



2021

Dear Supporter of McMahon Ryan Child Advocacy Center,

Now more than ever, we're so grateful for the community that has sponsored, volunteered, celebrated, and advocated for McMahon Ryan Child Advocacy Center through the years. At a time when everything feels uncertain, we find comfort and encouragement knowing that you care about our cause. While much of the world has stopped or halted services due to covid-19, our mission has not and will not be paused. This April, we will be offering a month long virtual running challenge to coincide with National Child Abuse Prevention Month. We will also be keeping our normal 5K virtual race for those who do not want to participate in our challenge. **Our hope is that you will help support this family fun event by reviewing the attached sheet and signing up to be one of our valued sponsors.**

As many of you know, in October we unexpectedly lost our dear friend and beloved race director, Melissa Wenham. Melissa was instrumental in the success of Step Up 4 Kids over the years and she had great passion for the cause. She was a fierce advocate for children and was committed to stopping child physical and sexual abuse in our community. She will be deeply missed. We have chosen to continue to honor Melissa and her memory by dedicating Step Up 4 Kids in her honor. We hope that each of us can be as passionate about the mission as Melissa was.

McMahon Ryan Child Advocacy Center is a nonprofit organization dedicated to ending child abuse through intervention, prevention, and education. We offer a safe, child- friendly environment for abused children and their families dedicated to reducing trauma, fostering healing, and advocating on behalf of all child victims. Due to support like yours, in 2020, our Advocacy Center was able to provide services to nearly **1,500 children** from our community, who had been sexually or severely physically abused, trafficked or murdered. The funds generated from **Step Up 4 Kids** will allow us to continue to help these children and prevent child abuse in our community.

Together, we can work to build awareness and make a difference! We thank you in advance for your support. A member of our **Step Up 4 Kids** Committee will be contacting you regarding your sponsorship. Please remember to like us on Facebook @stepup4kids5k

Best regards,

Handwritten signature of Colleen Merced in blue ink.

Colleen Merced
Executive Director

Handwritten signature of Dana Walk in blue ink.

Dana Walk
Race Director

Handwritten signature of Nadia Tsai in blue ink.

Nadia Tsai
Race Director



NATIONAL
CHILDREN'S
ALLIANCE®

ACCREDITED
MEMBER



601 East Genesee Street Syracuse, New York 13202

Phone: 315.701.2985 Fax: 315.701.3040

www.mcmahonryan.org





Virtual Running Challenge, Kids Fun Run & 5K

STEP UP Sponsor \$2,500

- Naming rights to event name (Step Up 4 Kids Presented by....)
- Company's logo will be featured on all promotional materials and McMahon Ryan's website and social media outlets
- Company will also be the **Bib Sponsor** (logo on the racer's bib)
- Company name and logo to be displayed on lawn signs outside of the center for the month of April (large individual sign)
- Company logo will be the top listing on the back of the event sweatshirt (largest point size)
- Link to company website and Facebook page
- Registration for up to 6 runners
- 4 tickets to the Go Blue 4 Kids Virtual Breakfast on April 2, 2021
- 1/2 page color advertisement in the digital program of McMahon Ryan's Virtual Pinwheel Ball on April 24, 2021
- 10 On-air Mentions
- 10 Social Media Acknowledgments

Sprint Sponsor \$1,500

- Presenting Sponsor for The Fun Run (Fun Run Sponsored BY...)
- Company logo on all promotional material
- Company logo to be displayed on lawn sign outside of the center for the month of April
- 5 Social Media Posts
- Registration for up to 4 runners
- Logo on back of event sweatshirt
- 10 On-air mentions
- 2 tickets to the Go Blue 4 Kids Virtual Breakfast on April 2, 2021
- ¼ page color advertisement in the digital program of McMahon Ryan's Virtual Pinwheel Ball on April 24, 2021

Play List Sponsor \$1,000

- Naming rights for Step Up 4 Kids signature running play list (Step Up 4 Kids Running Play List Presented By...)
- Name and logo on all play list related promotional media
- Company logo to be displayed on lawn signs outside of the center for the month of April
- Registration for up to 2 runners
- Company logo on back of the event sweatshirt

Warm Up Sponsor \$500

- Registration for 1 runner
- Company logo to be displayed on lawn signs outside of the center for the month of April
- Company logo on McMahon Ryan's website and social media outlets
- Company logo on the back of the event sweatshirt

Cooldown Sponsor \$250

- Company name on the back of the event sweatshirt
- Company name to be displayed on lawn signs outside of the center for the month of April



SPONSOR AGREEMENT FORM

To be included on printed materials and in media mentions. We must receive this Sponsor Agreement by **March 12, 2021**

1. PLEASE SELECT LEVEL & COMPLETE FORM: \$ _____

- STEP UP Sponsor \$2,500
- Sprint Sponsor \$1,500
- Play List Sponsor \$1,000
- Warmup Sponsor \$500
- Cooldown Sponsor \$250

2. Please have all logos in PDF or JPG to Kacy at kgardiner@mcmahonryan.org by **March, 12 2021**

3.

Company Name _____

Authorized Signature _____

Contact Person _____

Address _____

City/State/Zip Code _____

Phone _____ Email _____

Send Invoice Payment Enclosed Charge Credit Card

Credit Card# _____

Expiration Date _____ Security Code _____ Billing Zip Code _____

Signature _____

4. PLEASE MAIL/EMAIL THIS FORM TO:

Mail: McMahan Ryan Child Advocacy Center, 601 East Genesee St., Syracuse, NY 13202

Email: kgardiner@mcmahonryan.org

5. QUESTIONS?

Contact Kacy Gardiner, Development Specialist, at kgardiner@mcmahonryan.org or call 315-701-2985

Thank You!

Like us on Facebook: [facebook.com/stepup4kids5k](https://www.facebook.com/stepup4kids5k)