



## *Ringside for Mercy's Sake*

Live boxing ...luxury auction items ... fine dining and dancing to a live big band ... the elegant setting of the grand ballroom of the Chicago Marriott downtown ...

It's all part of *Ringside for Mercy's Sake*—a one-of-a-kind annual black-tie fundraising gala in Chicago.

More than 1,200 guests attend Ringside. Since 1991, this event has been one of the hottest tickets in Chicago, consistently selling out prior to invitations mailing.

The event features:

- Capacity attendance of the financial industry's leadership
- Live boxing matches between traders in the financial industry, including boxers representing CME Group, NYSE Euronext, Chicago Board Options Exchange, and Mesirow Financial
- Premium cocktails
- Fine Dining
- Dancing to the City Lights Orchestra
- The most exclusive live and silent auctions in Chicago
- Live drawing for a Jaguar luxury automobile
- Celebrity appearances
- Sponsor VIP lounge

### **History**

Established in 1991 by Mercy Home's Board of Regents, *Ringside for Mercy's Sake* is Mercy Home's largest annual effort to raise funds to help disadvantaged, troubled young people living at Mercy Home for Boys & Girls.

The roots of this spectacular fundraiser lay deep in Mercy Home's proud history and are cultivated by the professional associations of some of our closest benefactors.

Mercy Home for Boys & Girls was the birthplace of CYO USA in the 1930's, which featured a strong boxing program. Former Chicago Board of Trade Chairman, Patrick Arbor, at one-time resided at Mercy Home. Former Chicago Mercantile Exchange Chairman, Jack Sandner, boxed with the CYO at Mercy Home.

The event has grown every year to become one of Chicago's premier charity events of the year. Past special guests from the worlds of sports, entertainment, business and government have included Sugar Ray Leonard, Joe Frazier, Roberto Duran, Don King, Mario Andretti, Marco Andretti, Bobby Rahal, Bill Rancic, Kim Coles, Chicago Mayor Richard M. Daley, and Illinois Secretary of State Jessie White.

## Audience Demographics

*Ringside for Mercy's Sake* offers sponsors with outstanding opportunities for brand exposure to influential target groups through a wide array of pre-event programs and on-site recognition.

Ringside attendees are:

- Adults, age 35+, approximately 65% male – 35% female
- Upscale quality of life, cutting edge, trend setter, competitive
- Decision makers with disposable income
- Boxing/sports aficionados, Chicago business community, philanthropic supporters

- Leaders and members of NYSE Euronext, CME Group, Chicago Board Options Exchange, Mesirov Financial, other brokerage firms, and financial institutions
- Business professionals servicing the financial exchanges

## Past Sponsors

Ringside has been supported by such sponsors as:

- CME Group
- Chicago Board of Trade
- NYSE Euronext
- Mesirov Financial
- Chicago Board Options Exchange
- Jaguar
- American Airlines
- WBBM Newsradio 780
- Trader Monthly Magazine
- Horseshoe Casino
- Townsend Analytics
- Pernod-Ricard USA
- Tiffany & Co.
- Chicago Magazine

Sponsorship opportunities are available. For more information, contact:

Jim Marrese  
312-738-7578  
jimmar@mercyhome.org



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For more information visit  
us at [www.mercyhome.org/ringside](http://www.mercyhome.org/ringside)

1140 W. Jackson Blvd, Chicago, IL 60607  
312.378.7560