

# Alzheimer's Buddies

HARVARD COLLEGE



## *Spring 2013 Symposium Proposal*

Academic	Family	Public
<p><i>Audience of primarily Harvard students and professionals connected to HSL/BWH.</i></p> <ul style="list-style-type: none"> <li>♦ Lecture Hall: 500 people</li> <li>♦ Celebrity Guest Hospitality, including airfare</li> <li>♦ Basic Programs/Signs</li> <li>♦ Modest Post-Event Reception with Guest Speakers (and attendance limited to Harvard students)</li> </ul>	<p><i>Invitations extended to family members, students from other local colleges, and professionals from other area nursing facilities/hospitals.</i></p> <ul style="list-style-type: none"> <li>♦ Harvard Plaza Tent: 1,800 people</li> <li>♦ Venue Decoration</li> <li>♦ Regional effort beneficial for program expansion, positive publicity</li> <li>♦ More in-depth and informative materials for those in attendance</li> <li>♦ Post-Event Reception with Guest Speakers and Refreshments</li> </ul>	<p><i>Event heavily publicized to general public in addition to those included in other versions. Intended to attract local, regional, and perhaps national coverage.</i></p> <ul style="list-style-type: none"> <li>♦ Harvard Plaza Tent: 1,800 people</li> <li>♦ Support of nationwide Alzheimer's advocacy groups, intensive public relations effort</li> <li>♦ Greater potential of attracting large-scale support, monetary and otherwise, for Alzheimer's Buddies and HSL</li> <li>♦ More professional production in audiovisual presentation and documentation of event</li> <li>♦ Thorough appreciation baskets for all speakers</li> </ul>
<b>\$2,500</b>	<b>\$5,000</b>	<b>\$10,000</b>