

# 2025–2026 EVENT SPONSORSHIP OPPORTUNITIES



### **MERCY ACADEMY**

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

MERCYACADEMY.COM



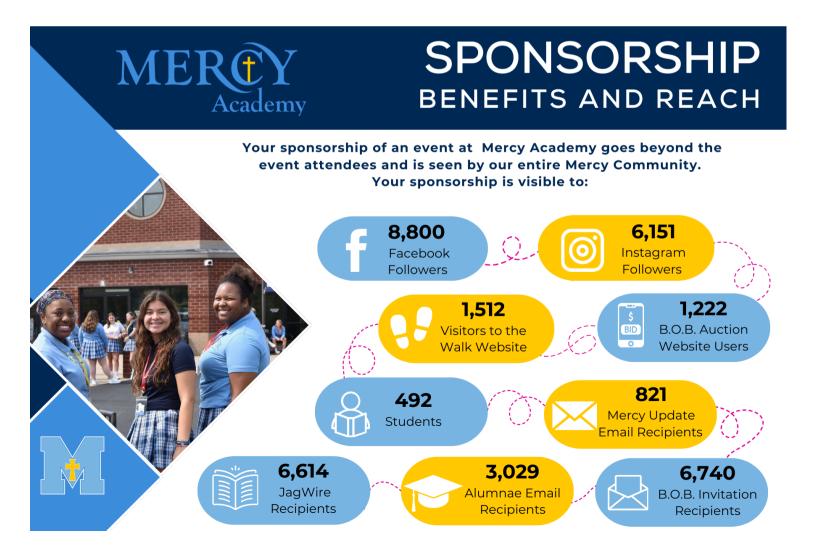
### 2025–2026 EVENT SPONSORSHIP OPPORTUNITIES

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

These events are detailed in this packet. Additional opportunities to support the students of Mercy Academy are available! These opportunities include involvement with Career Fair, Alumnae Unite, Scholarships, BOLD Campaign and more.

For more information, please reach out to a member of the Advancement Team.





# MISSION

The Academy of Our Lady of Mercy, sponsored by the Sisters of Mercy of the Americas, exists to serve young women by:

- Providing a quality Catholic education within a caring faith community;
- Offering an academic curriculum which provides opportunities for all learners to excel;
- Empowering young women to be responsible leaders in service to others;
- Offering the opportunity to build a sense of community with students of diverse abilities and backgrounds;
- Providing academic and real-life experiences that prepare them for life and work in an age of rapid change.

# ABOUT MERCY

Mercy Academy is a Catholic high school that welcomes young ladies of all faith backgrounds. We believe in educating and empowering young women to be successful well beyond their four years of high school. Each student is encouraged to be herself and share her unique views to contribute to classroom collaboration. Our caring teachers, innovative approach to learning, small class sizes, beautiful campus and Christ-centered values are what set Mercy apart from other schools in the Louisville area.

# ADVANCEMENT STAFF

LESLIE HIBDON Director of Advancement lhibdon@mercyjaguars.com

EMILY WILLIS Director of Annual Fund ewillis@mercyjaguars.com

VALERIE DOWNS Special Events Coordinator vdowns@mercyjaguars.com

CANDACE COX Advancement Services Manager ccox@mercyjaguars.com





45

Half of Student **Body Receiving Tuition Assistance** 





# ABOUT OUR EVENTS

## MERCY WALK

The Mercy Walk is a long-standing tradition at Mercy since the 1980s and our major student fundraiser. The 2024 Mercy Walk raised \$119,217.99,



making it the sixth consecutive year of raising more than \$100k! All proceeds from the Walk go to Mercy's tuition assistance program, allowing more young women to attend Mercy.

Each student creates an individual fundraising page to help the school raise money for tuition assistance. There are many events and traditions leading up to Walk day in October, and students have opportunities to win prizes based on fundraising targets.

### 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.

## BENEFIT OFF BROADWAY

Benefit Off Broadway (BOB) is Mercy Academy's 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.

#### 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 ATTENDEE PROFILE

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

## FATHER-DAUGHTER NIGHT

Approximately 100 students and their fathers

or father-figures come together for an evening of fun at this annual event. This year's event is a traditional dance held in



Mercy's gymnasium. The evening will consist of games, raffles and dancing.

# **2025 MERCY WALK SPONSOR INFORMATION**

Mercy Academy will host our annual Mercy Walk on Friday, October 3, 2025 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 12.

#### 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 <u>mercyacademy.com/giving/walk</u> with a link to company website.

#### PRESENTING SPONSOR \$10,000

- All inclusions detailed in box above.
- 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
- 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 (6,170 followers) and Facebook (8,800 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 SPONSOR \$5,000

- All inclusions detailed in box above.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
- 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 SPONSOR \$2,500

- All inclusions detailed in box above.
- 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 SPONSOR \$1,500

- All inclusions detailed in box above.
- 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 SPONSOR \$750

- All inclusions detailed in box above.
- Logo or family name placement on back of Walk t-shirts, approximately 600 run

# 2025 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					
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.					















## 2025 WALK SPONSORSHIP COMMITTMENT FORM

Please submit this form with Sponsorship donation by September 12, 2025 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 12.

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 T	ouch	with	Us:
		<b>U</b> u U I I		•••

🔀 vdowns@mercyjaguars.com

Valerie Downs '99 Special Events Coordinator 5801 Fegenbush Lane

https://www.mercyacademy.com





# **BENEFIT OFF BROADWAY** 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 dinner and all beverages.
- 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.

#### 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 dinner and all beverages.
- 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.

#### PLATINUM SPONSOR \$5000

- Table for ten with premier seating at Benefit Off Broadway. Each table includes 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 all 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 all 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.

#### MERCYBOB26.GIVESMART.COM

#### MERCYACADEMY.COM



# **2026 SPONSOR LEVELS** AT A GLANCE

	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	TWO TABLES OF 10 GUESTS	TABLE FOR 8 GUESTS	FOUR SEATS
LOGO/FAMILY NAME PLACEMENT ON THE EVENT LIVE AUCTION PROGRAM AND DISPLAYED IN EVENT PRESENTATION.	PREMIUM PLACEMENT	PREMIUM PLACEMENT	••••		***
RECOGNITION IN THE MERCY ACADEMY JAGWIRE MAGAZINE, DISTRIBUTION LIST OF 7,000.					
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			••••		••••
ACKNOWLEDGEMENT ON THE MERCY ACADEMY FACEBOOK PAGE.		***	••••	**	••••
COMPANY LOGO/FAMILY NAME DISPLAYED ON BENEFIT OFF BROADWAY EVENT WEBSITE.			••••		
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.		***	••••		
TWO RESERVED PARKING SPOTS AT EVENT ENTRANCE					
30-SECOND PROMOTIONAL VIDEO SHOWN DURING THE LIVE EVENT (SPONSOR TO PROVIDE)					

### **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	





# B.O.B. SPONSOR COMMITTMENT

## **SPONSORSHIP LEVEL SELECTION**

Please submit this form with attendee information form and sponsorship donation by November 15, 2025 to ensure your company logo is included on the invitation mailer. Sponsorship commitments due January 31, 2026.

**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 mercybob26.givesmart.com

### SPONSORSHIP LEVEL

(please select one)

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

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 C	ard Cash		
Get in Touch with Us: Volowns@mercyjaguars.com		Please return both pages of		
Valerie Downs '99	● 5801 Fegenbush Lane	the sponsor commitment form to secure your event		
Special Events Coordinator	🚌 mercybob26.givesmart.com	sponsorship by 1/31/26.		



# **B.O.B. SPONSOR COMMITTMENT**

# **ATTENDEE INFORMATION**

PLEASE INCLUDE ALL ATTENDEE INFORMATION FOR EASIER CHECK-IN. PRESENTING AND DIAMOND SPONSORS PLEASE USE TWO COPIES OF THIS SHEET.

### SPONSORSHIP LEVEL

(please select one)

- **Presenting** (Two tables of 10)
- **Diamond** (Two tables of 10)
- **Platinum** (Table of 10)
- **Gold** (Table of 8)
- **Silver** (Four seats)

SPONSOR INFORMATION	

Contact Person:

Sponsor Name: \_\_\_\_\_

Email : \_\_\_\_\_

Phone:\_\_\_\_\_

Table Captain Name:	Cell:
Attendee Name:	_ Cell:

#### Get in Touch with Us:

Special Events Coordinator

Valerie Downs '99

🔀 vdowns@mercyjaguars.com

오 5801 Fegenbush Lane

mercybob26.givesmart.com

Please return both pages of the sponsor commitment form to secure your event sponsorship by 1/31/26.



#### Tentative Date: March 22, 2026 12:00 p.m.

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 brunch followed by a style show where members of the senior class model spring and prom fashions as the emcee reads about each senior model.





#### Attendee Profile:

Current Students Mothers Guardians Grandmothers Aunts Family Friends Sisters Vendors

Sponsorship Information

#### PRESENTING SPONSOR \$1,500

Limited to one presenting sponsor

- Two tickets to attend to the event
- Option to speak to attendees before the style show
- Option to exhibit at the vendor fair with premium booth placement
- 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,
- Acknowledgement on the Mercy Academy Facebook and Instagram pages.

Sponsor Level:

#### **SPONSOR INFORMATION**

**GOLD SPONSOR \$500** 

Total Payment:

Limited to two gold sponsors

- Option to exhibit at the vendor fair before the luncheon with premium booth placement
- 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,
- Acknowledgement on the Mercy Academy Facebook and Instagram pages.

Sponsor Company/Family Name: \_\_\_\_\_\_ Contact Person: \_\_\_\_\_\_ Address: \_\_\_\_\_\_ Email : \_\_\_\_\_ Phone: \_\_\_\_\_\_

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 to Valerie Downs.

# 2025 Father-Daughter Night DANCING THROUGH THE DECADES

#### Tentative Date: November 14, 2025

#### **ABOUT THE EVENT:**

Approximately 200-250 students and their fathers, grandfathers, or a significant man in their life will join together for an evening of dancing, games and time travel at our Dancing Through the Decades Father-Daughter NIght. This event is held in Mercy's gym and cafeteria and is open to all students and their guests.



## **SPONSORSHIP INFORMATION**

#### **PRESENTING SPONSOR \$1,500**

Limited to one presenting sponsor

- Two tickets to attend to the event
- Option to exhibit at the event by the raffle tables
- Recognition by DJ during event
- Logo/family name placement on the event flyer
- Recognition on mercyacademy.com and in the Mercy Update Email sent to all students, faculty and parents.
- Recognition in the Mercy Alumnae Update email
- Recognition in the Mercy Academy JagWire magazine,
- Acknowledgement on the Mercy Academy Facebook and Instagram pages.

#### **CONCESSIONS SPONSOR \$500**

Limited to one Concessions sponsor

- Company sign at concession stand during event
- Recognition by DJ during event
- Logo/family name placement on the event flyers
- 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,
- Acknowledgement on the Mercy Academy Facebook
  and Instagram pages.

### 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
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