



People Saving Dogs. Dogs Saving People.™

2021 Sponsorship Package

**Miki & Friends
OPEN AIR™ Event
May 22, 2021**

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) 10th Annual *Miki & Friends Open AIR™* event on May 22, 2021, 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 walk for people and their dogs, and fun demonstrations of amazing dog tricks. We will be holding the event at the West Windsor Community Park on Princeton-Hightstown Road, Princeton Junction, 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 the park.

Please read the enclosed details on sponsorship and exhibiting opportunities and send in your registration by April 30, 2021. 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 May 22nd!

Sincerely,

A handwritten signature in cursive script that reads 'Tricia Baker'.

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

A handwritten signature in cursive script 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)
Princeton-Hightstown Road/Route 571

Date: Saturday, May 22, 2021

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



Miki & Friends OPEN AIR™ Event

This is an outdoor, socially distanced event.

Sponsorship Packages We Offer

	ANNUAL SPONSOR \$15,000	Diamond \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Includes both Taste of Hope and Miki & Friends Open AIR events	■*					
Category Exclusivity	■*	■				
Company name mentioned in radio, TV, and print media interviews and included on all promotional materials	■*	■				
Company name/logo to appear prominently on posters	■*	■	■	■	■	■
Company exhibit on (10' x 10') lots on event fairgrounds. Company choice of location	2*	2	2	2	1	1
Company name/logo to appear on the Miki & Friends Open AIR event registration website	■*	■	■	■	■	■
Company name/logo to appear on Attitudes in Reverse website and social media (Facebook, Twitter, Instagram)	■*	■	■	■	■	■
Company featured in post event video	■*	■	■	■	■	■
Complimentary T-shirts	10*	10	8	6	4	2
Walk registrations	10*	10	8	6	4	2

* Annual Sponsors receive all of the benefits for BOTH events.

Our 5th annual Taste of Hope, honoring Peter Weedfald, will be held on Oct. 13, 2021.

Please complete the enclosed registration form and send it along with your payment to:

Attitudes In Reverse®, P.O. Box 3127, Princeton, NJ 08543 by April 30, 2021.

For more sponsorship information, please contact:

Attitudes In Reverse® (AIR™) • 609-945-3200

Tricia (Tricia@air.ngo) or Kurt Baker (Kurt@air.ngo)

Thank you for your support and participation!

10th Annual Miki and Friends Open AIR™ Event

Saturday, May 22, 2021 • 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 10th 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, sealed snacks, 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: April 30, 2021

Guidelines for Exhibitors:

- Exhibit space is 10' x 10'.
- Logo on AIR Website- JPG required by April 30, 2021.
- Running water and power are NOT available at booths.
- No drawings/raffles are permitted.
- Permission to sell items is required prior to April 30, 2021 – enter information below.
- Application fees are NON-REFUNDABLE - Event will take place Rain or Shine.
- Setup – All vehicles must be moved from unloading 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: Pending approval	
Sponsorship Level	Quantity of 10'x10' Exhibits	Fee	TOTAL
ANNUAL SPONSOR	2	\$15,000	
Diamond	2	\$10,000	
Platinum	2	\$7,500	
Gold	2	\$5,000	
Silver	1	\$2,500	
Bronze	1	\$1,000	
Exhibit only		\$100 (\$25 for non-profits)	
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 and fee to: AIR Event Registration, PO Box 3127, Princeton, NJ 08543
OR fax Registration Form to 800-321-0329 no later than April 30, 2021. Thank you.**