
Silver Scholars

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Computer Classes for Boomers and Beyond!and Beyond!

Dear Community Partner,

Community Centers offer a variety of quality programs for local residents of all ages. They are always in search of new offerings that help them meet their commitment to build strong families and a connected community.

As you know, the computer and the Internet in particular are powerful personal tools. Anyone who can surf the Internet can find information, do personal and professional business, communicate with friends and are generally connected with the rest of the world. Unfortunately for simple lack of training and experience a large portion of our community has been left behind during the digital revolution. Our senior community needs help now to bridge the “digital divide.”

There is an established program in Allegheny County whose mission is to bridge the digital divide. Silver Scholars is an organization with a portable computer laboratory and a proven curriculum designed for people over 50 years of age. They have been holding classes in many community centers since October 2004.

Your Organization can help. We are looking for assistance, in the form of a sponsorship, to insure we can reach the hundreds of thousands of folks who lack basic computer skills. Your sponsorship will partially fund this vital program by reducing the tuition to each student, in the form of a scholarship, in areas where our senior population is financially challenged. In return your organization will be included in the innovative Silver Scholars marketing plans.

Please take a few minutes to read the attached information. If you are interested in helping us provide this training and would like to participate in the Silver Scholars marketing program as well, please contact Barbara Kramer at 412-283-0105 for details. Thank you for your valuable time.

Sincerely,

Barbara Kramer, President
Silver Scholars

Overview of Silver Scholars

SILVER SCHOLARS

- Dedicated to helping individuals over the age of 50 learn basic computer skills
 - Teaches the senior community using mobile computer training labs
 - Teaches computer classes virtually everywhere: Retirement Villages, Senior Centers, High School Continuing Education Programs, College Golden Age Programs, Recreation Centers, Hospital Systems, etc.
- Currently operates in Mount Lebanon, Bethel Park, Upper St. Clair, Sewickley, Marshall Twp., Ohio Twp., St. Barnabas Village, Pittsburgh JCC, The City of Pittsburgh, South Fayette, Moon Twp., Findlay Twp., Fox Chapel, Houston, Penn Hills, Plum, Whitehall, Jefferson Regional Medical Center and many more.

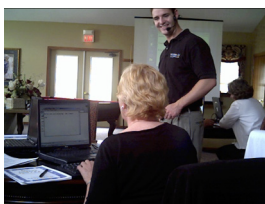


SILVER SCHOLARS IS CURRENTLY ON PACE FOR 2008:



- Have taught over 1000 computer classes filling over 7200 class spots
- Yearly plan to teach 300 computer classes filling 2700 class spots
- Generate thousands of hits on www.silverscholars.com
- Teach in over 30 different geographic locations in Allegheny County
- Interact with thousands of seniors at senior events and health shows
- Affiliate itself with many senior organizations throughout Pennsylvania

BENEFITS OF SPONSORSHIP:



- Ability to target market thousands of seniors interested in computer technology and products throughout Pennsylvania.
- Direct contact with thousands of active seniors with discretionary income
- Exposure to hundreds of thousands of seniors visiting www.silverscholars.com
- Recognition throughout the community for supporting a needed program
- Identification with hundreds of Silver Scholars affiliates / Senior Expos / Recreation Expos
- Computer instructors, every day, promoting your products to students that are the focus of your target market
- Potential to benefit from Silver Scholars expansion

Our Sponsors Become Well Recognized Advocates of Local Senior Communities



Silver Scholars is an organization who believes that computer literacy is a necessity in today's world. The mission of Silver Scholars is to provide an affordable and accessible computer education to individuals in our target group of over the age of 50 who have been left behind in the computer revolution. By offering a supportive environment where mature adults can learn computer skills, Silver Scholars will help level the playing field.

Silver Scholars is striving to lessen the disadvantages faced by computer illiterate seniors and to give them additional opportunities in society and the work place. Your sponsorship will help support this worthy cause by helping to keep down the costs of classes and make them affordable to seniors. Your sponsorship will also help support the continual improvement of the senior's learning environment by funding needed research to keep the classes up to date with technology and the training of each instructor.



Sponsorship of Silver Scholars will provide your organization with the capability of marketing your services directly to the senior community. You will develop a valuable database of qualified contacts. You will also receive the publicity associated with your contribution to make a significant impact on the senior community as a whole. Sponsorship will not only put your name in front of thousands of seniors every year through direct target marketing but will also help familiarize the community with your services.

Silver Scholars provides an essential service to the senior community that is respected and enjoyed. 99% of our students say they would take another Silver Scholars class and would recommend our classes to their friends. 100% of our partner sites recommend our classes. Supporting Silver Scholars will help build your reputation within the senior community.

Sponsorship of Silver Scholars will provide your organization with the best of both worlds. Not only will you receive direct exposure to thousands of seniors but also the invaluable reputation associated with supporting your local community.

Silver Scholars Sponsorship Offers You Many Powerful Marketing Tools

Advertise Your Services

- Customized advertisements on thousands of Silver Scholars text books
 - √ Every student attending class receives a free textbook
- Company and product recognition in every classroom pre-class power point presentation

Grow Your Database

- You will be provided with mailing addresses of all students requesting additional information about your product or service. We will actively collect addresses for you.

Improve Your Reputation

- All classroom instructors give verbal recognition and special thanks to our sponsors at the start and conclusion of hundreds of computer classes

Promote Your Services on SilverScholars.com

- Gain exposure to thousands of seniors visiting the Silver Scholars web site.

More

- Recognition throughout the community for supporting a needed program
- Identification with hundreds of Silver Scholars affiliates
- Advantage of being one of a limited number of sponsors
- Potential to grow with Silver Scholars expansion