

EVENTS

## Jaguar promotes XF sedan via black-tie charity event

October 28, 2010



By KAITLYN BONNEVILLE

British automaker Jaguar is sponsoring the 19th annual Ringside for Mercy's Sake black-tie event, featuring a boxing showcase and luxury auction in support of Chicago's Mercy Home for Boys and Girls.

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The winning ticket for a three-year lease on a 2011 Jaguar XF Sedan will be drawn from the center ring at the event. Tickets have been on sale at Chicago-based events since August and marks Jaguar's 11th year donating a car in support of Mercy Home.

**Mercy Home for Boys and Girls** is a full-time residential, aftercare and community-based mentoring program. It gives over 600 young men and women life-saving services annually.

### Boxing for Boys and Girls

The event will imitate a Las Vegas box event and will feature live fights between employees of Chicago financial firms.

Spectators will be treated to fine dining, dancing and live music by the City Lights Orchestra and the opportunity to participate in both live and silent auctions.

The auction includes a nine-day Peruvian destination adventure, a tri-city tour of luxury

hotels in Paris, London and Monte Carlo, tickets to New York Fashion Week with designer Nicole Miller, a seven-night stay in the Caribbean, sports memorabilia and jewelry.

Luxury and cause



Jaguar's charity promotion is not unique in the luxury automaker sector, however. In recent weeks, many of its competitors have jumped on board supporting philanthropic events and causes.

Audi last week was the title sponsor of the Eunice Kennedy Shriver Challenge in Washington, raising both its brand image and nearly \$50,000 for the Best Buddies initiative ([see story](#)).

Maserati annually donates \$2 million in scholarships to qualifying students. It raffled off a 2011 GranTourismo at the start of the month to support the Columbus Citizens Foundation, the organization that disperses the scholarships ([see story](#)).

In support of Hurricane Katrina relief efforts and to celebrate its 125th anniversary, Mercedes-Benz planted 125 trees in New Orleans City Park ([see story](#)).

Supporting causes, a tactic that has been used by marketers across the board for years, is especially smart to incorporate in the current economy. It has become expected by consumers, with 31 percent claiming that during a recessed economy companies ought to step up to support causes, according to a study by [Cone, Inc.](#)

Eighty-one percent of consumers believe it is important for the automotive industry to support social or environmental causes and more than 278 million consumers want to know what a company is doing to benefit a cause.

Final Take

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