

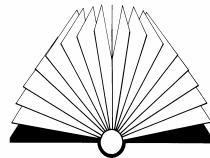


PGIs for Literacy

founded by peter gzowski

*Continuing the legacy of support for literacy
begun by Peter Gzowski (1934-2002)*

2004 NWT PGI
Holman, NT
May 18 – 20th, 2004
Sponsor Package

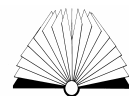
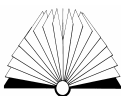


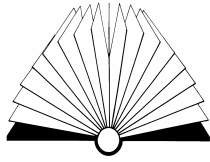
For Additional Information

Contact Cate Sills, NWT Literacy Council
T: 867-873-9262 F: 867-873-2176 e-mail : csills@nwtliteracy.ca

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NWT Literacy Council

Box 761, Yellowknife, NT X1A 2N6

Your organization is invited to join the family of corporate sponsors of the NWT PGI (Peter Gzowski Invitational) Golf Tournament for Literacy. This year the PGI will take place in Holman May 18th, 19th and 20th, 2004. Although the tournament is taking place in Holman, all of the money raised supports literacy programs across the NWT. You will find sponsorship details in the enclosed sponsorship package.

Over the years we have held PGIs in Ft. Simpson, Yellowknife, Hay River, Ft. Providence, Inuvik and Ft. Smith. Northern PGIs are a unique experience for all who participate and the 2004 NWT PGI will be no exception. Our focus is on involving the community in a three-day event that promotes awareness of literacy issues as well as providing opportunities for lots of fun with local and national celebrities.

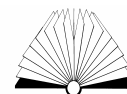
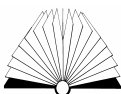
This year a number of high profile celebrities have confirmed their attendance. Rick Mercer (Made in Canada, Monday Report), Jonathan Torrens (Street Cents, host of the East Coast Music Awards), Alison Gzowski (Peter's daughter), Mike Stevens (musician) and Shelagh Rogers (CBC Radio) have been confirmed. We have also extended an invitation to well known northerners George Tuccaro and Inuvialuit author Ishmael Alunik.

In the NWT, many people have difficulty with reading, writing and numeracy. The PGI is an opportunity for you to become a partner with the NWT Literacy Council in helping to address this pressing issue. Being literate is about being able to participate fully in our communities, workplace and in the political and social life of our territory and our country. With your generous donation, we can provide support to family and adult literacy programs and services across the NWT.

We hope that the 2004 PGI will be the most successful PGI ever; becoming the NWT's tribute to Peter Gzowski and the significant role he played in raising awareness of literacy issues and in educating the rest of the country about

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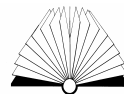
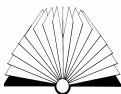
Canada's north. I hope you will join us for the PGI and become involved in this very worthwhile cause.

If you have any questions, please contact Cate Sills, our Executive Director at 867-873-9262 or by email at csills@nwtliteracy.ca.

Sincerely,

Katherine Peterson
President
NWT Literacy Council

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About the PGI Golf Tournament for Literacy

The *PGIs for Literacy*, founded by Peter Gzowski are not like other golf-based events:

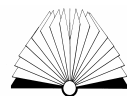
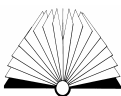
- ❑ Each PGI is a part of a national series of 15 events.
- ❑ The PGIs are the largest fundraiser for literacy in Canada.
- ❑ Peter Mansbridge, Murray McLauchlan, Shelagh Rogers, Rick Mercer and Valdy are among the celebrated Canadians and friends of Peter Gzowski who volunteer to host individual PGIs. Confirmed guests of the 2004 PGI NWT include Shelagh Rogers, Rick Mercer, Alison Gzowski, Jonathan Torrens, Mike Stevens, Ishmael Alunik, Millie Kiluktana and George Tuccaro.
- ❑ In the NWT PGI, the golfing is a small part of an event that emphasizes fun and the cause it supports.
- ❑ The NWT PGI is a 3-day event that includes school visits, community feasts and performances—again with all performers volunteering their talent to support literacy.
- ❑ Each PGI has a *Poet Laureate* to capture the day in verse, a *Learner's Award* to acknowledge the effort of an adult who is improving their reading and writing thanks to PGI funds, and a *Gzowski Award* for a participant who best represents the spirit of the day.

The PGI is the single largest fund raising and literacy awareness event that the NWT Literacy Council undertakes. The northern PGI alternates yearly between the NWT and Nunavut. This limits our ability to raise funds in such a high profile way. Each PGI in Canada must be cost neutral so that all of the funds raised from corporate sponsorship benefit literacy work directly. 100% of the money raised in the NWT, as well as our portion of the funds raised nationally, go directly toward supporting community-based and family literacy programs and projects in communities across the territory.

As an event that promotes literacy, education and culture, the PGI Golf Tournaments for Literacy are always very successful. Public awareness of the importance of literacy and the value of culture and education – a goal of the PGI equal to that of fundraising – continues to have a territorial-wide impact.

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Sponsorship Details

As a PGI Sponsor, your company would be making a donation to the PGI in NWT. This donation will be used to support families and learners to improve essential reading and writing skills through community-based adult and family literacy projects in communities across the territory. The sponsorship levels are as follows:

NWT PGI Sponsor

For a contribution of **\$1,500 or more**, your company would receive top billing as a NWT Sponsor, including:

- ❑ Representation and participation at an exclusive, informal reception for the celebrities in Yellowknife;
- ❑ Representation and participation in the “golf” event on the ice in Holman. Your company representatives will be teamed with national celebrities and northern dignitaries for this game;
- ❑ An invitation to attend the Premier’s Dinner in Holman;
- ❑ Corporate recognition in all media leading up to the event;
- ❑ Corporate recognition in a thank you ad published after the event;
- ❑ Thank you at the awards event by the celebrity host.

NWT PGI Golf Day Sponsor

For a contribution of **\$500 to \$1,499**, your company would receive billing as a NWT PGI Golf Day Sponsor. This sponsor level includes:

- ❑ Representation and participation at an exclusive, informal reception for the celebrities in Yellowknife;
- ❑ Corporate recognition in all media leading up to the event;
- ❑ Corporate recognition in a thank you ad published after the event;
- ❑ Thank you at the awards event by the celebrity host.

NWT PGI Contributors

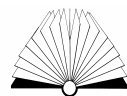
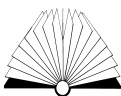
For a contribution **under \$500**, your company would receive billing as a NWT PGI Contributor. This sponsor level includes:

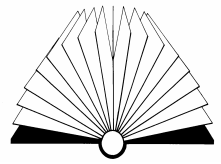
- ❑ Corporate recognition in all media leading up to the event;
- ❑ Corporate recognition in a thank you ad published after the event;
- ❑ Thank you at the awards event by the celebrity host.

All donors will receive charitable tax receipts for the maximum allowable amount. We hope you will join us as a NWT PGI corporate sponsor. If you have any questions or wish to discuss details of the 2004 PGI, please do not hesitate to contact Cate Sills at 867-873-9262.

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TO: NWT Literacy Council
Fax (867) 873-2176

FROM:

2004 NWT PGI - Golf Tournament for Literacy

- Our company would like to contribute as a NWT PGI Sponsor, as such we will receive:
- Representation and participation at an exclusive, informal reception for the celebrities in Yellowknife;
 - Representation and participation in the “golf” event on the ice in Holman. Your company representatives will be teamed with national celebrities and northern dignitaries for this game;
 - An invitation to attend the Premier’s Dinner in Holman;
 - Corporate recognition in all media leading up to the event;
 - Corporate recognition in a thank you ad published after the event;
 - Thank you at the awards event by the celebrity host.
- Our company would like to contribute as a NWT PGI Golf Day Sponsor, as such we will receive:
- Representation and participation at an exclusive, informal reception for the celebrities in Yellowknife;
 - Corporate recognition in all media leading up to the event;
 - Corporate recognition in a thank you ad published after the event;
 - Thank you at the awards event by the celebrity host.
- Our company would like to contribute as a NWT PGI Contributors, as such we will receive:
- Corporate recognition in all media leading up to the event;
 - Corporate recognition in a thank you ad published after the event;
 - Thank you at the awards event by the celebrity host.
- Our cheque in the amount of _____ is in the mail.
Please make cheque payable to the NWT Literacy Council.
- Please invoice us.

Name (please print)

Signature

Position

Date

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