

## A Changing Melody Forum November 15, 2008



**The forum continues to be a powerful and beneficial experience for persons with dementia and their families because persons with dementia – those who know the issues they face the most – are actively involved in planning the event. As meaningful opportunities to participate in a forum of this nature are rare for those with ADRD, demand for participation is high. By giving persons with dementia a significant voice at the forum, either as a participant, speaker or organizer, an important opportunity is provided for breaking down the silence of dementia and the stigma and fear associated with it – a critical step in the building of strong mutual support systems and providing the highest quality of life for those living with an illness causing dementia.**

“An exceptional meeting with a tremendous uplifting of my spirit. I can use this day to keep me in a positive mind set. Thank you.”

*Person living with dementia*

“The forum was excellent! It particularly helped my husband who has felt isolated and alone. He has felt useless and worthless. Today, at least, he knows he has worth. I hope it stays! It has given me hope.”

*Partner in care*

“Excellent! As a result of attending today I have been sensitized that having dementia is not as tragic as it all too often is made out to be. I am so grateful to the organizing committee and all the great volunteers. “

*Formal Care Provider/Professional*

We are pleased to announce that for the fifth year, the Murray Alzheimer Research and Education Program (MAREP) at the University of Waterloo, in partnership with the Alzheimer Society of Canada (ASC), the Alzheimer Society of Ontario (ASO), and the Dementia Advocacy and Support Network International (DASNI) is hosting *A Changing Melody: A Learning and Sharing Forum for Persons with Early-Stage Dementia and their Partners in Care*. This forum provides an opportunity for persons living with Alzheimer’s disease or a related dementia (ADRD), their family partners in care, and health care professionals to come together in a positive and supportive environment to learn from each other and from dementia care experts. This year’s forum, which will take place on Saturday, November 15, 2008, will focus on **Joining Forces to Build Stronger Dementia Communities** and will be a blend of guest speakers, including persons with dementia, family partners in care and dementia care professionals. The presentations will emphasize the emotional response to diagnosis, moving forward to live a meaningful life, and exploring self and group advocacy to build and enhance partnerships in the community.

We invite you to partner with us in this innovative and inspiring forum by considering sponsorship. Our sponsors will have the opportunity to be recognized in the forum registration packages, verbally during the forum, in the proceedings for the day, and on signage. In addition, sponsors will have an opportunity to host a booth, dependent on the level of sponsorship. We have outlined four levels of sponsorship on the attached sponsorship opportunities form; however, we are grateful for support in any amount, including in-kind gifts and would be pleased to discuss this with you.

For those who have been involved in *A Changing Melody* forum in the past, we are excited about an additional component for the forum this year – a half-day pre-forum workshop which will introduce *A Changing Melody Toolkit*. The Toolkit has been developed from the evaluation data collected since the forum was conceived in 2002 and will be available across the country and around the world so that other professionals, in partnership with persons with dementia, can organize their own *A Changing Melody* forums in their local communities.

Forum organizers expect more than 200 people to attend this year’s *A Changing Melody*, including persons with dementia, informal partners in care, healthcare professionals, and support workers. With an overall goal of enhancing the quality of life of persons with early-stage dementia and their care partners, the delegates will benefit directly from participating in sessions specifically designed to encourage the sharing of personal and professional knowledge.

We hope you will join us for this fifth and final *A Changing Melody* Forum!

<b>Sponsorship Opportunities</b>	<b>Champion</b>	<b>Advocate</b>	<b>Supporter</b>	<b>Friend</b>
<i>Recognition as <b>Champion Sponsor</b> of forum <u>and</u> pre- forum workshop</i>	<input checked="" type="checkbox"/>			
<i>A ½ day (4 hours) complimentary education workshop from our education series – topic to be determined in consultation with sponsor</i>	<input checked="" type="checkbox"/>			
<i>Recognition as <b>Advocate Sponsor</b> of forum <u>or</u> pre- forum workshop</i>		<input checked="" type="checkbox"/>		
<i>A complimentary education workshop (2 hours) from our education series – topic to be determined in consultation with sponsor</i>		<input checked="" type="checkbox"/>		
<i>Recognition as <b>Forum Supporter</b> at breakfast, a panel presentation or the pre-forum workshop</i>			<input checked="" type="checkbox"/>	
<i>Acknowledgement during opening and closing remarks</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Recognition as sponsor in the forum brochures and the on the MAREP website; including link to sponsor’s website</i>	<input checked="" type="checkbox"/> prominent logo	<input checked="" type="checkbox"/>		
<i>Recognition as sponsor in MAREP newsletter</i>	<input checked="" type="checkbox"/> prominent logo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Acknowledgement of sponsorship in registration package</i>	<input checked="" type="checkbox"/> prominent logo	<input checked="" type="checkbox"/>		
<i>Opportunity to include information/brochures in registration package</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
<i>Opportunity to display materials in exhibit area</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<i>Recognition in forum proceedings</i>	<input checked="" type="checkbox"/> prominent logo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<b>\$15,000</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$2,500</b>