



SENIOR
LEARNING
INSTITUTE®



OPPORTUNITY TO BE AN
EDUCATIONAL PARTNER

About The Senior Learning Institute® (SLI)

The Senior Learning Institute® (SLI), is a leading provider of education and resources for St Louis area older adults and their advocates. Thanks to the ongoing support of the municipalities that host us and our “Educational Partners”, there is no cost to the consumer for this valuable information.

Thank you for considering joining our mission of providing vetted resources, unbiased information and older adult advocacy. We invite a select group of industry leaders that we know, like, and trust to join our ranks. Some of the reasons our partners join us include: They see it as a way of giving back; They appreciate how pooling funds maximizes marketing exposure for all; A way to network with other market leaders that touch older adults and their support network. Whatever your reason, we'd love to have you.



Here's some of the ways we add value:

The Municipal Seminar Series is endorsed, promoted, and hosted by - The City of Chesterfield (2017), The City of Sunset Hills (2019), The City of Maryland Heights (2023), The City of Brentwood (2024), and The City of O'Fallon (2024). Throughout the year, industry experts speak on topics of interest to older adults. SLI partners have the opportunity to formally introduce themselves at the beginning of each program - becoming that familiar trusted resource attendees feel comfortable approaching. “Partner” rack cards are placed on the “partner’s table” and logos with contact information included in each attendee take home packet. Most

attendees hand in “evaluation forms” where they can request additional information on needed services. SLI then contacts the individual, confirms the need, and passes the referral lead to the appropriate resource provider.

The Senior Learning Institute® Website - St. Louis based Grow Marketing drives traffic to our professionally designed and constantly updated website. Our partners are prominently featured on multiple website pages and social media (linking directly to their website). Partners are encouraged to write articles (blogs) and/or record short videos, that we use to drive traffic to our website.

Kitchen Table Promotion - Leading Seniors Real Estate Specialist®, Certified Downsizing Coach®, and Certified Senior Advisor® Ted Gottlieb and his team are always listening for opportunities to refer SLI partners. Ted’s older adult clients are often overwhelmed and appreciate when he refers (and coordinates) vetted resources. As you become increasing comfortable with the SLI partners, you may choose to do the same.

Partner Events - Our Educational Partners are encouraged to attend occasional mastermind breakfast meetings, exchanging ideas as to how we can better serve the community and increase referral opportunities.

Other Partnership Benefits Include - Bonus “coffee talk” meetings focused on your area of expertise, press release coordination; annual marketing review.

We appreciate you considering being a part of something bigger. We'll be following up with you to gauge your interest in joining our mission to provide the proven resources St. Louis area older adults and their loved ones need to make well-informed and lasting decisions.

Monthly Meetings:

Chesterfield

Chesterfield City Hall

690 Chesterfield Pkwy W
Chesterfield, MO 63017

***First Tuesday**
of The Month
10:00-11:30am

Sunset Hills

Sunset Hills Community Center

3915 S. Lindbergh Blvd
St. Louis, MO 63127

***Third Tuesday**
of The Month
10:00-11:30am

Maryland Heights

Maryland Heights Community Center

2300 McKelvey Road
Maryland Heights, MO 63043

***Second Thursday**
of The Month
10:00-11:30am

Brentwood

Brentwood Community Center

2504 S. Brentwood Blvd
Brentwood, MO 63144

***Fourth Thursday**
of The Month
10:00-11:30am

O'Fallon

Senior Center

106 N. Main Street
O'Fallon, MO 63366

***Third Wednesday**
of The Month
10:00-11:30am

* Subject to change based on holidays or calendar conflicts.

** We take a break during the coldest months (Jan & Feb), as well as the hot month of July.

Educational Partner Packages

	Platinum	Gold
Panelist or Speaker at a Senior Learning Institute® Program	✓	✓
Color logo on Senior Learning Institute® website	✓	✓
Your rack card prominently displayed for attendees to take home	✓	✓
Color logo on TrustInTed.com website	✓	✓
Your logo with clickable link to your website in each month's email campaign	✓	✓
Social media posts promoting your speaking engagement and website	✓	✓
Company representative at each event	✓	✓
Mingle with attendees before and after the seminar	✓	✓
Add'l monthly social post on SLI's channels promoting your business or service	✓	✓
Publish a featured article on SLI's blog	✓	✓
Invitation to attend twice annual SLI partner mastermind events	✓	✓
Customized monthly social media campaign with link to your website.	✓	X
Prominently displayed logo on all SLI marketing pieces	✓	X
1-minute video recording introducing your company will be added to the webinar replay multiple times throughout the year	✓	X
	\$3,600 Annually \$320/month	\$2,400 Annually \$215/month

Become an Educational Partner Today!



SENIOR
LEARNING
INSTITUTE®

Contact:

Julie Struble

Julie@SeniorLearningInstitute.com

(314) 328-5715

Every senior deserves a
compassionate advisor
and advocate.



Founder and Seminar Host



Ted Gottlieb is the founder of Senior Learning Institute® (Est.2019). Ted has earned the reputation of being THE go-to resource for everything “senior” in St. Louis. He is the only Certified Senior Advisor® (CSA) Who’s also a Licensed Real Estate Broker and Certified Downsizing Coach in the State of Missouri. His certifications are a testimony to his commitment to helping older adults - Certified Senior Housing Professional (CSHP), Seniors Real Estate Specialist® (SRES) and Certified Aging In Place Specialist (CAPS). Ted is a full-time real estate professional who has earned the Certified Residential Specialist (CRS) designation (top 3% of real estate agents nationally). His older adult consultation, referral and case coordination services are offered without cost or obligation. Ted cherishes working with like-minded professionals which is the reason you have been approached with this invitation.

