



November 2021

Dear Community and Business Leaders,

We are 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 and the children in our community. McMahon Ryan Child Advocacy Center has been quietly serving thousands of child victims and their families for over 20 years. In 2020 alone, with the pandemic still effecting us, our multi-disciplinary team evaluated nearly 1,400 children suspected of sexual or severe physical abuse and provided case management services to over 130 youth who were victims of human trafficking. We are now beginning to see the effects that the pandemic has had on our children.

The Go Blue for Kids Breakfast will be held March 31st, to kick off National Child Abuse Prevention Month in April. All proceeds from the event will support our agency's mission to end child abuse in Onondaga County. 1 in 10 children will be sexually abused before their 18th birthday. Thankfully for children in Onondaga County, there's hope. We're asking you to help us end child abuse by sponsoring the Go Blue 4 Kids Breakfast. Please see the attached sheet detailing sponsorship levels.

We are so excited to share this year's Keynote Speaker, **Michelle Knight**. As one of the women who escaped from the Cleveland home of Ariel Castro after 11 years of captivity, torture and abuse, Michelle Knight has risen out of darkness and trauma to captivate audiences around the world with her incredible story of heroism, survival and healing. Speaking honestly about her experiences, she imparts valuable lessons for other survivors, sharing invaluable takeaways for those who work with victims of trauma and abuse. A captivating speaker who is committed to being a strong voice for victims, her unforgettable story and inspiring message continue to touch lives and make a positive impact around the world.

Not only will your donation go to the front line of the battle against child abuse, your attendance at the event and display of pinwheels during the month of April will confirm your dedication to our shared vision: a community where all children are safe and free from abuse. 1 in 10 children will be sexually abused before their 18th birthday. Thank you for supporting McMahon Ryan Child Advocacy Center and the thousands of children and families we help heal every single day. These kids deserve the best possible care. With your help, we will continue to raise, and meet, that bar.



Sincerely,

Colleen Merced
Executive Director



Keynote Speaker: Michelle Knight
Thursday, March 31st, 2022 • Holiday Inn Electronics Parkway

SPONSORSHIP OPPORTUNITIES

“Go Blue” Sponsor

\$5,000

- ★ 10 reservations at the Go Blue 4 Kids Breakfast on March 31st, 2022
- ★ 2 Silver Tickets to The Pinwheel Ball on April 9th, 2022
- ★ Full page color advertisement in the breakfast program
- ★ “Pinwheel Planter” delivered to your place of business for display during April for Child Abuse Prevention Month
- ★ Opportunity for an educational presentation for your employees on the prevalence and prevention of child abuse (Darkness to Light Stewards of Children)
- ★ Name/logo on all print pieces and on-air recognition valued at \$3,300
- ★ Social media acknowledgments
- ★ Advertisement displayed during the event
- ★ Company name announced during the event

Pinwheel Sponsor

\$2,500

- ★ 10 reservations at the Go Blue 4 Kids Breakfast on March 31st, 2022
- ★ 1/2 page color advertisement in the breakfast program
- ★ “Pinwheel Planter” delivered to your place of business for display during April for Child Abuse Prevention Month
- ★ Opportunity for an educational presentation for your employees on the prevalence and prevention of child abuse (Darkness to Light *Stewards of Children*)
- ★ Social media acknowledgments
- ★ Advertisement displayed during the event
- ★ Company name announced during the event

Table Host

\$1,000

- ★ 10 reservations at the Go Blue 4 Kids Breakfast on March 31st, 2022
- ★ 1/4 page color advertisement in the breakfast program
- ★ Opportunity for an educational presentation for your employees on the prevalence and prevention of child abuse (Darkness to Light *Stewards of Children*)
- ★ Social media acknowledgments
- ★ Advertisement displayed during the event
- ★ Company name announced during the event



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