



EVENT SPONSORSHIP OPPORTUNITIES

Only
All-Girls School to be
STEM-Accredited



45 Zip Codes



\$1,000,000
Awarded in Tuition Assistance



510
Total Enrollment

MERCY ACADEMY

5801 FEGENBUSH LANE
LOUISVILLE, KY 40228
(502) 671-2010

MERCYACADEMY.COM



EVENT SPONSORSHIP OPPORTUNITIES

Four events are available each year for corporate or family sponsorships.

October - Mercy Walk
Fall - Father-Daughter Night (dates fluctuate)
February - Benefit Off Broadway
March - Mother-Daughter Luncheon

Events are detailed in this packet.
For more information, please reach out to the Advancement Team.



Leslie Hibdon, Director of Advancement
lahibdon@mercyjaguars.com



Emily Willis, Director of Annual Giving & Alumnae Relations
ewillis@mercyjaguars.com



Valerie Downs, Special Events Coordinator
vdowns@mercyjaguars.com



Candace Cox, Advancement Services Manager
ccox@mercyjaguars.com

MERCY ACADEMY

5801 FEGENBUSH LANE
LOUISVILLE, KY 40228
(502) 671-2010

MERCYACADEMY.COM

2024 MERCY WALK SPONSOR INFORMATION

Mercy Academy will host our annual Mercy Walk on Friday, October 4 on our beautiful campus.

This fun-filled student event will benefit our tuition assistance program, making a Mercy education a possibility for more young women in our community. Please consider supporting this wonderful cause!

Get in Touch with Us:

Valerie Downs '99

Special Events Coordinator

vdowns@mercyjaguars.com

502.671.2010

5801 Fegenbush Lane

Louisville, KY 40228



To become a walk sponsor, complete the enclosed sponsorship form and return it with your payment to Valerie Downs by September 11.

ALL SPONSORSHIPS INCLUDE

- Logo/Family Name featured in Mercy Academy's JAGWIRE magazine (distribution 7,000), Mercy Update emails (sent to all families, staff and students) and Alumnae Email.
- Student of your choice receives credit for your sponsorship donation. (Shared credit for sisters, option to split credit among up to 4 students of your choice.)
- Logo/family name on the Mercy website Walk page mercyacademy.com/giving/walk with a link to company website.

PRESENTING \$10,000

- Banner displayed on Walk day and through fall sports season (sponsor to provide)
- Sponsor banner displayed at Walk Kickoff pep rally (sponsor to provide). Event is live streamed on Mercy's Facebook page
- Listed as presenting sponsor on thank you emails sent to all website donors
- Option to appear in a 'Sponsor Spotlight' on Mercy's news station WJAG
- Logo or family name placement on the Mercy walk fundraising website
- Premier logo placement on back of Walk t-shirts, approximately 600 run
- Company logo/family name displayed in carpool line week of the walk
- Featured post on Mercy's Instagram (5,600 followers) and Facebook (8,300 followers)
- Logo or family name featured on Facebook cover photo week of event.
- Logo or family name featured on post-event mailing to all donors (1500 homes)

DIAMOND \$5,000

- Banner displayed on Walk day and through fall sports season (sponsor to provide)
- Sponsor banner displayed at Walk Kickoff pep rally (sponsor to provide). Event is live streamed on Mercy's Facebook page
- Option to appear in a 'Sponsor Spotlight' on Mercy's news station WJAG
- Logo or family name placement on the Mercy walk fundraising website
- Featured logo placement on back of Walk t-shirts, approximately 600 run
- Company logo/family name displayed in carpool line week of the walk
- Featured post on Mercy's Instagram (5,600 followers) and Facebook (8,300 followers)
- Logo or family name featured on Facebook cover photo week of event.

PLATINUM \$2,500

- Sponsor banner displayed on Walk day (sponsor to provide)
- Logo or family name placement on the Mercy walk fundraising website
- Priority placement on back of Walk t-shirts, approximately 600 run
- Company logo/family name displayed in carpool line week of the walk






































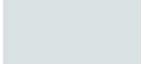




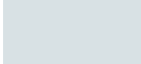




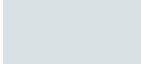




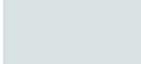




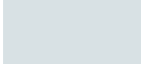


GOLD \$1,500

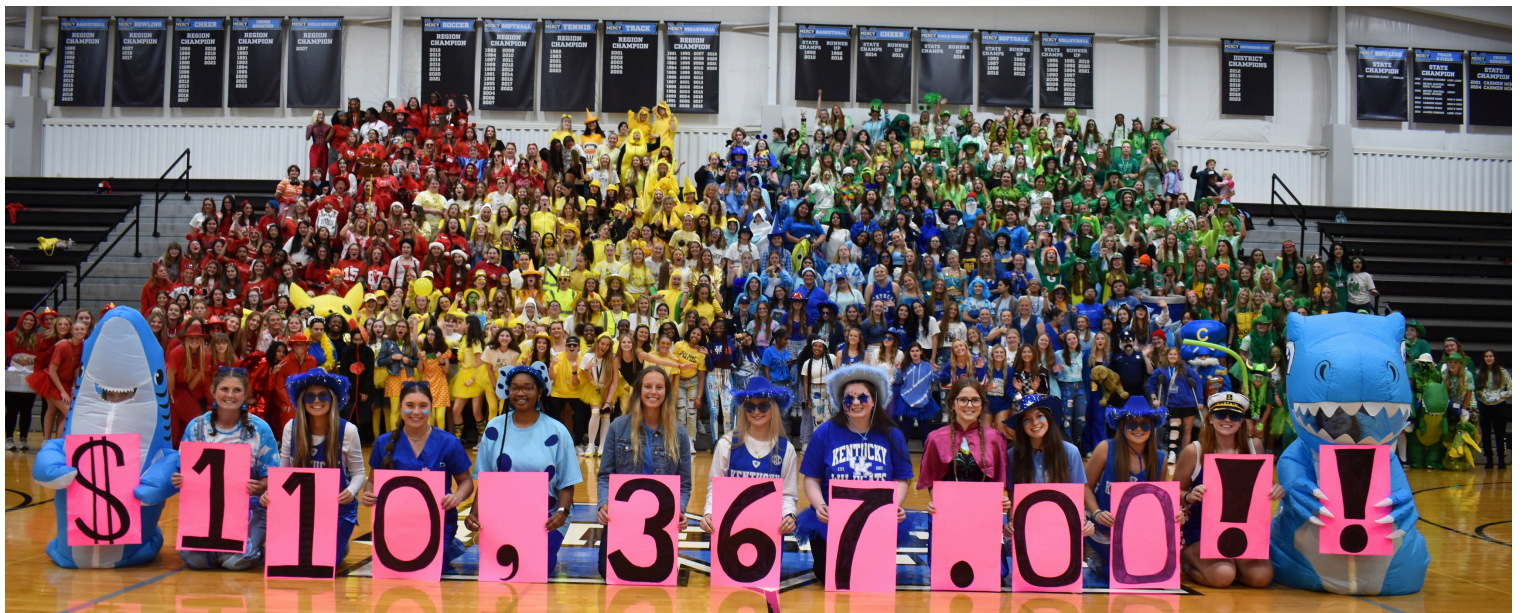
- Logo or family name placement on back of Walk t-shirts, approximately 600 run
- Company logo/family name displayed in carpool line week of the walk

BLUE \$750

- Logo or family name placement on back of Walk t-shirts, approximately 600 run

2024 Mercy Walk Sponsor Levels

	PRESENTING \$10,000	DIAMOND \$5,000	PLATINUM \$2,500	GOLD \$1,500	BLUE \$750
LOGO/FAMILY NAME FEATURED IN MERCY ACADEMY'S JAGWIRE MAGAZINE (DISTRIBUTION 7,000)					
LOGO/FAMILY NAME FEATURED IN MERCY UPDATE EMAILS (SENT TO ALL FAMILIES, STAFF AND STUDENTS) AND ALUMNAE EMAIL.					
STUDENT OF YOUR CHOICE RECEIVES CREDIT FOR YOUR SPONSORSHIP DONATION. (SHARED CREDIT FOR SISTERS, OPTION TO SPLIT CREDIT AMONG UP TO 4 STUDENTS OF YOUR CHOICE.)					
LOGO/FAMILY NAME ON THE MERCY WEBSITE WALK PAGE MERCYACADEMY.COM/GIVING/WALK WITH A LINK TO COMPANY WEBSITE.					
LOGO/FAMILY NAME PLACED ON THE MERCY WALK T-SHIRT PROVIDED TO ALL STUDENTS, FACULTY AND STAFF.					
COMPANY LOGO/FAMILY NAME DISPLAYED IN CARPOOL LINE THE WEEK OF THE EVENT.					
COMPANY LOGO/FAMILY NAME PLACEMENT ON THE MERCY WALK FUNDRAISING WEBSITE					
OPTION TO APPEAR IN A 'SPONSOR SPOTLIGHT' ON MERCY'S NEWS STATION WJAG VIEWED BY ALL STUDENTS AND FACULTY.					
COMPANY LOGO/FAMILY NAME FEATURED ON FACEBOOK COVER PHOTO WEEK OF THE EVENT.					
FEATURE ON MERCY'S FACEBOOK (8,300 FOLLOWERS) AND INSTAGRAM (5,600 FOLLOWERS) PAGES WITH LINK TO COMPANY WEBSITE.					
COMPANY/FAMILY NAME BANNER DISPLAYED AT WALK KICKOFF PEP RALLY, ON WALK DAY AND THROUGH FALL SPORTS SEASON IN EVAN'S PARK (SPONSOR TO PROVIDE)					
INCLUDED AS PRESENTING SPONSOR ON THANK YOU EMAILS SENT TO ALL WEBSITE DONORS AND ON POST-EVENT MAILERS SENT TO ALL DONORS.					





2024 WALK SPONSORSHIP AGREEMENT FORM

Please submit this form with Sponsorship donation by September 11, 2024 to ensure your company logo is included on the Walk T-shirt.

By Mail:

Attn: Mercy Walk
5801 Fegenbush Ln.
Louisville, KY 40228

By Email:

To Valerie Downs at
vdowns@mercyjaguars.com

Pay Online:

Walk website coming in
August.

SPONSORSHIP LEVEL

(please select one)

- ☐ Presenting \$10,000
- ☐ Diamond \$5,000
- ☐ Platinum \$2,500
- ☐ Gold \$1,500
- ☐ Blue \$750

Please email color and black and white company logos for inclusion on Walk T-shirt and marketing by September 11.

Valerie Downs
vdowns@mercyjaguars.com

SPONSOR INFORMATION

Sponsor Company/Family Name: _____

Contact Person: _____

Address: _____

Email : _____ Phone: _____

Additional Donation: _____ Total Payment: _____

Please credit the following current Mercy Student/Faculty/Staff member with this sponsorship:

(Student/faculty/staff name must be listed. The Advancement office is unable to choose a person to delegate credit to. Sisters receive shared credit. Credit can also be split among up to 4 students of your choice with each student receiving an equal % of the sponsorship.)

Get in Touch with Us:

Valerie Downs '99
Special Events Coordinator

✉ vdowns@mercyjaguars.com

📍 5801 Fegenbush Lane

🌐 <https://www.mercyacademy.com>





FATHER-DAUGHTER

BATS GAME

SEPTEMBER 8

ENJOY AN AFTERNOON TOGETHER WITH THE
MERCY COMMUNITY AT SLUGGER FIELD.

SEPTEMBER 8, 2024
12:30 PM - 3 PM
SLUGGER FIELD

\$40

Per Person

INCLUDES DINNER BUFFET, SOFT DRINKS, AND ADMISSION.

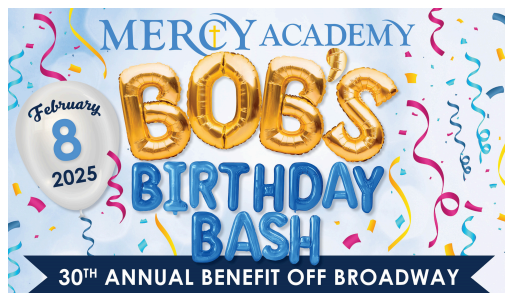
If a student's father is unavailable to attend, she is welcome to
attend with a grandparent, uncle, or other adult.



EVENT SPONSORSHIP INFORMATION

Presenting Sponsor - \$1,500

- Event is limited to one sponsor.
- Logo included on all event marketing including flyers posted in the school, email communication to current families and social media posts.
- Two tickets to the September 8 game.
- Option to set up a table in the event space to distribute giveaways or information to families in attendance.



Benefit Off Broadway (BOB) is our largest fundraiser for tuition assistance. It happens annually on the second Saturday of February. The event includes silent and live auctions, raffles, Wheel of Chance, a \$25,000 Capital Prize, live band and more.

BOB SPONSORSHIP PACKAGES

ATTENDEE PROFILE

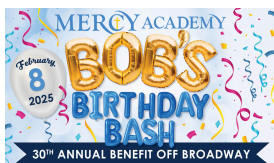
Average 375 attendees:
Alumnae, Parents and Current Families, Sponsors, Past-Parents Faculty, Staff & Coaches

BOB Evening Includes:

Dinner & Drinks
\$25,000 Capital Prize
Live Music and Dancing
Student Speaker
Fund a Student
Live Auction
Online Silent Auction
Wheel of Chance
Raffles
Bourbon Pull

	PRESENTING \$10,000	DIAMOND \$7,500	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1000
TAX DEDUCTIBLE PORTION	\$8,500	\$6,000	\$4,250	\$1,900	\$700
ADMISSION TO THE BENEFIT OFF BROADWAY - INCLUDING DINNER AND BEVERAGES FOR ATTENDEES	TWO TABLES OF 10 GUESTS	TWO TABLES OF 10 GUESTS	TABLE OF 10 GUESTS	TABLE FOR 8 GUESTS	FOUR SEATS
TWO BOTTLES OF WINE ON THE TABLE WITH DINNER SERVICE					
LOGO/FAMILY NAME PLACEMENT ON THE EVENT LIVE AUCTION PROGRAM AND DISPLAYED IN EVENT PRESENTATION.	PREMIUM PLACEMENT	PREMIUM PLACEMENT			
RECOGNITION ON THE MERCY WEBSITE, MERCYACADEMY.COM AND IN THE MERCY UPDATE EMAIL SENT TO ALL STUDENTS, FACULTY AND PARENTS.					
RECOGNITION IN THE MERCY ALUMNAE UPDATE EMAIL SENT TO ALL ACTIVE ALUMNAE					
COMPANY LOGO/FAMILY NAME DISPLAYED IN CARPOOL LINE THE WEEK OF THE EVENT.					
RECOGNITION IN THE MERCY ACADEMY JAGWIRE MAGAZINE, DISTRIBUTION LIST OF 7,000.					
ACKNOWLEDGEMENT ON THE MERCY ACADEMY FACEBOOK PAGE.					
PLACEMENT OF COMPANY LOGO/FAMILY NAME FEATURED ON THE BENEFIT OFF BROADWAY INVITATION MAILED TO OVER 6,000 HOUSEHOLDS.					
SPONSOR SIGNAGE IN THE MERCY ACADEMY GYM DURING THE EVENT.					
LOGO/FAMILY NAME ON SIGNAGE DISPLAYED DURING CARPOOL THE WEEK OF THE EVENT.					
ACCESS TO VIP BAR LINE FOR ALL GUESTS					
ACCESS TO VIP CHECK-IN LINE DURING EVENT REGISTRATION					
TWO RESERVED PARKING SPOTS AT EVENT ENTRANCE					
30-SECOND PROMOTIONAL VIDEO SHOWN DURING THE LIVE EVENT (SPONSOR TO PROVIDE)					

WHY BOB? Mercy Academy hosted its first Benefit in 1996 when we were located at 1176 East Broadway. This event was The Benefit On Broadway. When we moved to Fegenbush Lane in 2007, we honored our roots and tradition by changing the name to Benefit Off Broadway. Whether on or off Broadway, we at Mercy affectionately refer to the event as BOB!



BOB SPONSORSHIP PACKAGES

PRESENTING SPONSOR \$10,000

Event is limited to one Presenting Sponsor

- Two tables of ten with premier seating at Benefit Off Broadway. Each table includes two bottles of wine, dinner and beverages.
- Access to VIP bar line for all guests
- Access to VIP check-in line during event registration
- Premium Placement of Company Logo/family name featured on the Benefit Off Broadway invitation mailed to over 6,000 households.
- 30-second promo video shown during the live event (sponsor to provide)
- Premium Logo/family name placement on the event live auction program and in event presentation.
- Sponsor signage in the Mercy Academy Gym during the event.
- Logo on signage displayed during carpool the week of the event.
- Recognition on the Mercy website, mercyacademy.com and in the Mercy Update Email sent to all students, faculty and parents.
- Recognition in the Mercy Alumnae Update email sent to all active Alumnae
- Logo on the BOB website silent auction page with link to your website.
- Recognition in the Mercy Academy JagWire magazine, distribution list of 7,000.
- Acknowledgement on the Mercy Academy Facebook page.
- Company logo/Family name featured on the Mercy Academy Facebook page cover photo BOB week.

PLATINUM SPONSOR \$5000

- Table for ten with premier seating at Benefit Off Broadway. Each table includes two bottles of wine, dinner and beverages for all guests.
- Placement of Company Logo/family name featured on the Benefit Off Broadway invitation mailed to over 6,000 households.
- Premium Logo/family name placement on the event live auction program and in event presentation.
- Sponsor signage in the Mercy Academy Gym during the event.
- Logo on signage displayed during carpool the week of the event.
- Recognition on the Mercy website, mercyacademy.com and in the Mercy Update Email sent to all students, faculty and parents.
- Recognition in the Mercy Alumnae Update email sent to all active Alumnae
- Logo on the BOB website silent auction page with link to your company website.
- Recognition in the Mercy Academy JagWire magazine, distribution list of 7,000.
- Acknowledgement on the Mercy Academy Facebook page.

GOLD SPONSOR \$2,500

- Table for eight with at Benefit Off Broadway, includes dinner and beverages .
- Logo/family name placement on the event live auction program and displayed in event presentation.
- Recognition on the Mercy website, mercyacademy.com and in the Mercy Update Email sent to all students, faculty and parents.
- Recognition in the Mercy Alumnae Update email sent to all active Alumnae
- Recognition in the Mercy Academy JagWire magazine, distribution list of 7,000.
- Acknowledgement on the Mercy Academy Facebook page.

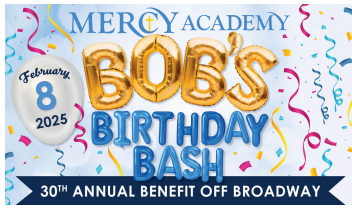
SILVER SPONSOR \$1,000

- Four seats at Benefit Off Broadway, includes dinner and beverages.
- Logo/family name placement on the event live auction program and displayed in event presentation.
- Recognition on the Mercy website, mercyacademy.com and in the Mercy Update Email sent to all students, faculty and parents.
- Recognition in the Mercy Alumnae Update email sent to all active Alumnae
- Recognition in the Mercy Academy JagWire magazine, distribution list of 7,000.
- Acknowledgement on the Mercy Academy Facebook page.

DIAMOND SPONSOR \$7,500

Event is limited to two Diamond Sponsors

- Two tables of ten with premier seating at Benefit Off Broadway. Each table includes two bottles of wine, dinner and beverages.
- Access to VIP bar line for all guests
- Access to VIP check-in line during event registration
- Two reserved parking spots by the event entrance
- Premium Placement of Company Logo/family name featured on the Benefit Off Broadway invitation mailed to over 6,000 households.
- Premium Logo/family name placement on the event live auction program and in event presentation.
- Sponsor signage in the Mercy Academy Gym during the event.
- Logo on signage displayed during carpool the week of the event.
- Recognition on the Mercy website, mercyacademy.com and in the Mercy Update Email sent to all students, faculty and parents.
- Recognition in the Mercy Alumnae Update email sent to all active Alumnae
- Logo on the BOB website silent auction page with link to your company website.
- Recognition in the Mercy Academy JagWire magazine, distribution list of 7,000.
- Acknowledgement on the Mercy Academy Facebook page.
- Company logo/Family name featured on the Mercy Academy Facebook page cover photo BOB week.



B.O.B. SPONSOR COMMITMENT

Please submit this form with attendee information form and sponsorship donation by November 15, 2024 to ensure your company logo is included on the invitation mailer. Sponsorship commitments due January 10, 2025

By Mail:

Attn: BOB
5801 Fegenbush Ln.
Louisville, KY 40228

By Email:

To Valerie Downs at
vdowns@mercyjaguars.com

Pay Online:

Visit the event website
mercybob25.givesmart.com

SPONSORSHIP LEVEL

(please select one)

- ☐ **Presenting \$10,000** (Tax deductible \$8,500) ☐ Gold \$2,500 (Tax deductible \$1,900)
- ☐ **Diamond \$7,500** (Tax deductible \$6,000) ☐ Silver \$1000 (Tax deductible \$700)
- ☐ **Platinum \$5,000** (Tax deductible \$4,250)

SPONSOR INFORMATION

Sponsor Company/Family Name: _____

Contact Person: _____

Address: _____

Email: _____ Phone: _____

Additional Donation: _____ Total Payment: _____

Authorized Signature: _____

Payment Method: Check _____ Online Credit Card _____ Phone Credit Card _____ Cash _____

Please email color and black and white company logos for inclusion on marketing materials to:

Valerie Downs
vdowns@mercyjaguars.com

Make all checks payable to Mercy Academy

Get in Touch with Us:

Valerie Downs '99
Special Events Coordinator
vdowns@mercyjaguars.com

Emily Willis
Director of Annual Fund
ewillis@mercyjaguars.com

Leslie Hibdon
Director of Advancement
lhibdon@mercyjaguars.com

mercybob25.givesmart.com
mercyacademy.com

Mercy Academy
5801 Fegenbush Lane
Louisville, KY 40228

502.671.2010

Table Captain Name: _____ Cell: _____

Attendee Name: _____ Cell: _____

Attendee Name: _____ Cell: _____

Attendee Name: _____ Cell: _____

Attendee Name: _____ Cell: _____

Attendee Name: _____ Cell: _____

Attendee Name: _____ Cell: _____

Attendee Name: _____ Cell: _____

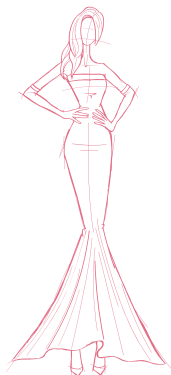
Attendee Name: _____ Cell: _____

Attendee Name: _____ Cell: _____





Mother-Daughter Luncheon & Style Show



Approximately 400 women in the Mercy Community come together for an afternoon of shopping, friendship and fashion. The event begins with a vendor market of around 30 vendors featuring local crafts and small businesses. Attendees then enjoy the luncheon followed by a style show where members of the senior class model spring and prom fashions as the emcee reads about each senior model.

Sunday, March 16, 2025
12:00 p.m.

2024 Fashions Provided By:



Xo Sophia's

Attendee Profile:

Current Students
Mothers
Guardians
Grandmothers
Aunts
Family Friends
Sisters
Vendors

Sponsorship Information

PRESENTING SPONSOR \$1,500

Limited to one presenting sponsor

- Two seats to the Mother-Daughter Luncheon and Style Show
- Option to speak to attendees between lunch and the style show
- Option to exhibit at the vendor fair before the luncheon
- Logo/family name placement on the event program
- Recognition on mercyacademy.com and in the Mercy Update Email sent to all students, faculty and parents.
- Recognition in the Mercy Alumnae Update email sent to all active Alumnae
- Recognition in the Mercy Academy JagWire magazine, distribution list of 7,000.
- Acknowledgement on the Mercy Academy Facebook page.

GOLD SPONSOR \$500

Limited to two gold sponsors

- Option to exhibit at the vendor fair before the luncheon
- Logo/family name placement on the event program
- Recognition on mercyacademy.com and in the Mercy Update Email sent to all students, faculty and parents.
- Recognition in the Mercy Alumnae Update email sent to all active Alumnae
- Recognition in the Mercy Academy JagWire magazine, distribution list of 7,000.
- Acknowledgement on the Mercy Academy Facebook page.

SPONSOR INFORMATION

Sponsor Company/Family Name: _____

Contact Person: _____

Address: _____

Email: _____ Phone: _____

Sponsor Level: _____ Total Payment: _____

Get in Touch with Us:

Valerie Downs '99
Special Events Coordinator



vdowns@mercyjaguars.com



5801 Fegenbush Lane



<https://www.mercyacademy.com>

Please return sponsorship agreement and email logo by February 14 to be included on all marketing materials.