



TAKE YOUR SUPPORT OF THE



McMahon Ryan CHILD ADVOCACY CENTER TO NEW HEIGHTS!

Every day children who have faced more fear in their young lives than most adults ever will come to the MRCAC. Despite their age, they still find the courage to share their stories and take the brave steps needed toward the path of healing.

On their behalf, we ask you to summon that same level of courage.

On Saturday, August 15, 2020, we invite Onondaga community members to go "Over the Edge" to raise money for the MRCAC and the 1,000-plus abused children we help each year. Over 90 local participants will face their fears and rappel down the side of One Park Place in Downtown Syracuse.

You can be a part of this thrilling afternoon by becoming a sponsor!

The day will be filled with food, fun and festivities while you watch these brave rappellers go "Over the Edge." In anticipation of your support, we thank you for your dedication and help in realizing our vision: a community where all children are safe and free from abuse.

Sincerely,

Colleen Merced
Executive Director



FEARLESS PRESENTING SPONSOR: \$10,000

Exclusive Fearless Presenting Sponsor rights for the event and your sponsorship listing will read: "Your Organization Name presents Over the Edge, benefiting the McMahon/Ryan Child Advocacy Center"

- Listed as Fearless Presenting Sponsor on all press releases and media alerts
- Company name/logo featured on all marketing materials, signage, social media, online, and back of event T-shirts (top line of sponsorship listings), on-air media coverage (\$5,000 value)
- Banner with your company name/logo to hang on building front
- 10 rappel spots and ability to rappel first or select preferred time slots (\$10,000 value)
- Pop-up tent provided at Over the Edge event on August 15 in Fayette Park
- Photo opportunity at rappelling staging area
- Promotional speaking opportunity on Media Day, August 14

ROPE SPONSOR: \$5,000 (2 SPONSORS ONLY—YELLOW AND BLUE)

- Company name/logo featured on all marketing materials, signage, social media, online, and back of event T-shirts (line following the Fearless Presenting Sponsor), on-air media coverage (\$3,000 value)
- 3 rappel spots (\$3,000 value)
- Sponsorship announcements during Over the Edge rappel, i.e. now on the Yellow Rope presented by company name is Joe Smith

CORPORATE SPONSOR: \$2,500

- Company name/logo featured on all marketing materials, signage, social media, online, and back of event T-shirts, on-air media coverage (\$1,000 value)
- 2 rappel spots (\$2,000 value)
- Sponsorship announcements during Over the Edge rappel

INCENTIVE SPONSOR: \$1,000

- Company name/logo listed on all marketing materials and back of event T-shirt
- 1 rappel spot (\$1,000 value)
- \$1,000 worth of incentive items for participants who are rappelling (i.e. gift cards, swag, etc.) to help each fundraiser reach or exceed their \$1,000 goal