People Saving Dogs. Dogs Saving People. ™

2016 Sponsorship Package

Miki & Friends 5K Run/Walk for AIR™
May 21, 2016
Promote Your Organization while Helping to Save the Lives of People and Dogs

By sponsoring and/or exhibiting at Attitudes in Reverse’s® (AIR’s™) Fifth Annual Miki & Friends 5K Walk & Run for AIR™ event on May 21, 2016, you will gain tremendous visibility for your organization while supporting a vital cause.

We established AIR in 2010 shortly after our son died by suicide following a long battle against severe depression and anxiety. Our mission is to save lives by raising awareness of mental disorders and the importance of seeking help early in order to prevent suicide.

In just four years, we have presented our Coming Up for AIR™ educational program to more than 20,000 middle school, high school and college students in New Jersey, New York and Vermont. Teens and young adults are our target audience because they have the greatest risk of developing mental health disorders. In April 2015, we became certified Youth Mental Health First Aid instructors, and we are eager to teach this life-saving technique to teachers, school administrators and parents of teens and young adults. We believe this will dramatically increase our effectiveness in achieving our mission.

While faculty and staff at more schools are learning about us and inviting us to present to their students, we are also becoming more well-known with other organizations, which will help us go much farther in pursuing our mission. In addition, at each of our annual events, we consistently and significantly increased the numbers of sponsors, exhibitors and attendees, which resulted in a tripling of funds raised to support our mission. We hope you will be able to join us in our celebration of how dogs contribute to the quality of our lives. It will be a fun day featuring music, a 5K dog walk and a certified 5K run.

Please read the enclosed details on sponsorship and exhibiting opportunities and send in your registration by April 23, 2016. Learn more about AIR™ at www.attitudesinreverse.org, or by contacting either of us through phone or e-mail.

Thank you very much for your support! We look forward to receiving your registration and then seeing you at our event on May 21st!

Sincerely,

Tricia Baker, YMHFA, CPDT-KA
Co-Founder, AIR™
tricia@attitudesinreverse.org
609-945-3200, ext. 2222

Kurt Baker, YMHFA, CFP®
Co-Founder, AIR™
kurt@attitudesinreverse.org
609-945-3200, ext. 1124
Miki & Friends 5K for AIR™
For a Healthy Brain. For a Healthy Body.

Location: Mercer Country Park East Picnic Area
          West Windsor, NJ
GPS Address: 1360 Edinburg Dutch Neck Road
Date: Saturday, May 21, 2016
Time: Vendors/Exhibitors must be set up by
       7:30 AM
Walk/Run Registration begins at
       8:00 AM
Run Starts at 9:00 AM
Walk Starts at 10:00 AM
# Sponsorship Packages We Offer

<table>
<thead>
<tr>
<th>Category Exclusivity</th>
<th>Diamond $10,000</th>
<th>Platinum $7,500</th>
<th>Gold $5,000</th>
<th>Silver $2,500</th>
<th>Bronze $1,000</th>
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<tr>
<td>Company name / logo prominently appear on race banners, start &amp; finish banners and running course markers</td>
<td>x</td>
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<tr>
<td>Company name mentioned in radio, TV, and print interviews and included on all promotional materials</td>
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<tr>
<td>Company name / logo prominently appear on posters</td>
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<td>x</td>
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<tr>
<td>Company exhibit on (10’ x 10’ lots on event fairgrounds. Company choice of location</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Company logo on cake.</td>
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<td>Company name / logo appear on Miki &amp; Friends 5K website</td>
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<td>x</td>
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<tr>
<td>Company name / logo appear on Attitudes in Reverse Website and Facebook page</td>
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<td>Company featured in after event video</td>
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<td>x</td>
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<td>Complimentary T-shirts</td>
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<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
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<td>Race entries</td>
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<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
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</table>

Please complete the enclosed registration form and send it to Attitudes In Reverse®, P.O. Box 3127, Princeton, NJ 08543 by April 23, 2016.

For more sponsorship information, please contact:
Attitudes In Reverse® (AIR™)
Tricia or Kurt Baker
609-945-3200
Tricia@attitudesinreverse.org
Kurt@attitudesinreverse.org
Thank you for your support and participation!
5th Annual Miki and Friends Walk for AIR™
Saturday, May 21, 2016
8:30 a.m.—12:00 p.m. Rain or Shine

Registration Form & Guidelines for ALL exhibitors

Thank you for your interest in AIR’s™ 5th Annual Miki and Friends Walk for AIR™. This is a wonderful opportunity for our community to gather and share in a day filled with a human 5K race, a dog walk, music, great food, and more. It is also an outstanding way for local organizations and businesses to share knowledge of their services with the community. If you are interested in representing your business or organization, complete the application below and mail to: PO Box 3127, Princeton, NJ 08543 along with your applicable fee OR fax to 800-321-0329. We look forward to your participation.

Registration Deadline with payment in form of check/money order/credit card: April 23, 2016

Guidelines for Exhibitors:
• Exhibit space is 10’ x 10’.
• Logo on AIR Website- JPG required by April 23, 2016.
• Running water and Power are NOT available at booths.
• Tables and chairs will be provided.
• No drawings/raffles are permitted.
• Permission to sell items is required prior to April 23, 2016 – enter information below.
• Application fees are NON-REFUNDABLE - Event will take place Rain or Shine.
• Setup – all booths must be completely set up and all vehicles must be moved from the area by 7:30 a.m.
• Location is East Picnic Area, Mercer County Park, NJ – GPS: Entrance next to 1360 Edinburg Dutch Neck Road, Princeton Junction (West Windsor), NJ 08550.
• Questions should be directed to INFO@Attitudesinreverse.org OR 609-945-3200.

Business Name: ________________________
Today’s date: ________________________
Main Contact: ________________________
Email Address: ________________________
Business Address: ________________________

Telephone: ________________________
Cell Phone # (day of event): ________________________
URL: ________________________
Signature: ________________________

What product/service does your company offer: ________________________
Do you plan to sell anything? If yes, please describe: ________________________

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<thead>
<tr>
<th>Sponsorship Level</th>
<th>Quantity of 10’ X 10’ Exhibit spaces</th>
<th>Fee</th>
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<tr>
<td>Diamond</td>
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<td>$10,000</td>
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Payment Enclosed: ___ Check ___ Money Order ___ CC: ___
CC # ________________________
Exp. Date: ________________________
Security Code: ________
Name on card: ________________________
Signature: ________________________

Mail or Fax this Registration Form to: AIR™ Event Registration, PO Box 3127, Princeton, NJ 08543 along with your applicable fee OR fax to 800-321-0329 no later than April 23rd, 2016.