



MJR FOUNDATION

Let's Tailgate and Celebrate

MJRF Champs Event 2025



Miles Jeffrey Roberts Foundation
Sponsorship Opportunities

September 12, 2025

Empowering the youth athletic community to promote mental well-being and suicide prevention

A Letter from our Founders

Empowering the youth athletic community to promote mental well-being and suicide prevention



Dear Friend of Miles Jeffrey Roberts Foundation,

The Miles Jeffrey Roberts Foundation was established in 2019 to honor Miles Roberts, a 15-year-old Skyline Freshman who died by suicide in 2017. Our mission is to empower the youth athletic community to promote mental well-being and suicide prevention. We do this by funding an innovative program, MJRF Champions, in high schools, focusing on anxiety and depression awareness and outreach. We raise money through community fundraiser events, individual, corporate, and family foundation donations, student-initiated fundraisers, and public funds such as millage grants.

The 3rd MJRF Champs Tailgate Event will be held on Friday, September 12, 2025, 6:30 pm at German Park. The goal of this unique event is to raise awareness and funds for MJRF. Not only do we rely on this community event for critical financial support of our programs, but it also provides an opportunity for the community to learn more about our mission. All proceeds from the MJRF Champs Tailgate are used to directly support the Champions program serving student athletes in our community.

The Champs Program is a transformative approach for engaging youth athletes with trusted adults and mental health professionals to access support, resources, and education for mental well-being. The program is thriving at Skyline and Pioneer High Schools in Ann Arbor, with remarkable growth and demand. We're thrilled to expand to Ann Arbor Huron High School in the fall of 2025.

We are grateful to the Ray & Mary Knight Foundation who are leading this year's sponsorship campaign and invite you to join them as a sponsor of the 2025 MJRF Champs Tailgate Event! We appreciate the ongoing support of many community members and businesses and would be thankful for your participation as a sponsor. Please see the attached sponsorship levels to choose from.

We hope we can count on your partnership this year! Please contact Kristen Roberts at kristen@mjrfoundation.org/734-355-5402 with any questions. Thank you in advance!

Sincerely,
Kristen Roberts and Jeff Roberts, Founders

Our Board of Directors

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3rd Annual MJRF Champs Event

Empowering the youth athletic community to promote mental well-being and suicide prevention



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The MJRF Champs Event is an exciting, tailgate-style gathering at German Park, featuring live music by Naked Ace, food by Knight's Steakhouse, drinks, and a lively atmosphere with a silent auction and wine pull. This fun-filled event MC'd by Jon Morosi supports the MJRF Champions Program, which is dedicated to empowering youth athletic communities in local high schools. The program emphasizes mental well-being and suicide prevention, fostering a supportive environment for young athletes. Join us for a great time, all while supporting an important cause that makes a difference in the lives of our youth.

280 Attendees in 2024

65 Sponsors in 2024

\$98,000 raised in 2024

MJRF Champs Event Details



5549 PONTIAC TRAIL,
ANN ARBOR, MI 48105



FRIDAY, SEPT 12, 2025
6:30PM-10:00PM



CASUAL TAILGATE
ATTIRE/MJRF GEAR

Purchase tickets, explore sponsorship and silent auction opportunities, or discover more about the MJRF Champs Event by visiting our official landing page.



<https://mjrfchampsevent2025.cbo.io>

The Miles Jeffrey Roberts Foundation

Empowering the youth athletic community to promote mental well-being and suicide prevention



WHO WE ARE

The MJR Foundation was established in August of 2019 as a 501(c)(3) nonprofit organization in honor of Miles Jeffrey Roberts, who died by suicide on May 29th, 2017. Suicide is an epidemic that continues to rise, particularly in our youth. According to the CDC in 2017, 6,252 young people ages 15 to 24 were reported as deaths by suicide in the U.S. Suicide was the second leading cause of death in this age group. Miles was one of these deaths. We strive to advance youth mental well-being and suicide prevention through The MJRF Mental Health Champions Program.



WHAT WE ARE DOING - MJRF CHAMPS

The MJRF Champs Program is a transformative approach for engaging youth athletes through trusted adults, specifically coaches, trainers and other professionals within Skyline and Pioneer High School's Athletic Department.

CHAMPS PROGRAM IMPACT TO DATE

999

student athletes engaged

39

presentations conducted

27

follow-ups requested



YOUR DONATIONS IMPACT

\$2,750

For every \$2,750 raised, we're able to fund a Champs Presentation that provides students with critical mental health education and resources. This cost includes support from Program Staff, Champs, Leads, the Program Director, and student giveaways.*

2024-2025 MJRF SCHOLARSHIP TOTAL

\$10,000

This year, MJRF will award four graduating seniors from the Class of 2025 with \$2,500 scholarships—two students from Pioneer and two from Skyline will be chosen.

2025 MJRF Champs Event Sponsorship Opportunities

Transform - \$10,000+

- 10 event tickets Name/Logo on invitation
- Prominent recognition on mjrfoundation.org website, social media pre and post event, and posters displayed during the German Park event
- Sponsorship level highlighted at keynote address
- Sponsorship level highlighted on all media related advertising of event



MJRF is grateful to have been chosen as the Ray & Mary Knight Foundation's 2024 and 2025 non-profit recipient. We are proud to have the Knight Foundation supporting us at the Transform Sponsorship level.

Empower- \$5,000+

- 8 event tickets Name/Logo on invitation
- Recognition on mjrfoundation.org website, social media pre and post event, and posters displayed during the German Park event
- Sponsorship level highlighted at keynote address

Courage- \$2,500+

- 6 event tickets Name/Logo on invitation
- Recognition on mjrfoundation.org website, social media pre and post event, and posters displayed during the German Park event

Hope - \$1,000+

- 4 event tickets
- Recognition on mjrfoundation.org website, social media pre and post event, and posters displayed during the German Park event

Friendship - \$500+

- 2 event tickets
- Recognition on mjrfoundation.org website, social media pre and post event, and posters displayed during the German Park event

To Sponsor, Scan the QR Code or follow the link:



https://cbo.io/mjrfchampsevent2025/tix_1

Thank you to our 2024 Event Sponsors

We could not have had a successful event without you!



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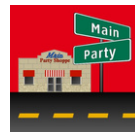


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Thank you to our 2024 Silent Auction Donors

Our event's success was made possible thanks to your contribution.



MJR FOUNDATION



The Kunec Family, Andrea Webber, Ben and Julie Ewy, The Weissman Family, Omkar Karthikeyan, Kim Lippert, The Sluymers-Tuccinardi Family, Lisa Ridha, The Stein Family, Hobbs Kessler, Keith McKendry, Terri Middleton, Sheri Belcher, Jamie Schmunk & Andrew Copp

Thank You

Thank you for your time, consideration, and potential support. We are excited about the possibility of working together and would be happy to discuss any questions or ideas you may have as we move forward.

Contact Us

President, Co-Founder, Kristen Roberts
kristen@mjrfoundation.org, (734) 355-5402

COO, Co-Founder Jeff Roberts
jeff@mjrfoundation.org, (734) 546-6004

Learn more about the Miles Jeffrey Roberts Foundation:



INSTAGRAM: MJRFUNDATION



FACEBOOK: MILES JEFFREY
ROBERTS FOUNDATION



WWW.MJRFUNDATION.ORG

