MERCY Academy

2027 BENEFIT OFF BROADWAY
SPONSORSHIP OPPORTUNITIES



MERCY ACADEMY

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

MERCYACADEMY.COM

MERCYBOB27.GIVESMART.COM



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.

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.

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

500 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

ABOUT B.O.B.

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

MERCY Academy

SPONSORSHIP BENEFITS AND REACH

Your sponsorship of an event at Mercy Academy goes beyond the event attendees and is seen by our entire Mercy Community. Your sponsorship is visible to:



- **8,800** Facebook Followers
- **6,151** Instagram Followers
- **1,512** Visitors to the Walk Website
- **1,222** B.O.B. Auction Website Users
- **492** Students
- **821** Mercy Update Email Recipients
- **6,614** JagWire Recipients
- **3,029** Alumnae Email Recipients
- **6,740** B.O.B. Invitation Recipients



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)					

BOB EVENING INCLUDES:

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



SPONSORSHIP LEVELS

Presenting Sponsor — $10,000

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

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

SPONSORSHIP LEVELS

Continued

Platinum Sponsor — $5,000

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

- One table for ten guests 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.



2027 B.O.B. SPONSOR COMMITTMENT FORM

SPONSOR 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)

SPONSOR INFORMATION

Sponsor Name: _____

Contact Person: _____

Address: _____

Email: _____

Phone: _____

Additional Donation: _____ Total Due: _____

Authorized Signature: _____

Payment Method: Check Enclosed_____ Check In Mail_____
Online Credit Card_____ Cash_____

PLEASE INCLUDE ALL ATTENDEE INFORMATION FOR EASIER CHECK-IN. MAY BE SUBMITTED CLOSER TO EVENT DATE.
PRESENTING, DIAMOND AND PLATINUM SPONSORS PLEASE USE TWO COPIES OF THIS SHEET.

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:** _____

Get in Touch with Us:

Valerie Downs '99
Special Events Coordinator

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Louisville, KY 40228
mercybob27.givesmart.com

Please email logos for inclusion on marketing materials to vdowns@mercyjaguars.com

Make all checks payable to Mercy Academy.