



# McMahon Ryan

## CHILD ADVOCACY CENTER

Dear Community Partner,

*Every child should be seen, heard and protected!*

In Onondaga County we have over 96,900 youth under the age of 18. One out of every three girls and one out of every four boys will be sexually abused by the time they reach adulthood. Thankfully for these victims, McMahon Ryan Child Advocacy Center is here to help. McMahon Ryan Child Advocacy Center is a nonprofit organization dedicated to ending child abuse through prevention, intervention, and education by facilitating a coordinated, multi-disciplinary team approach. It is the only facility of its kind in Onondaga County. We've also helped over 150 youth who have been trafficked. In addition, our prevention and education programs reach over 22,000 children in Onondaga County Schools each year. With your help, we will continue to serve our community with these essential services.

Each April, McMahon Ryan Child Advocacy Center hosts events and fundraisers to coincide with National Child Abuse Prevention Month. We invite you to purchase an advertisement in our April Event Programs. Your purchased advertisement will be featured in the Pinwheel Ball Program on April 5, 2024 and the Go Blue 4 Kids Program on April 19, 2024, reaching over 700 people at our fundraisers.

Our April Fundraisers are essential to McMahon Ryan Child Advocacy Center to continue this work. This past year, McMahon Ryan Child Advocacy Center added its own in-house therapy program, using unrestricted funds to hire 5 trauma-informed therapists to our multi-disciplinary team. We currently need unrestricted funding to hire an additional 2 therapists to our team. Proceeds from our fundraisers will help us continue to grow these crucial services. Please consider one of the advertisement options in the attached package.

All proceeds will benefit children who have been victims of child abuse in our community. We thank you in anticipation of your support of McMahon Ryan Child Advocacy Center this April and your dedication to our shared vision: a community where all children are safe and free from abuse.

Sincerely,

Colleen Merced  
Executive Director

Laura C. Serway  
Board President



**McMahon Ryan**  
CHILD ADVOCACY CENTER



Advertisements will be featured in both the Go Blue 4 Kids and Pinwheel Ball Event Programs

# Program Advertisement Contract

## Advertisement Options

Full-Page	5" W x 8" D	\$450
Half-Page	5" W x 3-7/8" D	\$300
Quarter-Page	2-3/8" W x 3-7/8" D	\$150

## 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 [dwalk@mcmahonryan.org](mailto:dwalk@mcmahonryan.org). The program will be printed in color. *An Advertisement can be created for you by the Development team at your request (please give a notice if you want this option)*

**(AD COPY DEADLINE MARCH 15, 2024)**

## Advertisement Payment Due March 15, 2024

Send Invoice                      Credit Card Number: \_\_\_\_\_

Payment Enclosed              Expiration Date : \_\_\_\_\_ Security Code: \_\_\_\_\_

Credit Card\*                      Billing Zip Code: \_\_\_\_\_

\*If Paying by CC, a 3.5% processing fee will be added\*

Signature: \_\_\_\_\_



Please send this completed form to:

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

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



*Program Advertisement Dimensions*

All advertisements will be  
printed in color

\$450  
Full page AD  
5" x 8"

\$300  
Half page AD  
5" x 3 7/8"

\$150  
Quarter page  
AD  
2 3/8" x 3 7/8"