



McMahon Ryan
CHILD ADVOCACY CENTER



January 2021

Dear Community and Business Leader,

Every child should be seen, heard and protected!

The Pinwheel Ball is our semi-formal signature event that takes place every year in April to coincide with National Child Abuse Prevention Month. In the past, the success of our event has been largely due to the support of our sponsors. The evening brings together community leaders, professionals from corporate, human services and healthcare and community members who are dedicated to the cause, and adult survivors of child abuse. All proceeds will benefit children who have been victims of child abuse in our community.

We invite you to become a sponsor of The Pinwheel Ball. Your support helps us continue our work of improving the lives of the children in our community by offering them hope, compassion, strength, and healing. Please consider one of the sponsorship levels in the attached sponsor package.

This year's event will be held on Saturday, April 24th on a virtual platform. Be ready to enjoy a virtual evening with a wonderful silent auction and virtual events with our good friend Laura Serway, in a unique and fun way. In addition to entertainment, McMahon Ryan Child Advocacy Center will honor G&C Foods in recognition for their passion, commitment, and vision to make a difference in the lives of our most vulnerable population.

Unfortunately, in the United States, one out of every 10 children will be sexually abused before they reach age 18. Every year we see over 1,500 children and their families, helping them heal from the trauma of sexual and physical abuse. We also provide services to over 100 youth who have been trafficked. Our prevention and education programs reach over 20,000 children in over 68 schools in Onondaga County each year. Even during the Covid-19 Pandemic, we were able to provide virtual classroom education and outreach.

With your partnership, we will be able to continue to serve the abused child, their family members and be strong advocates. We thank you in anticipation of your support of McMahon Ryan Child Advocacy Center's Virtual Pinwheel Ball and your dedication to our shared vision: a community where all children are safe and free from abuse.

Sincerely,

Colleen Merced
Executive Director

The Pinwheel Ball




McMahon Ryan
CHILD ADVOCACY CENTER

**Saturday, April 24th,
2021 at Your House**

Sponsorship Opportunities

*Presenting
Sponsor*

\$10,000

- Exclusive opportunity
- 20 Gold Tickets to on-line event
- Opportunity to speak in promotional video
- 2 Bottles of Champagne to enjoy during the virtual event
- Recognition on the “Champion 4 Children” award and during the award presentation
- Advertisement through paid Facebook posts
- Two rapeller spots for Over the Edge
- Name/logo on all social media
- 10 tickets to our virtual Go Blue 4 Kids Breakfast on April 2nd, 2021
- One table of 10 at our Kick Off 4 Kids event in October 2021
- Full-page color advertisement in the digital event program
- Name/logo on all printed and digital promotional materials, including pre-event activities
- Name/logo on all print and on-air media recognition (valued at \$13,000)

Hero Sponsor \$7,500

- 10 Gold tickets to on-line event
- Opportunity for branding on event favor and swag bag
- Opportunity to be part of our promotional video
- Name/logo on all printed and digital promotional materials
- Name/logo on all print and on-air media recognition (valued at \$9,000)
- 15 social media promotions
- Five tickets for our virtual Go Blue 4 Kids Breakfast on April 2nd, 2021
- Five tickets for Kick Off 4 Kids event in October 2021
- One rapeller spot for Over The Edge
- Half-page color advertisement in the digital event program

Hope Sponsor \$5,000

- 10 Silver tickets to on-line event
- Opportunity for branding on swag bags
- Half-page color advertisement in the digital event program
- Name/logo on all printed and digital promotional materials
- 10 social media promotions
- Five tickets for our virtual Go Blue 4 Kids Breakfast on April 2nd, 2021

Healing Sponsor \$2,500

- Five Silver tickets to on-line event
- Name/logo featured on appropriate printed and digital materials
- Half-page color advertisement in the digital event program
- Five social media promotions
- Two tickets to our virtual breakfast on April 2nd, 2021

Courage Sponsor \$1,000

- Two Bronze tickets to the on-line event
- Quarter-page color advertisement in the digital event program

Gold Tickets- \$150

Silver Tickets- \$125

Bronze Tickets- \$75



**Saturday, April 24th,
2021 at Your House**

Sponsorship Agreement Form

Please select Sponsorship Level:

Presenting Sponsor \$10,000
Hero Sponsor \$7,500
Hope Sponsor \$5,000
Healing Sponsor \$2,500
Courage Sponsor \$1,000

Company Information:

Company Name _____
Contact Person _____
Address _____

Email _____

Company Logo and Advertisement

Please send your [company logo](#) in PDF or JPEG format to kgardiner@mcmahonryan.org

Each sponsorship level is entitled to a color advertisement in the Pinwheel Ball program. Please review your sponsorship level and correct advertisement size on the previous page.

Send your [advertisement](#) in a PDF or JPEG format to kgardiner@mcmahonryan.org

Ad Sizes

Full-Page (Presenting Sponsor) 5" W x 8" D
Half-Page (Hero, Hope & Healing Sponsor) 5" W x 3-7/8" D
Quarter-Page (Courage Sponsor) 2-3/8" W x 3-7/8" D

(DEADLINE March 5, 2021)

Sponsorship Payment:

Send Invoice
Payment Enclosed
Credit Card

CC# _____

Authorized
Signature _____

Expiration Date _____

CVN# _____

Please send this completed form to:
McMahon Ryan Child Advocacy Center, 601 East Genesee St., Syracuse, NY 13202
Email: kgardiner@mcmahonryan.org

Questions: Contact Kacy Gardiner, Development Specialist, at 315-701-3040



**Saturday, April 24th,
2021 at Your House**

Program Advertisement Contract

Advertisement Options:

| | | |
|--------------|---------------------|-------|
| Full-Page | 5" W x 8" D | \$300 |
| Half-Page | 5" W x 3-7/8" D | \$150 |
| Quarter-Page | 2-3/8" W x 3-7/8" D | \$50 |

Company Information:

Company Name _____
Contact Person _____
Address _____

Email _____

Company Logo and Advertisement:

Please send your company logo and/or advertisement in PDF or JPEG format to kgardiner@mcmahonryan.org. The program will be printed in color. If copy is not provided, McMahon Ryan will display advertiser's name/address in the purchased space.

(AD COPY DEADLINE MARCH 15th, 2021)

Advertisement Payment Due March 5th, 2021:

Send Invoice
Payment Enclosed
Credit Card

CC# _____

Authorized
Signature _____

Expiration Date _____

CVN# _____

Please send this completed form to:
McMahon Ryan Child Advocacy Center, 601 East Genesee St., Syracuse, NY 13202
Email: kgardiner@mcmahonryan.org

Questions: Contact Kacy Gardiner, Development Specialist, at 315-701-3040



Program Advertisement Dimensions

*All advertisements will be
printed in color.*

Half page ad: 3 7/8" x 5"

Quarter page ad:
2 3/8" x 3 7/8"

Full page ad: 5" x 8"