



Dear Community Partner,

Every child deserves to grow up safe, supported, and free from abuse. At McMahon Ryan Child Advocacy Center, we work every day to make that a reality for children and families throughout Onondaga County.

For more than 20 years, McMahon Ryan has been the **only organization in Onondaga County solely dedicated to ending child abuse** through prevention, intervention, and education. We bring together professionals from across our community to help children heal, support families, and prevent abuse before it happens. Last year alone, we supported more than **1,800 children who experienced abuse**, over **100 youth who were victims of trafficking**, and reached more than **26,000 children through school-based prevention programs**.

But our work is far from over.

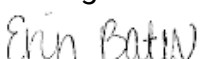
As we look toward 2027, our focus is not only on reaching more children and families, but also on strengthening the services and resources available to them when they need us most. This work is made possible in part through our signature fundraisers, like the **Step Up 4 Kids 5K & Kids Fun Run**. We invite you to join us as a sponsor of the **2027 Step Up 4 Kids 5K & Kids Fun Run**, currently planned for **Sunday, May 16, 2027**. This community event brings together families, businesses, community leaders, and supporters who believe every child deserves the opportunity to grow up safe and free from abuse.

Funds raised through Step Up 4 Kids will help **expand therapeutic support, invest in the professionals who provide that critical care, and grow our prevention and outreach efforts** so more children have the knowledge and tools they need to stay safe.

Support from our community also provides **essential unrestricted funding** that allows McMahon Ryan to respond to needs across the organization, from maintaining and improving the space where children and families receive services to covering the day-to-day resources necessary to deliver our programs effectively.

We hope you will consider supporting the **2027 Step Up 4 Kids 5K & Kids Fun Run** as a sponsor. Your support helps make our work possible and makes a meaningful difference in the lives of children and families throughout Onondaga County.

With gratitude,


Erin Bates
Executive Director


Christian P. Lord
Race Director



 Supporting Opportunities						
	\$7,500 PRESENTING SPONSOR SOLD OUT Exclusive	\$5,000 KIDS FUN RUN SPONSOR SOLD OUT Exclusive	\$2,500 SUPPORTING SPONSOR 2 Available	\$1,000 PACE SPONSOR 5 Available	\$500 WARM UP SPONSOR Unlimited	\$250 COOL DOWN SPONSOR Unlimited
Exclusive naming rights to 5K event (Step Up 4 Kids Presented by...) with emcee mentions	✓					
Company Logo on 5K Bibs and Finish Line Tape	✓					
Name/logo on all printed & digital materials plus on-air media recognition (valued at \$5,000)	✓					
Presenting Sponsor for the Kids' Fun Run (w/emcee mentions) and exclusive signage		✓				
Company Logo on Kids Fun Run Bibs and Finish Line Tape		✓				
Pinwheel Ball Program Advertisement	Full-Page (\$450 Value)	Full-Page (\$450 Value)	Half-Page (\$300 Value)			
Social media posts announcing support that tags your business	5 Posts	3 Posts	2 Posts	1 Post		
Complimentary Race Registrations that come with event T-shirt	5 Race Registrations (\$225 Value)	3 Race Registrations (\$135 Value)	2 Race Registrations (\$90 Value)	1 Race Registration (\$45 Value)		
Exclusive signage at event with company logo at location of sponsorship			2 High Traffic Sponsorships Available: Registration Table or Water Stop	5 Sponsorships Available: Start Line, Finish Line, or Mile Marker (3)		
Opportunity to place promotional materials at race/set up a vendor table	✓	✓	✓	✓	✓	
Recognition on Event Website that links to your company website	✓	✓	✓	✓	✓	✓
Company Logo/Name on back of event T-shirt	Logo	Logo	Logo	Logo	Logo	Name



SPONSORSHIP COMMITMENT FORM

Please Select Sponsorship Level:

- ☐ Presenting Sponsor \$7,500
- ☐ Kids Fun Run Sponsor \$5,000
- ☐ Supporting Sponsor \$2,500
- ☐ Pace Sponsor \$1,000
- ☐ Warm Up Sponsor \$500
- ☐ Cool Down 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 3.75% processing fee will be added to your total

Credit Card Number: _____

Expiration Date : _____ Security Code: _____

Signature: _____

If mailing please send this form to

McMahon Ryan Child Advocacy Center

ATTN: Development Team

601 East Genesee Street, Syracuse, NY 13202

Please email logos and scanned forms to

dwalk@mcmahonryan.org

For Questions Contact:

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

Development Specialist: Catherine Cramer 315-701-2985 Email: ccramer@mcmahonryan.org