



*People Saving Dogs. Dogs Saving People.™*

## *2022 Sponsorship Package*

*Miki & Friends OPEN AIR<sup>SM</sup> Event*  
*May 21, 2022*

*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<sup>SM</sup>) 11<sup>th</sup> Annual *Miki & Friends Open AIR<sup>SM</sup>* event on May 21, 2022 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<sup>SM</sup>* educational program to more than 100,000 middle school, high school and college students in New Jersey and several other states. Shortly after each presentation, between 6% and 30% of students open up about their struggles and get the help they need. We developed a new program, *Packing a Good Mental Health Toolkit for Youth<sup>SM</sup>*, tailored for younger students because the earlier mental health education begins, the more likely students will recognize when they should ask for help and they will likely not be embarrassed to do so – and they would encourage their friends to do the same. We are also offering presentations to adults through lunch-and-learn sessions at businesses. AIR Dogs – certified therapy dogs who participate in all of our programs – to help individuals cope with the isolation and fear associated with the coronavirus and to feel comfortable engaging in these critical conversations. In addition, we expanded our AIR Therapy Dogs: Paws for Minds<sup>SM</sup> program. Originally developed to support students during stressful exam weeks and when tragedies occur, this program now also includes training of school staff and their dogs and certifying them as therapy dog teams.

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 and a 5K walk for people and their dogs. We will be holding the event at West Windsor Community Park on Hightstown Road, Princeton Junction, NJ.

Please read the enclosed details on sponsorship and exhibiting opportunities and send in your registration by April 30, 2022. Learn more about AIR at [www.air.ngo](http://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 21<sup>st</sup>!

Sincerely,

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

Tricia Baker, YMHFA, CPDT-KA  
Co-Founder, AIR  
[tricia@air.ngo](mailto: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](mailto: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, May 21, 2022*

*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 Noon*

# *Miki & Friends Open AIR Event*

*This event is outdoors and socially distanced event.*

## *Sponsorship Packages We Offer*

	<b>Diamond \$10,000</b>	<b>Platinum \$7,500</b>	<b>Gold \$5,000</b>	<b>Silver \$2,500</b>	<b>Bronze \$1,000</b>
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 April 30, 2022.**

**For more sponsorship information, please contact:**

Attitudes In Reverse® (AIR<sup>SM</sup>)  
 Tricia or Kurt Baker  
 609-945-3200  
 Tricia@air.ngo  
 Kurt@air.ngo

**Thank you for your support and participation!**

## 11<sup>th</sup> Annual Miki and Friends Open AIR™ Event

Saturday, May 21, 2022

8:30 a.m. — Noon Rain or Shine

### Registration Form & Guidelines for ALL exhibitors

Thank you for your interest in AIR's 11<sup>th</sup> 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: April 30, 2022**

Guidelines for Exhibitors:

- Exhibit space is 10' x 10'.
- Logo on AIR Website- JPG required by **April 30, 2022**
- Running water and power are NOT available at booths.
- No drawings/raffles are permitted.
- Permission to sell items is required prior to **April 30, 2022**– 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	
		<b>Total Due</b>	
<b>Payment Enclosed:</b> <input type="checkbox"/> Check <input type="checkbox"/> Money Order <input type="checkbox"/> Credit Card (CC)		<b>Billing Address if different from Business Address:</b> _____ _____ _____ _____	
		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 April 30, 2022. Thank you.**