



*People Saving Dogs. Dogs Saving People.™*

## *2018 Sponsorship Package*

*Miki & Friends 5K Run/Walk for AIR™  
May 19, 2018*

**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™) 7<sup>th</sup> Annual *Miki & Friends 5K Walk & Run for AIR™* event on May 19, 2018, 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 in order to prevent suicide.

In the past seven years, we have presented our *Coming Up for AIR™* educational program to more than 63,000 middle school, high school and college students in New Jersey and several other states. Shortly after each presentation, between 2% and 6% 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 has already become popular.

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 21, 2018. Learn more about AIR™ at [www.attitudesinreverse.org](http://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 19<sup>th</sup>!

Sincerely,

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

Tricia Baker, YMHFA, CPDT-KA  
Co-Founder, AIR™  
[tricia@attitudesinreverse.org](mailto:tricia@attitudesinreverse.org)  
609-945-3200, ext. 2222

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

Kurt Baker, YMHFA, CFP®  
Co-Founder, AIR™  
[kurt@attitudesinreverse.org](mailto: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 19, 2018*

*Time: Vendors/Exhibitors must be set up by  
7:30 AM*

*Walk/Run Registration begins at  
8:00AM*

*Run Starts at 9:00 AM*

*Walk Starts at 10:00 AM*

# *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 / logo prominently appear on race banners, start & finish banners and running course markers.	x				
Company name mentioned in radio, TV, and print interviews and included on all promotional materials	x				
Company name / logo prominently appear 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 logo on cake.	x	x	x	x	x
Company name / logo appear on Miki & Friends 5K website	x	x	x	x	x
Company name / logo appear on Attitudes in Reverse Website and Facebook page	x	x	x	x	x
Company featured in after event video	x	x	x	x	x
Complimentary T-shirts	10	8	6	4	2
Race entries	10	8	6	4	2

**Please complete the enclosed registration form and send it to Attitudes In Reverse<sup>®</sup>, P.O. Box 3127, Princeton, NJ 08543 by April 21, 2018.**

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

Attitudes In Reverse<sup>®</sup> (AIR<sup>™</sup>)  
Tricia or Kurt Baker  
609-945-3200  
Tricia@attitudesinreverse.org  
Kurt@attitudesinreverse.org

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

**5<sup>th</sup> Annual Miki and Friends Walk for AIR™**

Saturday, May 19, 2018

8:00 a.m. — 12:30 p.m. Rain or Shine

**Registration Form & Guidelines for ALL exhibitors**

Thank you for your interest in AIR's 7<sup>th</sup> 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 Due Date with payment in form of check/money order/credit card: April 21, 2018**

Guidelines for Exhibitors:

- Exhibit space is 10' x 10'.
- Logo on AIR Website- JPG required by **April 21, 2018**.
- 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 21, 2018**– 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](mailto: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:  <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>	
		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 21, 2018. Thank you.**