



STEP UP 4 KIDS

April 26, 2026

Middle Ages Brewing Company

Celebrating 10 Years of Stepping Up for Kids!

What Is Step Up 4 Kids?

Step Up 4 Kids is McMahon Ryan Child Advocacy Center's signature spring event—a 5K and Kids Fun Run that brings together families, runners, and advocates to raise awareness and support for child abuse prevention in Onondaga County.

Now in its 10th year, Step Up 4 Kids has grown from a small community gathering into a powerful movement for change. Each April, hundreds of participants lace up their sneakers to show that our community stands united in protecting children.

Why It Matters:

Every year, 1 in 7 children in the U.S. experiences abuse or neglect. At McMahon Ryan, we believe that prevention is the key to ending child abuse. That's why our Outreach & Education team delivers life-saving programs in schools across the county—teaching children how to recognize unsafe situations, speak up, and seek help. In 2024 alone, our educators reached over 25,000 students, despite limited staffing. With your support, we can expand our reach and bring this critical education to even more classrooms.

More Than a Race. Step Up 4 Kids is:

- A family-friendly event that promotes health, safety, and community.
- A platform for advocacy, giving voice to children who need protection.
- A fundraiser that directly supports prevention education and victim services.

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

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 Tap	✓					
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 Tap		✓				
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



McMahon Ryan
CHILD ADVOCACY CENTER



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

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: _____



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

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