

an interdisciplinary

# SYMPOSIUM on

# ALZHEIMER'S DISEASE

We can't afford to *forget* about Alzheimer's. #QUESTION #LEARN #ACT

**presented by**  
**Harvard College Alzheimer's Buddies**

**Harvard University**  
**April 20, 2013**



**SPONSORSHIP OPPORTUNITIES**

# TABLE OF CONTENTS

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## SPONSORSHIP OPPORTUNITIES

- 2 | Table of Contents**
- 3 | About Harvard College Alzheimer's Buddies (HCAB)**
- 4 | About the Symposium on AD**
- 5 | Tentative Program for Symposium**
- 6 | Why Support our Symposium?  
Levels of Sponsorship**
- 7 | Sponsorship Benefits**
- 8 | Contact Us**

Check us out in the Lifestyle section of:

**The Boston Globe**

# About Harvard College Alzheimer's Buddies

## Who We Are

Undergraduates responding to the [profound isolation](#) and [social disengagement](#) experienced by people in the intermediate-to-late-stages of Alzheimer's disease (AD). We build meaningful emotional connections with dementia patients weekly one-on-one visits. We focus on what is still present in our buddies and improving the life that they have despite limitations. Although we are looking to expand to other facilities, we currently visit patients at the Hebrew Senior Life Rehabilitation Center in Roslindale, MA (HSL).



## Why We Volunteer

### For Our Buddies

Our committed volunteers build friendships through their regular visits and a trust that can inspire hope. We arrive with energy, a loving smile, and a caring touch, wanting to really know our buddies.



### For Solidarity

College students and dementia patients are not that different- they and their families are both undergoing major transitions in their lives during which they must reassess priorities and cope with new challenges. With dementia, the transitions can be devastating. Together we work to find the courage to face these challenges.

### For the Staff

We help to relax and engage our buddies, leading them to be more cooperative with the support staff. Our visits provide a relief for nursing staff so that they can focus on their care-giving duties.



# About our Symposium

## About Alzheimer's

5.4 million Americans have Alzheimer's Disease: a devastating neurodegenerative disorder that impairs memory and cognitive function. With the aging American population, this number is projected to quadruple by 2050, requiring even millions more caregivers. Despite advances in drug research, Alzheimer's is the only leading cause of death in the US that still cannot be prevented, cured, or even slowed. Until a cure arrives, we as a society must work to alleviate the psychological and physical burden of the disease on both patients and caregivers.

## About the Symposium

We believe it is crucial to develop innovative care-giving practices and social policies that will help all of those impacted by the disease and that will require not only collaboration across disciplines, but also awareness among the nation's future caregivers: college students. To this end, we hope to facilitate dialogue among Harvard faculty members regarding these subjects by holding a symposium open to all students and the public. We hope to welcome representatives from these backgrounds across the university:

- Social workers, geriatricians, neurologists, and psychiatrists from Harvard Medical School
- Investigators from the Harvard School of Public Health
- Scholars grappling with physician-assisted suicide and end-of-life care from Harvard Law School
- Policy developers dealing with the economics of aging, Social Security , and Medicare from the Kennedy School of Government and the Economics Department
- Health care business and management experts to address how hospitals and insurance companies are responding to the aging population and the changing federal system from Harvard Business School

# Tentative Program



Tentative Location: The Plaza Tent outside the Harvard Science Center

Each presenter will be presenting for 10-15 minutes, then our moderator will pose questions to the presenters as a panel. Then we will open the floor to questions.

## Tentative Speakers

### Caregiving and Social Work

**Jeffrey Robbins (confirmed)**

*L.I.C.S.W, Program Advisor*

**Dr. Ruth Kandel (confirmed)**

*Hebrew Senior Life Staff Geriatrician, Harvard Medical School Assistant Professor of Medicine*

### Medical and Legal Advocacy for Alzheimer's Patients

**Dr. Bruce Price (confirmed)**

*Chief of McLean Hospital Department of Neurology*

### Healthcare and Hospital Management

**Dr. Gary Gottlieb, MD**

*Partners HealthCare President and CEO*

*Brigham and Women's Hospital and Massachusetts General Hospital*

### Neurology, Alzheimer's Research

**Dr. Kirk Daffner, MD**

*Partners HealthCare President and CEO*

*Brigham and Women's Hospital and Massachusetts General Hospital*

### Living with Alzheimer's

**Michael Ellenbogen**

*Alzheimer's Advocate and Alzheimer's Disease patient*



**Meredith Vieira**

**Confirmed as Panel Moderator**

*moderator of The View, co-host of NBC News, Today and host of Who Wants to Be a Millionaire. Her father died of AD and her brother is currently fighting the disease.*

# Why Support our Symposium?

## Objectives

- Increase university-wide dialogue and collaboration on the health care and policy challenges posed by America's aging population, with an emphasis on dementia.
- Excite interest in careers in geriatrics, social work, and advocacy among Harvard undergraduates.
- Provide students from the College and other schools of the university with a concrete foundation for responding to dementia among their own friends and families
- Boost community awareness of the resources available for coping with the challenges of Alzheimer's disease.
- Help raise support and potentially funding for Alzheimer's Buddies



Harvard Alzheimer's Symposium Teaser - Larry King

Larry King's video of support for our symposium

## Levels of Sponsorship

BENEFITS	DIAMOND \$1,000 to \$5,000	GOLD \$500 to \$1,000	SILVER \$200 to \$499
Name Recognition at the Symposium and online	✓	✓	✓
Company Feature in Symposium program	2 pages	1 page	1/2 page
Distribution of Company Promotional Materials at Symposium	✓	✓	
Opportunity to help sponsor celebrity moderator	✓	✓	✓
Opportunity to speak to pre-frosh and current students and speakers at Symposium Reception	✓		

# Sponsorship Benefits

## LOGO PLACEMENTS & COMPANY BRAND AWARENESS

- Verbal recognition as Diamond
- Sponsor and logo display during Opening/Closing Ceremonies
- High exposure of company
- name/logo at conference events, such as the Wall of Sponsors display or on participant T-shirts
- Participant Handbook: 2 page
- detailed company profile
- Website: Company profile name, logo, brief mission statement
- Mention in press release statement

## SCHOLARSHIP & PRIZE SPONSORSHIP (AWARDS PROGRAM)

- Pinnacle Award named after company (Pinnacle Awards are given for outstanding research presented during plenary & poster fair)
- Opportunity for an expert representative of the company to participate as a judge for Pinnacle Awards
- Opportunity to sponsor participant traveling scholarships in company's name

DIAMOND \$1000 TO \$5000

GOLD \$500 TO \$1000

SILVER \$200 TO \$499

TO BE DETERMINED

- Verbal recognition as Gold Sponsor and logo display during Opening/Closing Ceremonies
- Exposure of company name/logo at conference events, such as the Wall of Sponsors display or on participant T-shirts
- Participant Handbook: 1 page detailed company profile
- Website: Company profile name, logo
- Mention in press release statement

- Special Award named after company (Special Awards are given for excellent research presented during plenary & poster fair)
- Opportunity to sponsor participant traveling scholarship

- Verbal recognition as Silver Sponsor and logo display during Opening/Closing Ceremonies
- Exposure of company name/logo at conference events, such as the Wall of Sponsors display or on participant T-shirts
- Participant Handbook: 1/2 page detailed company profile
- Website: Company profile name

- Opportunity to sponsor participant traveling scholarships in company's name

# Contact Us

## HARVARD COLLEGE ALZHEIMER'S BUDDIES

If you would like more information or are interested in partnering with us, please contact:

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