



October 2022

Dear Supporter of McMahon Ryan Child Advocacy Center,

We are so grateful for the community that has sponsored, volunteered, celebrated, and advocated for McMahon Ryan Child Advocacy Center throughout the years. During April, we honor those who are victims and survivors of child abuse and bring awareness through events that help fund the services we provide to these children and their families. Your support truly empowers those at risk to overcome challenges and create positive, generational changes that benefit children, families, and the entire community.

This April, we will be offering our month long virtual running challenges to coincide with National Child Abuse Prevention Month. We are also excited to have our in-person 5K and Kids' Fun Run in our new permanent location, that starts and ends at Middle Ages Brewery. 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 of 2020, 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. In 2021, we dedicated the Step Up 4 Kids Race in her honor. She was a fierce advocate for children and was committed to stopping child physical and sexual abuse in our community. We hope that you will join us in honoring Melissa's memory, mission and passion for this cause by supporting us this April.

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. Thanks to support like yours, our Advocacy Center was able to provide services to over 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 by providing counseling services and enhancing our school outreach program.

Together, we can work to build awareness and make a difference! We thank you in advance for your support.



NATIONAL  
CHILDREN'S  
ALLIANCE®

ACCREDITED  
MEMBER

Best Regards,

A handwritten signature in blue ink that reads "Colleen Merced".

Colleen Merced  
Executive Director

A handwritten signature in blue ink that reads "Christian Lord".

Christian Lord  
Co-Race Director

A handwritten signature in blue ink that reads "Nadia Tsai".

Nadia Tsai  
Co- Race Director

601 East Genesee Street Syracuse, New York 13202

Phone: 315.701.2985 Fax: 315.701.3040

[www.mcmahonryan.org](http://www.mcmahonryan.org)





# 5K, KIDS FUN RUN, & VIRTUAL RUNNING CHALLENGES

## SPONSOR LEVELS

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### **\$5,000 Level: Presenting Sponsor**

- Naming rights to event name (Step Up 4 Kids Presented by...) with Emcee mentions throughout event day
  - Company logo on Racer's Bibs (exclusive)
  - Most prominent logo placement on Event T-Shirts
  - Logo on all promotional materials (Flyers, Palm Cards, Lawn Signs)
- 2 Tickets to the Pinwheel Ball event on Saturday, April 22nd at Marriott Syracuse
- Table of 10 to the Go Blue 4 Kids Breakfast on Friday, March 31st at Marriott Syracuse Downtown
  - Full-Page Advertisement in McMahon Ryan April Event Programs
  - (10) Complimentary Registrations (comes with event T-shirts!)
  - (3) Social Media post that tags your business (on all social platforms)
- Opportunity to place promotional materials in race packets & set up a vendor booth at event
- Recognition on Event Website that links to your company website along with company logo on all Run Sign Up messages

### **\$2,500 Level Supporting Sponsor**

- Presenting Sponsor for the Kids' Fun Run (Emcee mentions throughout event day)
- 5 Tickets to the Go Blue 4 Kids Breakfast on Friday, March 31st at Marriott Syracuse Downtown
  - ½ Page Advertisement in McMahon Ryan April Event Programs
  - (5) Complimentary Registrations (comes with event T-shirts!)
  - (2) Social Media post that tags your business (on all social platforms)
- Opportunity to place promotional materials in race packets & set up a vendor booth at event
  - Company Logo on back of event T-shirt
- Recognition on Event Website that links to your company website along with company logo on all Run Sign Up messages

### **\$1,500 Level Sprint Sponsor**

- Presenting Sponsor for the Fun Park (Emcee mentions throughout event day)
- 2 Tickets to the Go Blue 4 Kids Breakfast on Friday, March 31st at Marriott Syracuse Downtown
  - ¼ Page Advertisement in McMahon Ryan April Event Programs
  - (3) Complimentary Registrations (comes with event T-shirts!)
  - (1) Social Media post that tags your business (on all social platforms)
- Opportunity to place promotional materials in race packets & set up a vendor booth at event
  - Company Logo on back of event T-shirt
- Recognition on Event Website that links to your company website along with company logo on all Run Sign Up messages

### **\$1,000 Level: Pace Sponsor (6 Available) Start Line, Finish Line, Mile Marker (3), Water Station**

- (2) Complimentary Registrations (comes with event T-shirts!)
- (1) Social Media post that tags your business (on all social platforms)
- Opportunity to place promotional materials in race packets & set up a vendor booth at event
  - Company Logo on back of event T-shirt
- Recognition on Event Website that links to your company website along with company logo on all Run Sign Up messages

### **\$500 Level: Warmup Sponsor**

- (1) Complimentary Registration (comes with event T-shirt!)
- (1) Social Media post that tags your business (on all social platforms)
- Opportunity to place promotional materials in race packets
  - Company Logo on back of event T-shirt
- Recognition on Event Website that links to your company website

### **\$250 Level: Cooldown Sponsor**

- Company Name on back of event T-shirt
- Recognition on Event Website that links to your company website



## SPONSOR AGREEMENT FORM

To be included on printed materials and in media mentions. We must receive this Sponsor Agreement by **March 10th, 2023**

### 1. PLEASE SELECT LEVEL & COMPLETE FORM:

\$ \_\_\_\_\_

Presenting Sponsor \$5,000

Supporting \$2,500

Sprint Sponsor \$1,500

Pace Sponsor \$1,000

Warmup Sponsor \$500

Cooldown Sponsor \$250

2. Please have all logos in PDF or JPG to Dana at [dwalk@mcmahonryan.org](mailto:dwalk@mcmahonryan.org) by **March 10th, 2023**

### 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 \_\_\_\_\_

**\* If you are paying with a credit card you will be charged a 3.5% fee \***

### 4. PLEASE MAIL/EMAIL THIS FORM TO:

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

Email: [dwalk@mcmahonryan.org](mailto:dwalk@mcmahonryan.org)

### 5. QUESTIONS?

Contact Dana Walk, Development Coordinator, at [dwalk@mcmahonryan.org](mailto:dwalk@mcmahonryan.org) or call 315-701-2985

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