

Badgers

in

Themed

Entertainment



2025 Sponsorship Package



1415 Engineering Drive
Rm 1150
Madison Wi, 53706



bite.wisc@gmail.com

bite.engr.wisc.edu

About Us

Founded in Spring 2024, Badgers in Themed Entertainment (BiTE) is a student-run organization dedicated to bridging the gap between engineering and themed entertainment. With hands-on experience and industry insight, our club members will become the next generation of attraction designers, safety engineers, and special effect visionaries.

With over 115 members and 60 active students, BiTE has quickly grown to be one of UW-Madison's most exciting student organizations.



Our Community

We span a wide range of majors and backgrounds, and 89% of our members are from the College of Engineering.

From Data Science to Mechanical Engineering majors, we are tied together by our shared passion to create unforgettable experiences in the entertainment industry.



Our Mission

The mission of the club is to facilitate the development of the themed entertainment industry and education of the amusement industry at the University of Wisconsin-Madison. It will inform the members of engineering developments through activities and events, promote fellowship and interaction with other members and professionals, and provide opportunities to be involved with the themed entertainment industry, and the enthusiastic community at this university.

Our Projects

Our 24-25 project was a launching model roller coaster that weaves through the vibrant landscapes of Madison. Showcasing not only our engineering skills - from structural design to propulsion systems - but taking riders on a thrilling tour of the city's best spots.

Our roller coaster, Bucky's Blast Off features a carefully designed track with optimal energy conservation principles, launched by a pneumatic system that emulates real roller coaster mechanisms. Through interactive elements capturing Madison, from State Street to Bucky Badger, each component was CAD-designed and fabricated using 3D printing, laser cutting, and painting.



2025 - 2026 Projects

This year, we will be working on two projects: a Dark Ride and a Ride Vehicle. Focusing on design and creativity, we aim to build leadership skills through team breakouts, fostering a welcoming community for any student and expanding engineering solutions.

Dark Ride Project

Our model dark ride will be about 4X the size of our coaster, featuring a tracked ride car, animatronics, and light and show systems!

Ride Vehicle Project

We are excited to fabricate a model-sized ride vehicle, compliant to ASTM standards, and further study the mechanics of restraints and safety systems!

Club Events

BiTE actively participates in many campus and community events, showcasing our projects and inspiring the next generation of entertainment engineers. Our presence at events always includes a fun booth, welcoming members, and sponsor exposure.

Engineering Expo

Over 5,000 families and students from the Madison area attend booths by student orgs and companies to get a better idea of what engineering really means, through activities catered to them.



Engineering Bash & Org Fairs

This biannual engineering club showcase is attended by ~2000 students per semester who learn about the programs happening in the School of Engineering, and have the possibility to join the clubs.



ASTM F24 Symposia

Club members travel to conferences biannually to meet professionals in the industry, gain meaningful connections, and help work on the standards that define the amusement and ride industry.

TMU Thrill Design Competition

With one year of participation, club members have the opportunity to put safety standards and creativity to use to design anything related to theme parks and attractions.

Sponsorship Levels

	Strata \$800+	Giga \$500-\$799	Hyper \$250-499	Mega \$50-\$249
Logo on Website and Infographic Media				
Name and Logo on 2026 Project				
Name and Logo on T-shirts				
Access to Team Resume Book				

Please make checks out to “Badgers in Themed Entertainment” and send it to
1150 Engineering Hall, 1450 Engineering Drive,
Madison Wi 53706

Thank you for your support!