

## The Peter Gzowski Invitationals (PGIs) for Literacy

In 1986 the late Peter Gzowski, well-known Canadian broadcaster & journalist, founded the PGIs for Literacy. His goal was to raise much-needed resources for the thousands of adult learners who struggle with the challenge of low literacy, and to have fun doing so. Since 1986, the PGIs have raised more than \$12 million net.

- ❑ Each PGI is a part of a national series of events.
- ❑ The PGIs are the largest fundraiser for literacy in Canada.
- ❑ Confirmed guests for the 2012 NWT PGI in Inuvik include Shelagh Rogers, Jonathan Torrens, Mike Stevens, Connie Kaldor, Barney Bentall, Russell deCarle, and Alison Gzowski, Peter's daughter.
- ❑ The NWT PGI is a 3-day event that includes a children's literacy festival, a pitch and putt game on the snow or ice, performances, and a community feast. All performers volunteer their time and their talent to support literacy.
- ❑ Each PGI also incorporates these three elements. A Poet Laureate captures the day in verse – Jonathan Torrens and Richard Van Camp have both been past Poet Laureates. As well, two adult learners receive an award to recognize the efforts each has made to improve their literacy skills. And the *Gzowski Award* goes to a PGI participant who best represents the spirit of the event.

The northern PGI alternates yearly between the NWT and Nunavut. All the money raised through corporate sponsorship and contributions goes directly towards supporting community-based literacy programs and projects in communities across the territory.

In the NWT, the NWT Literacy Council hosts the PGI: it is the single largest fund raising and literacy awareness event that we undertake. The PGIs for Literacy are always very successful – at raising funds and raising public awareness of the importance of literacy and the value of culture and education throughout the NWT.

NWT Literacy Council  
Box 761 Yellowknife, NT X1A 2N6  
Phone: 867-873-9262 Fax: 867-873-2176  
Toll free 1-866-599-6758  
[nwtliteracy@nwtliteracy.ca](mailto:nwtliteracy@nwtliteracy.ca)  
[www.nwt.literacy.ca](http://www.nwt.literacy.ca)



## Sponsorship Details

As a PGI Sponsor or Contributor, your company will be making a donation to the PGI in the NWT. This donation will support families and learners to improve literacy skills through community-based adult and family literacy projects across the territory.

### **NWT PGI Aurora Sponsor (\$2,500 or more)**

This level includes:

- ❑ An invitation to attend an exclusive, informal reception for the celebrities in Inuvik
- ❑ An invitation to attend the Community Feast in Inuvik
- ❑ Corporate recognition in all media leading up to the event
- ❑ Corporate recognition in a thank you ad published after the event
- ❑ A public thank you by the celebrity host at the awards event
- ❑ 4 tickets to the Celebrity Concert

### **NWT PGI North Star Sponsor (\$1,000 to \$2,499)**

This level includes:

- ❑ An invitation to attend an exclusive, informal reception for the celebrities in Inuvik
- ❑ Corporate recognition in all media leading up to the event
- ❑ Corporate recognition in a thank you ad published after the event
- ❑ A public thank you by the celebrity host at the awards event
- ❑ 2 tickets to the Celebrity Concert

### **NWT PGI Fireweed Contributor (under \$1,000)**

This level includes:

- ❑ Corporate recognition in media leading up to the event
- ❑ Corporate recognition in a thank you ad published after the event
- ❑ 1 ticket to the Celebrity Concert

All donors will receive charitable tax receipts for the maximum allowable amount. We hope you will join us as a NWT PGI corporate sponsor or contributor. If you have any questions or wish to discuss details of the 2012 PGI, please do not hesitate to contact Helen Balanoff at 867-873-9262.

NWT Literacy Council  
Box 761 Yellowknife, NT X1A 2N6  
Phone: 867-873-9262 Fax: 867-873-2176  
Toll free 1-866-599-6758  
[nwtliteracy@nwtliteracy.ca](mailto:nwtliteracy@nwtliteracy.ca)  
[www.nwt.literacy.ca](http://www.nwt.literacy.ca)

