



Dear Community Partner,

One in ten children will be sexually abused by their 18th birthday. Thankfully for these victims, McMahon Ryan Child Advocacy Center is here to help. We are a nonprofit organization dedicated to ending child abuse through prevention, intervention, and education by facilitating a coordinated, multi-disciplinary team approach. We are the only facility of its kind in Onondaga County. During 2023 we provided services to over 1,500 abused children, over 150 trafficking youth and over 22,000 youth have participated in our school-based prevention and education programs.

Fundraisers like Step Up 4 Kids 5K & Kids Fun Run are essential to McMahon Ryan Child Advocacy Center's mission. An important component to the healing process is specialized therapy. This past year we hired 5 trauma informed therapists to provide therapy in conjuncture with other services provided by members of our multidisciplinary team. To meet the demands, we need to hire 2 more therapists. You can help us make this a reality.

We are asking for your support by being a sponsor of the 8th annual Step Up 4 Kids 5K & Kids Fun Run, which will take place on Sunday, April 28th 2024 at Leavenworth Park. This event will close out McMahon Ryan Child Advocacy Center's month-long Child Abuse Awareness campaign in April. 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. In the past, the success of this event has been largely due to the support of our sponsors. All proceeds will benefit children who have been victims of child abuse in our community.

As many of you know, this race is now dedicated in honor of Melissa Wenham, who founded Step Up 4 Kids in 2016. We lost our dear friend in October of 2020. Melissa was instrumental in the success of Step Up 4 Kids over the years. 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.

We thank you in anticipation of your support of McMahon Ryan Child Advocacy Center and your dedication to our shared vision: a community where all children are safe and free from abuse.



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 P. Lord".

Christian P. 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



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$5,000

- Naming rights to event (Step Up 4 Kids Presented by...) with emcee mentions throughout event
- Company logo on finish line tape
- Company logo on Racer's Bibs (exclusive)
- Table of 10 to the Go Blue 4 Kids Breakfast on Friday, April 19th at Marriott Syracuse Downtown
- Full-Page Advertisement in McMahon Ryan April Event Programs (\$450 value)
- 3 Complimentary Registrations that come with event T-Shirts
- 3 Social Media posts announcing support
- Opportunity to place promotional materials at race/set up a vendor table
- Company Logo on back of T-Shirt in largest size
- Recognition on Event Website that links to your company website along with company logo on all messages to participants

KIDS FUN RUN SPONSOR

\$2,500

- Presenting Sponsor for the Kids' Fun Run (Emcee mentions throughout event day) with exclusive signage
- Company logo on all Kids' Fun Run race bibs (exclusive)
- 2 Tickets to the Go Blue 4 Kids Breakfast on Friday, April 19th at Marriott Syracuse Downtown
- ½ Page Advertisement in McMahon Ryan April Event Programs (\$300 value)
- 2 Complimentary Registrations that come with event T-Shirts
- 2 Social Media posts announcing support that tags your business
- Opportunity to place promotional materials at race/set up a vendor table
- Company Logo on back of event T-shirt
- Recognition on Event Website that links to your company website

SUPPORTING SPONSOR

\$1,500

2 Available: Registration & Water Stop

- Exclusive signage at the event at location of sponsorship
- ¼ Page Advertisement in McMahon Ryan April Event Programs (\$150 value)
- 1 Complimentary Registration that comes with event T-Shirt
- Opportunity to place promotional materials at race/set up a vendor table
- Company Logo on back of event T-shirt
- Recognition on Event Website that links to your company website
- 1 Social Media post announcing support that tags your business

PACE SPONSOR

\$1,000

5 Available: Start Line, Finish Line, Mile Marker (3)

- Exclusive signage at event with company logo at location of sponsorship
- 1 Complimentary Registration that comes with event T-Shirt
- 1 Social Media post announcing support that tags your business
- Opportunity to place promotional materials at race/set up a vendor table
- Company Logo on back of event T-shirt
- Recognition on Event Website that links to your company website

WARMUP SPONSOR

\$500

- 1 Social Media post announcing support that tags your business
- Company Logo on back of event T-shirt
- Recognition on Event Website that links to your company website

COOLDOWN SPONSOR

\$250

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

For Questions Contact:

Development Officer: Dana Walk 309-287-9839 Email: dwalk@mcmahonryan.org OR

Development Specialist: Sophia Cali 315-701-2985



McMahon Ryan
CHILD ADVOCACY CENTER



SPONSORSHIP COMMITMENT FORM

Please Select Sponsorship Level:

- Presenting Sponsor \$5,000
- Kids Fun Run Sponsor \$2,500
- Supporting Sponsor \$1,500
- Pace Sponsor \$1,000
- Warmup Sponsor: \$500
- Cooldown Sponsor \$250

Company Information:

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip Code: _____

Phone: _____ Email: _____

Sponsorship Payment:

- Send Invoice Payment Enclosed Credit Card

If Paying by Credit Card, a 3.5% processing fee will be added to your total

Credit Card Number: _____

Expiration Date : _____ Security Code: _____

Signature: _____



PAY ONLINE HERE

If mailing please send this form to Dana Walk

*McMahon Ryan Child Advocacy Center
601 East Genesee Street, Syracuse, NY 13202*

Please email logos and scanned forms to

dwalk@mcmahonryan.org

For more information contact:

Dana Walk 309-287-9839 Email: dwalk@mcmahonryan.org

Please send company logos in a PDF or JPG format to dwalk@mcmahonryan.org