student mascots and, in recent years, for the UW Children's Hospital. "While making plans to return to Madison in the fall of '97, I came to the conclusion that by hosting a golf tournament I could kill a number of birds with one golf ball," Hildebrandt said. "I realized that I could visit family and friends, enjoy some Wisconsin

fall weather, attend a UW football game, golf the Ridge and raise some money for the Badger Fund to support the Bucky."

The event is always held on a home UW football weekend, and this year's event was held yesterday at the University

See Charity, page 4



Derek Hildebrandt and Bucky visit a patient at the UW Children's Hospital during a past Greater Bucky Open weekend. (Photo courtesy of Derek Hildebrandt)

Treana Lindquist receives a visit as part of the Greater Bucky Open. Football players, Bucky and a film crew visited the UW Children's Hospital distributing toys, autographing programs and talking to the kids. From left: Joel Nellis, Bucky, Kurt Ware, Brandon Kelly, Open founder and former Buckingham U. Badger Derek Hildebrandt.

Charity, from page 1

Ridge Golf Course, where Hildebrandt encouraged participants to "celebrate UW's victory over North Carolina."

Prior to Sunday's golf event, the Bucky Open kicked off the weekend last Friday at the Children's Hospital, where Hildebrandt, members of the UW Football team and Bucky Badger himself handed out stuffed animals to patients.

Collecting toys and bringing them to the children has been a "highlight" of the event, according to Hildebrandt, since the Children's Hospital was first added to the GBO program over two years ago.

In the six years of the GBO's existence, the number of participants has risen from an initial 12 golfers to this year's 144 golfers, the maximum number the Ridge golf course can allow. "The golf outing itself is not

your ordinary event. We have many prizes and contests for every range of golfer," Hildebrandt said. "For example, we have trophies for worst shot of the day, shortest drive, and we also tie up inflatable cows to the pins on a few par 3s and have a 'Closest to the Cow' contest."

Last year's events raised \$4,000 for the Children's Hospital and Badger Mascots, and Hildebrandt expected that

this year's GBO would raise even more.

UW Chancellor John Wiley is a big supporter of the event and in past years has even participated in the golf portion of the event.

"As Chancellor, I am very proud to be a part of a University that has such a wonderful and supportive alumni," Wiley said.

"Especially alumni that are former Bucky Badgers!"

"It's amazing. Imagine being in front of 75,000 people and basically entertaining people. They did a lot of fun events," he said. Also, as a Bucky mascot, Hildebrandt got to be on the field and catch glimpses of the games. "You never sit around and do nothing. You're always rubbing someone's bald head, doing

he will visit the U Hospital with mer Badger football team. "It's really cool," the hospital visit. "guys, they've got st up to them. You wal with Bucky and th light up."

Meet the Badgers

Seven-year-old Marques Atkins of Madison entertains Badger football players Mark Anelli, Bryson Thompson, Jason Schick and Bob Docherty and UW-Madison alum Derek Hildebrandt (in golf shirt) during a visit Friday to the UW Children's Hospital. The visit was to promote today's Greater Bucky Open Golf Tournament, a fund-raiser for the hospital.

Hildebrandt and the rest of the

THE BADGER HERALD
THE UNIVERSITY OF WISCONSIN'S INDEPENDENT STUDENT NEWS SERVICE
WWW.BADGERHERALD.COM
VOLUME 102 NUMBER 18
SEPTEMBER 22, 2003



TV & Radio Publicity

UWHealth

American Family
Children's Hospital



W-9
Request for Taxpayer Identification Number and Certification

Greater Bucky Open, Inc.
150 East Gilman Street
Madison, WI 53703

Employer Identification Number (EIN) **04-2161701**

LEGAL FORMS

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **DEC 12 2002**

Employer Identification Number: 04-2697080
DUI: 17053226069022
Contact Person: DAVID B KOUCZY
Contact Telephone Number: 608-261-1497
Accounting Period Ending: December 31
Foundation Status Classification: 509(a)(2)
Advance Ruling Period Begins: June 6, 2002
Advance Ruling Period Ends: December 31, 2006
Advance Ruling Period Begins: December 31, 2006
Admission Applies: No

DEPARTMENT OF THE TREASURY
INTERNAL REVENUE SERVICE
MOLTSVILLE, WI 90501

TO: ALA) JUN 22 2002
DATE OF THIS NOTICE: 07-15-2002
NUMBER OF THIS NOTICE: CP 615 E
FORMER IDENTIFICATION NUMBER: 04-2697080
EIN: 04-2161701

Jim Doyle
Governor

WISCONSIN DEPARTMENT
REGULATION & LICENSING



Celia M. Jackson
Secretary

Part 1 Certification

I, the undersigned, certify that:

- The number shown on this form is the correct taxpayer identification number (TIN) for the individual named on Line 1 of this form to be used in all federal tax reporting.
- I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I am not being notified by the Internal Revenue Service (IRS) that I am subject to backup withholding, or (c) I am not being notified by the IRS that I am subject to backup withholding, and
- I am a U.S. person (including a U.S. resident alien).

For completion instructions, you must check one box if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report interest and dividends on your return. For new return filers, there is no need to check this box. If you are not being notified by the IRS that you are currently subject to backup withholding, you must check one box if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report interest and dividends on your return. For new return filers, there is no need to check this box. If you are not being notified by the IRS that you are currently subject to backup withholding, you must check one box if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report interest and dividends on your return. For new return filers, there is no need to check this box.

Purpose of Form

A person who is required to file an information return with the IRS, must obtain your correct taxpayer identification number (TIN) to report on the return. Reporting your TIN to the person requesting it (the requester) and, when applicable, to the person requesting a refund, is your responsibility. It is your responsibility to provide your correct TIN to the person requesting it (the requester) and, when applicable, to the person requesting a refund. It is your responsibility to provide your correct TIN to the person requesting it (the requester) and, when applicable, to the person requesting a refund.

FOR ASSISTANCE CALL US AT: 1-800-829-1046

OR WRITE TO THE ADDRESS SHOWN AT THE TOP LEFT:

IF YOU WRITE, ATTACH THE STUB OF THIS NOTICE.

0000419
GREATER BUCKY OPEN INC
%NELSON PO BOX 1497
MADISON WI 53701

Dear Applicant:

Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably expect to be a publicly supported organization described in section 509(a)(2).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. This advance ruling period begins and ends on the dates shown above.

Within 90 days after the end of your advance ruling period, you must send us the information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, we will classify you as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make

This is the new official blue license for Department of Regulation and Licensing

State of Wisconsin
DEPARTMENT OF REGULATION AND LICENSING
Committed to Equal Opportunity in Employment and Licensing



Credentialed
CHARITABLE ORGANIZATION

No: 8308 - 800 Expires 07/31/2006

GREATER BUCKY OPEN INC
%NELSON PO BOX 1497
MADISON WI 53701

The person whose name appears on this document has complied with the provisions of the Wisconsin Statutes and holds the credential specified above

C
N
P
T

GREATER BUCKY OPEN INC
%NELSON PO BOX 1497
MADISON WI 53701

The named person has complied with Wisconsin Statutes and holds the credential specified above

Signature

Letter 1045 (06/02)

No. 8308 - 800

The State of Wisconsin
Department of Financial Institutions

GREATER BUCKY OPEN INC

is hereby certified to engage in business as a

CHARITABLE ORGANIZATION

in the State of Wisconsin. This certification was approved on the 6th day of August in the year 2003.

The authority granted herein must be renewed by August 1 of each year by the granting authority.

In witness thereof, the State of Wisconsin
Department of Financial Institutions
has caused this certificate to be issued under the seal of the Department of Financial Institutions



Kathy Blumenfeld

Patricia Epstein

Kathy Blumenfeld
Secretary, Department of Financial Institutions

Patricia Epstein
Administrator, Division of Corporate and Consumer Services

This certificate of registration must be displayed conspicuously in the registrant's office or place of business.

This certificate was printed on the 26th day of July in the year 2001

State of Wisconsin
DEPARTMENT OF REGULATION AND LICENSING
Committed to Equal Opportunity in Employment and Licensing

Credentialed
CHARITABLE ORGANIZATION

No: 8308 - 800 Expires: 07/31/2007

GREATER BUCKY OPEN INC
%NELSON PO BOX 1497
MADISON WI 53701

The person whose name appears on this document has complied with the provisions of the Wisconsin Statutes and holds the credential specified above

CH 445.11, WIS. STATS. REQUIRES YOU TO NOTIFY THE DEPARTMENT OF A NAME OR ADDRESS CHANGE WITHIN 30 DAYS. PLEASE NOTIFY US AT P.O. BOX 8935, MADISON, WI 53708-8935 OR VIA THE WEB AT <http://drl.wi.gov>

THIS IS YOUR POCKET IDENTIFICATION CARD **32842**

Field Here #40 (Rev. 04/05)

State of Wisconsin
DEPARTMENT OF REGULATION AND LICENSING
Committed to Equal Opportunity in Employment and Licensing

CHARITABLE ORGANIZATION

No: 8308 - 800 Expires: 07/31/2007

GREATER BUCKY OPEN INC
%NELSON PO BOX 1497
MADISON WI 53701

The named person has complied with Wisconsin Statutes and holds the credential specified above

Signature

DOWNLOAD FORMS at
www.greaterbuckyopen.com/documents



Help Us, Help UW Kids



Derek Hildebrandt, Founder
Bucky 1991-1993
818.424.8000

derek@supportgbo.org
www.greaterbuckyopen.com