



EVENT SPONSORSHIP OPPORTUNITIES

Only
All-Girls School to be
STEM-Accredited



45 Zip Codes



\$1,000,000
Awarded in Tuition Assistance

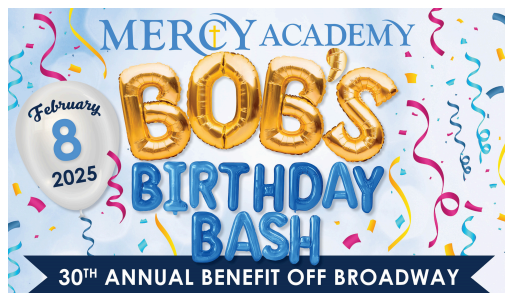


510
Total Enrollment

MERCY ACADEMY

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

MERCYACADEMY.COM



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

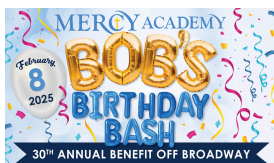
Average 375 attendees:
Alumnae, Parents and Current Families, Sponsors, Past-Parents Faculty, Staff & Coaches

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.

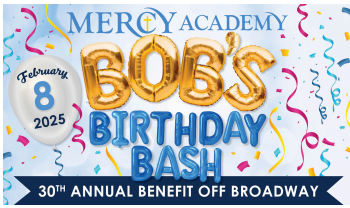
SILVER SPONSOR \$1,000

- 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)

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

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 _____

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: _____

