



People Saving Dogs. Dogs Saving People.™

2020 Sponsorship Package

*Miki & Friends OPEN AIR™ Event
August 29, 2020*

This is an outdoor, socially distanced event.





Promote Your Organization while Helping to Save the Lives of People and Dogs

This is an outdoor, socially distanced event.



By sponsoring and/or exhibiting at Attitudes in Reverse's® (AIR's™) 9th Annual *Miki & Friends Open AIR™* event on August 29, 2020, 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 health disorders and the importance of seeking help early to prevent suicide. Our work is even more critical now as the coronavirus crisis has had a significant negative effect on individuals' mental health and this impact is expected to continue long after the public health emergency is declared to be over.

Since 2010, we have presented our *Coming Up for AIR™* educational program to more than 95,000 middle school, high school and college students in New Jersey and several other states. Shortly after each presentation, between 6% and 17% of students open up about their struggles and get the help they need. We are also offering this presentation to adults through lunch-and-learn sessions at businesses, and we developed a different version of the program tailored for younger students, *Packing a Good Mental Health Toolkit for Youth™*, which quickly became very popular. During the pandemic, we have given virtual presentations and hosted virtual visits with AIR Dogs – certified therapy dogs who participate in all of our programs – to help students cope with the isolation and fear associated with the coronavirus.

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 walk for people and their dogs and fun demonstrations of the amazing dog tricks. We will be holding the event in two locations: West Windsor Community Park on Hightstown Road, Princeton Junction, NJ and The College of New Jersey in Ewing, NJ. We will also feature live streaming on Facebook throughout the event so individuals can join us and enjoy the activities, whether or not they are able to be at either of the physical sites.

Please read the enclosed details on sponsorship and exhibiting opportunities and send in your registration by July 31, 2020. Learn more about AIR™ at www.air.ngo, 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 August 29th!

Sincerely,

A handwritten signature in black ink that reads 'Tricia Baker'.

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

A handwritten signature in black ink that reads 'Kurt Baker'.

Kurt Baker, YMHFA, CFP®
Co-Founder, AIR™
kurt@air.ngo
609-945-3200, ext. 1124

Miki & Friends Open AIR™ Event

For a Healthy Brain. For a Healthy Body.

*Location: West Windsor Community Park
West Windsor, NJ*

*GPS Address: West Windsor Community Park
Bernt Midland Blvd.
West Windsor, NJ 08550
(Near West Windsor Water Works)
Hightstown Road/Route 571*

Date: Saturday, August 29, 2020

*Time: Vendors/Exhibitors must be set up by
8:30 AM
Walk Registration begins at
9:00AM
Walk starts at 9:30 AM
Event ends at 11:30 AM*

Miki & Friends Open AIR Event

This event is outdoors and socially distanced event.

Sponsorship Packages We Offer

	Diamond \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Category Exclusivity	x				
Company name mentioned in radio, TV, and print media interviews and included on all promotional materials	x				
Company name / logo to appear prominently on posters	x	x	x	x	x
Company exhibit on (10' x 10') lots on event fairgrounds. Company choice of location	2	2	2	1	1
Company name/logo to appear on the Miki & Friends Open AIR event registration website	x	x	x	x	x
Company name/logo appear on Attitudes in Reverse website and social media (Facebook, Twitter, Instagram)	x	x	x	x	x
Company featured in after event video	x	x	x	x	x
Complimentary T-shirts	10	8	6	4	2
Walk registrations	10	8	6	4	2

Please complete the enclosed registration form and send it to Attitudes In Reverse®, P.O. Box 3127, Princeton, NJ 08543 by July 31, 2020.

For more sponsorship information, please contact:

Attitudes In Reverse® (AIR™)
Tricia or Kurt Baker
609-945-3200
Tricia@air.ngo
Kurt@air.ngo

Thank you for your support and participation!

9th Annual Miki and Friends Open AIR™ Event

Saturday, August 29, 2020

8:30 a.m. — 11:30 a.m. Rain or Shine

Registration Form & Guidelines for ALL exhibitors

Thank you for your interest in AIR's 9th Annual *Miki and Friends Open AIR event*. This is a wonderful opportunity for our community to gather and share in a day filled with a 5K walk, music, great food, and more. It is also an outstanding way for local organizations and businesses to promote their products and services to the community. If you are interested in representing your business or organization, complete the application below and mail it 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 Due Date with payment in form of check/money order/credit card: July 31, 2020

Guidelines for Exhibitors:

- Exhibit space is 10' x 10'.
- Logo on AIR Website- JPG required by **July 31, 2020**.
- Running water and power are NOT available at booths.
- No drawings/raffles are permitted.
- Permission to sell items is required prior to **July 31, 2020**– 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 8:30 a.m.**
- Location is West Windsor Community Park.
- Questions should be directed to info@air.ngo OR 609-945-3200.

Business Name:		Today's date:	
Main Contact:		E-mail 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: <i>Pending approval</i>	
Sponsorship Level	Quantity of 10' X 10' Exhibit spaces	Fee	TOTAL
Diamond	2	\$10,000	
Platinum	2	\$7,500	
Gold	2	\$5,000	
Silver	1	\$2,500	
Bronze	1	\$1,000	
Exhibit only		\$100	
		Total Due	
Payment Enclosed: <input type="checkbox"/> Check <input type="checkbox"/> Money Order <input type="checkbox"/> Credit Card (CC)		Billing Address if different from Business Address: _____ _____ _____ _____	
		CC # _____ Exp. Date: _____ Security Code: _____ Name on card: _____ Signature: _____ Receipt E-mail: _____	

Send 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 July 31, 2020. Thank you.