



*People Saving Dogs. Dogs Saving People.™*

## 2025 Sponsorship Package



**Miki & Friends  
OPEN AIR™ Event  
May 17, 2025**

*This is an outdoor, rain or shine, event.*





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

*This is an outdoor, rain or shine, event.*



By sponsoring and/or exhibiting at Attitudes in Reverse's® (AIR™'s) 14th Annual *Miki & Friends Open AIR™* event on May 17, 2025, 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.

Since 2010, we have presented our *Coming Up for AIR™* educational program to more than 250,000 middle school, high school and college students in New Jersey and several other states. Shortly after each presentation, between 6% and 50% 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.

We hope you will be able to join us in our celebration of AIR's 15th year of educating youth about good mental health. We hope you can join us for celebrating 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. We will be holding the event at the West Windsor Community Park on Princeton-Hightstown Road, Princeton Junction, NJ.

Please read the enclosed details on sponsorship and exhibiting opportunities and send in your registration by April 30, 2025. 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 17th!

Sincerely,

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

**Date:** Saturday, May 17, 2025

**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, rain or shine, 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)	■*	■	■	■	■	■
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 8th annual Taste of Hope will be held in October 2025.

**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, 2025.

**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!**

# 14th Annual Miki and Friends Open AIR™ Event

Saturday, May 17, 2025 • 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 14th 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. We look forward to your participation.

**Registration Due Date with payment in form of check/money order/credit card: April 30, 2025**

### Guidelines for Exhibitors:

- Exhibit space is 10' x 10'.
- Logo on AIR Website – JPG required by April 30, 2024.
- Running water and power are NOT available at booths.
- No drawings/raffles are permitted.
- Permission to sell items is required prior to April 30, 2024 – 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: <span style="float: right;">Pending approval</span>	
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)	
<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 and fee to: AIR Event Registration, PO Box 3127, Princeton, NJ 08543  
no later than April 30, 2024. Thank you.**