



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, and far too many of them will face the unimaginable. One in three girls and one in four boys will experience sexual abuse by the time they turn 18. Even more alarming, one in five youth will become victims of sex or labor trafficking.

But there is hope

At McMahon Ryan Child Advocacy Center, we provide a safe and nurturing space where children can find the help they need to heal. We are the only organization in Onondaga County solely dedicated to ending child abuse through a coordinated approach that focuses on **prevention, intervention, and education**. Last year alone, we supported more than 1,500 children who had suffered abuse, over 150 youth who were victims of trafficking, and reached over 22,000 children through school-based prevention programs.

The support of Step Up 4 Kids last year made an enormous impact. Thanks to the generosity of our donors, we were able to hire two additional trauma-informed therapists, ensuring that more children could receive the life-changing help they desperately need.

But our work is far from over

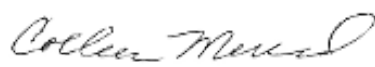
By joining us on Sunday, April 27th, 2025 as a Step Up 4 Kids sponsor, you have the power to sustain these crucial programs, help us to extend therapy to more children, and continue building a future where every child can thrive. Together, we can lighten the burden of abuse for the most vulnerable among us and create a community that stands up for its children. Your generosity changes lives.


What your sponsorship supports


By becoming a sponsor for McMahon Ryan Child Advocacy Center's Step Up 4 Kids 5K & Kids Fun Run, you provide a path to healing for children who have experienced sexual or physical abuse, while helping prevent it from happening to others. Your support directly impacts our mission to end child abuse in Onondaga County, ensuring every child receives the care they need to heal and thrive.

Our coordinated, multi-disciplinary approach brings together experts from law enforcement, medical professionals, social workers, victim advocates, and therapists. This team works collaboratively under one roof to provide comprehensive support, preserve crucial evidence, and prevent future abuse. Your sponsorship not only helps children heal, but also strengthens our community's collective efforts to protect its most vulnerable members.

Sincerely,


Colleen Merced
Executive Director


Nadia Tsai
Co-Race Director


Christian P. Lord
Co-Race Director



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$5,000

- Naming rights to event (Step Up 4 Kids Presented by...) with emcee mentions
- On air media recognition (\$3,000 value)
- 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 18th at Marriott Downtown (\$500 value)
- Full-Page Advertisement in McMahon Ryan April Event Programs (digital & printed, \$450 value)
- 3 Complimentary Registrations that come with event T-Shirts (\$135 value)
- 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

\$5,000

- Presenting Sponsor for the Kids' Fun Run (w/emcee mentions) and exclusive signage
- Company logo on finish line tape (exclusive)
- Company logo on all Kids' Fun Run race bibs (exclusive)
- A table of 10 to the Go Blue 4 Kids Breakfast on Friday, April 18th at Marriott Syracuse Downtown (\$500 value)
- ½ Page Advertisement in McMahon Ryan April Event Programs (digital & printed, \$300 value)
- 3 Complimentary Registrations that come with event T-Shirts (\$135 value)
- 3 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

\$2,000

2 Available: Registration & Water Stop

- Exclusive signage at the event
- (2) Tickets to the Go Blue 4 Kids Breakfast on Friday, April 18th at Marriott Syracuse Downtown (\$100 value)
- ¼ Page Advertisement in McMahon Ryan April Event Programs (digital & printed, \$150 value)
- 2 Complimentary Registrations that comes with event T-Shirt (\$90 value)
- 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
- 2 Social Media posts 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 (\$45 value)
- 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

- Company Logo on back of event T-shirt
- Opportunity to place promotional materials at race/set up a vendor table
- 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 Director: Dana Walk 309-287-9839 Email: dwalk@mcmahonryan.org

Development Specialist: Sophia Cali 315-701-2985 Email: scali@mcmahonryan.org



McMahon Ryan
CHILD ADVOCACY CENTER



SPONSORSHIP COMMITMENT FORM

Please Select Sponsorship Level:

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

Deadline to become a sponsor is March 15th

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 4% processing fee will be added to your total

Credit Card Number: _____

Expiration Date : _____ Security Code: _____

Signature: _____



SCAN ME

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