



2026-2027 EVENT SPONSORSHIP OPPORTUNITIES



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MERCY ACADEMY

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

MERCYACADEMY.COM



MULTI EVENT SPONSORSHIPS OPPORTUNITIES



Mercy Academy offers four main fundraising events each year. Show your love and support for Mercy by sponsoring many of these events and enjoy extra benefits for you and your Mercy student.

	PREMIUM DIAMOND SPONSOR \$18,000	PREMIUM PLATINUM SPONSOR \$9,000	PREMIUM GOLD SPONSOR \$4,000
MERCY WALK	DIAMOND LEVEL SPONSOR	PLATINUM LEVEL SPONSOR	GOLD LEVEL SPONSOR
BENEFIT OFF BROADWAY	DIAMOND LEVEL SPONSOR	PLATINUM LEVEL SPONSOR	GOLD LEVEL SPONSOR
FATHER-DAUGHTER NIGHT	PRESENTING SPONSOR	RAFFLE SPONSOR	
MOTHER-DAUGHTER EVENT	PRESENTING SPONSOR		
GRANDPARENT MASS	RESERVED SEATING	RESERVED SEATING	RESERVED SEATING
JAGWIRE FEATURE	HALF PAGE FEATURE	QUARTER PAGE FEATURE	
CLASS EVENTS	RESERVED SEATING AT GRADUATION OR JUNIOR RING CEREMONY	RESERVED SEATING AT GRADUATION OR JUNIOR RING CEREMONY	
ATHLETIC EVENT MARKETING	LOGO ROTATING ON SCREEN DURING INDOOR HOME GAMES	QUARTER SPONSOR	
ALUMNI EVENT SPONSOR	REUNION WEEKEND SPONSOR	ALUMNI SOCIAL EVENT SPONSOR	

450
total student enrollment



Student to Teacher Ratio
11:1



45
Zip Codes



Half of Student Body Receiving Tuition Assistance



95
Different Grade Schools



28,000
Service Hours Completed by Class of 2025



2026 MERCY WALK SPONSOR INFORMATION



Mercy Academy will host our annual Mercy Walk on Friday, October 2, 2026 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.

Visit the
Walk
Website
here!



ALL WALK 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 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.
- 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.
- 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





2026 MERCY WALK SPONSORSHIP COMMITMENT

Please submit this form with Sponsorship donation by September 11, 2026
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:

Scan the QR code to pay
for your sponsorship
online:



SPONSORSHIP LEVEL

(please select one)

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

IMPORTANT

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

Valerie Downs

vdowns@mercyjaguars.com

SPONSOR INFORMATION

Sponsor Company/Family Name: _____

Contact Name & Title: _____

Address: _____

Email : _____ Phone: _____

Additional Donation: _____ Total Payment: _____

Payment Method: ☐ Check Enclosed ☐ Check in Mail ☐ Walk Site on Student Page ☐ Walk Site on Main Page

Mercy Student(s)/Faculty/Staff member(s) receiving credit for sponsorship*: _____

Signature _____

*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.) *Sponsorship counts towards all student and class incentives once completed form is turned in and payment is recieved.

Get in Touch with Us:

Valerie Downs '99
Special Events Coordinator

✉ vdowns@mercyjaguars.com

📍 5801 Fegenbush Lane

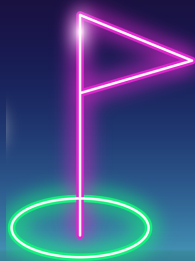
🌐 <https://www.mercyacademy.com>





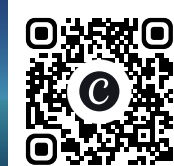
MERCY ACADEMY

FATHER-DAUGHTER *Golf Night*



September
20
5:00-7:00

TopGolf Louisville
\$20 Per Person
Includes 2 hours of
golf and soft drinks



Golf skills not required. Join us for a fun evening of games, golf, family and friendship.

Tickets are on sale through September 9 and are non-refundable after September 9. If a student's father is unable to attend, she is welcome to attend with a father figure in her life or with a friend and her father.

EVENT SPONSORSHIP INFORMATION

Presenting Sponsor \$2,000

- Logo included on all event marketing: flyers posted in the school, email communication and social media posts.
- One bay / 6 tickets to the event.
- Option to set up a table in the event space to distribute giveaways or information to families in attendance.

Raffle Sponsor - \$500

- Logo displayed at raffle table at event
- Two tickets to the event.
- Option to send representatives to the event 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.

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
Music and Dancing
Student Speaker
Fund a Student
Live Auction
Online Silent Auction
Wheel of Chance
Raffles



2027 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	\$1,750	\$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 10 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)					

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!





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, includes dinner and beverages for guests.
- Two reserved parking spots near the entrance.
- 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

- Two tables for ten with premier seating at Benefit Off Broadway. 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.

DIAMOND SPONSOR \$7,500

Event is limited to two Diamond Sponsors

- Two tables of ten with premier seating at Benefit Off Broadway, includes dinner and beverages for guests.
- 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.

GOLD SPONSOR \$2,500

- Table for ten 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.



B.O.B. SPONSOR COMMITMENT

SPONSORSHIP LEVEL SELECTION

Please submit this form and sponsorship donation by November 6, 2026 to ensure your company logo is included on the invitation mailer. A separate form will be sent to you to gather attendee information. Sponsorship commitments due January 26, 2027.

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
mercybob27.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 \$1,750)
- ☐ **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 Card_____ Cash_____

Get in Touch with Us:

Valerie Downs '99
Special Events Coordinator

✉ vdowns@mercyjaguars.com

📍 5801 Fegenbush Lane

🌐 mercybob26.givesmart.com

Please return both pages of the sponsor commitment form to secure your event sponsorship by 1/29/27



Mother-Daughter 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 followed by a style show where members of the senior class model spring and prom fashions. As they walk, an emcee reads about each senior model.

Sunday, April 11, 2027

2026 Fashions Provided By:

magnolia & fig *Xo Sophia's*

Attendee Profile:

Current Students
Mothers
Guardians
Grandmothers
Aunts
Family Friends
Sisters
Vendors

Sponsorship Information

PRESENTING SPONSOR \$2,000

Limited to one presenting sponsor

- Two tickets to the Mother-Daughter Style Show
- Option to exhibit at the vendor fair before the luncheon
- Logo/family name placement on the event program
- Logo/family name displayed at check-in table.
- 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 displayed at raffle basket table
- 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 to Valerie Downs.