

## SECTION 7

### SAMPLE SCRIPTS, POEMS & IDEAS

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Please go to the PGI Resources section of the on-line Operating Manual for more samples of local PGI print materials and templates. To access the Operating Manual on-line, please use the instructions below:

<b>Link:</b>	<a href="http://www.pgicanada.ca">www.pgicanada.ca</a>
<b>User ID:</b>	peter
<b>Password:</b>	gzowski

***IMPORTANT: The information contained on the PGI Resources Page is intended for the exclusive use by members of the PGI committee and those involved in planning a PGI Event for Literacy. Please do not provide login information to anyone not directly involved with your event.***

# GREAT IDEAS FROM PREVIOUS YEARS

## Sponsorship and Fundraising Ideas:

- Sell cart sponsorships for \$100. Sponsor will receive *Friend of Literacy* sign on each cart.
- Sell bundles of books (\$10 - \$100) for donation to the local literacy program. The purchaser will receive an acknowledgement (bookplate) in each book for their donation.
- Create balloon prizes and sell 75 balloons for \$20. Each balloon would contain a ticket for a prize. Encourage competition and selling.
- Have a celebrity autograph a golf ball for auction.
- Hold silent and live auctions. At the live auction, use an experienced auctioneer and auction only a small number of items.
- Develop a local sponsorship program (e.g. Starbucks "Make your Mark" program where \$10 is donated to the event to match every volunteer hour.)
- Hold a celebrity putting contest where participants pay for the opportunity to putt against a celebrity (during golf day).
- Hold a celebrity challenge match where golfers pay a fee to take a shot against a celebrity and see who will have the longest drive (challenge match can happen at a slow hole).
- Hold a \$10,000 prize putting contest – 100-foot distance. (Please note: covered/sponsored insurance policy must qualify the night before.)
- Sell *Patrons of Literacy* Signage (signs include company logo/company name and PGI logo).
- Try to involve national sponsor representatives in the solicitation of local sponsorships.
- Approach Lotteries Corporation for sponsorship opportunities.
- Research better sponsorship packaging.

## Golf Tournament Ideas:

- Find a local artist to create a PGI trophy (sculpture). The tournament's winning team will have the opportunity to display the trophy at their workplace for a set period of time.
- Provide snacks (for e.g., crepes with Grand Marnier or baskets of cookies, apples, or candies) half way through the tournament. Consider finding a food sponsor for the snacks.
- Send golf invitation letters to high profile politicians. If they are unable to golf, they may be willing to donate to literacy.
- Have courage to increase golfer fees.
- Involve people of influence (i.e. politicians, media, business representatives, etc.) in your PGI. This will increase the capacity to sell the cause. "Tune-up" your organizing committee (a.k.a. cabinet). Use a cabinet model/corporate committee.
- Build a long-term plan and refresh golfer recruitment strategy.
- Conduct a more accurate and thorough analysis of financials.
- Create golf centrepieces (i.e. astro turf with golf ball) for the dinner table and include a marker under one chair at each table to indicate who will win the centrepiece.
- Keep a screen or video in the background running literacy stories or pictures from the tournament.

# SAMPLE AWARDS SCRIPT

## Introduction

Welcome to the \_\_\_\_th PGI for Literacy to be held in \_\_\_\_ (city). If you don't already know what it is that the late Peter Gzowski started, it all began in 1986 with one golf tournament held at the Briars Golf and Country Club in Jackson's Point, Ontario that raised \$18,000. Soon there was a PGI in every province and territory.

To date, these tournaments have raised over **\$12.5 million net**. That large sum of money comes from people like you from all over the country: national and local sponsors, prize donors, volunteers and, of course, participants. All of the PGIs across the country are also supported by the Peter Gzowski Foundation for Literacy.

It was with great sadness that we all heard of the passing of Peter Gzowski in 2002. Peter was a passionate advocate for literacy. It now falls to us to keep his great dream alive through the PGIs.

## National Sponsors

Because of the generous support of PGI sponsors from coast to coast, and especially here in \_\_\_\_\_ (city), every dollar raised at this PGI stays in this community and goes to support the work of \_\_\_\_\_ (name of literacy beneficiary). The PGIs are a national phenomenon and I would like to give recognition to the **National Sponsor(s)** and their representatives who are attending our event:

From CBC \_\_\_\_\_(rep names)

### **The Learner Achievement Award**

This award was established in 1992 to reward and encourage individuals who have distinguished themselves through their engagement in literacy programs. At this time I would ask \_\_\_\_\_(Local Sponsor's rep name or if there is no local sponsor for this award it is to be presented as the PGI Canada learner Achievement Award and presented by an appropriate person) to present this year's award to \_\_\_\_\_(Award winner's name and background info).

(The Learner will also be presented with a certificate from PGI Canada listing the National Learner Champions).

### **Local Sponsors**

The success of the PGIs would not be possible without the incredible efforts of some very special folks a little closer to home.

Today's program is on your table and lists all of the sponsors and contributors. We encourage you to favour these supporters with your business.

**Golf Prizes Sample Script: (Put your hand up and your prize will be delivered to your table) Most Honest**

Every year we begin the prize ceremonies by recognizing (in the spirit of the PGIs) the “Most Honest” Foursome. “Most honest” is, of course, a euphemism for “Worst score”.

Winner is team # \_\_\_\_\_ 4 \_\_\_\_\_(prizes) donated by  
\_\_\_\_\_

**Real Skill Prizes:**

**Closest to the Pin – Female** \_\_\_\_\_-(prize) donated  
by \_\_\_\_\_

**Closest to the Pin – Male** \_\_\_\_\_(prize) donated  
by \_\_\_\_\_

**Longest drive – Female** \_\_\_\_\_(prize) donated  
by \_\_\_\_\_

**Longest drive – Male** \_\_\_\_\_(prize) donated  
by \_\_\_\_\_

**The Literacy Quiz**

**Winners are foursome #** \_\_\_\_\_

- 1.
- 2.
- 3.
- 4.

### Team Prizes – Top Eight Teams – Beginning with 8<sup>th</sup> Place

	Team #	Score	Prize
8 <sup>th</sup> low gross	(eg) 2	76	4 shirts from Bootlegger
7 <sup>th</sup> low gross			
6 <sup>th</sup> low gross			
5 <sup>th</sup> low gross			
4 <sup>th</sup> low gross			
3 <sup>rd</sup> low gross			
2 <sup>nd</sup> low gross			
1 <sup>st</sup> low gross			

### Gzowski Award

A feature of the PGIs since 1989, the Gzowski Award was originally called the George Knudson Award and it still goes to the person who brings the most goodwill and cheer to the event – mirroring Canadian golfing legend George Knudson’s enthusiasm when he played his last round of golf at the PGI Briars in 1987 before his death.

At every PGI across the country the Gzowski Award is presented to the golfer who best exemplifies the spirit of the day.

**This year’s Gzowski Award goes to \_\_\_\_\_.**

# SAMPLE REMARKS

## INTRODUCTION FOR THE CBC POET LAUREATE

*"We are all here today not just to raise money to teach people to read and write, but also to CELEBRATE literacy. The music you've heard at the event is part of that celebration, as is the Learner Achievement Award.*

*Poetry is another part of the spirit of celebration at the PGIs across Canada. As Peter Gzowski put it, "in the days before radio and newspapers, nothing happened until somebody wrote a poem about it."*

*And so, for twenty eight years of tournaments, the rules have stayed the same—and essentially there are no rules. The Poet—who might in fact be a sportswriter, school janitor, or literacy learner, and we've had them all— simply spends the day with us. When it's over, he or she finds a corner and creates a poem.*

*It is, and always has been, the final defining moment—the crescendo if you will—to a wonderful day spent doing both nothing very productive (golf/curling, etc), and something very special (raising funds for literacy). Thanks for helping to make today very special indeed, and for helping to celebrate the joy of reading and writing.*

*This year's CBC Poet Laureate is...."*

## THE LEARNER ACHIEVEMENT AWARD PRESENTATION

1. Prior to the tournament you will receive information about the learner who is winning the award. You can comment on this in your presentation, if you choose.
2. Your emcee introduces the Learner and his or her tutor to share their “story.”
3. You will then be called upon to present the certificate on behalf of the Sponsor.
4. PGI Canada will supply you with the Learner Achievement Award Certificate.

### Suggested Script Elements:

*“Each year an adult learner is chosen by the literacy group involved with each PGI to receive the Learner Achievement Award. This learner is someone who has demonstrated real commitment to learning to read and write.”*

*“The significance of this award is enormous. This award represents precisely why the PGI tournaments are held.”*

*“I am delighted to present \_\_\_\_\_ with The Learner Achievement Award. Along with the certificate, we are also presenting today a cheque for \$200. This money will be used by \_\_\_\_\_ to continue his/her education with the \_\_\_\_\_ program in [name of community].”*



## SAMPLE POEM

### So This is a Poem For Now

By SHEREE FITCH at the NWT PGI

But first...what exactly *is* a poem?  
A ripple of syllables, a music with words  
A verse that rhymes.... *perhaps*.  
Is a poem a chant, a rant, a song, a lullabye  
A drum beat, a prayer before a feast  
*Yes. Certainly.*  
Or the rain on the roof  
The rain on the roof the rain on the rain on the rain on the roof?  
Maybe, too, the dance of swallows  
as they follow the flow of the mighty MacKenzie?  
Deh Cho.  
& that river's roar, gurgle, laughter, crackle  
as the ice breaks each spring

Perhaps a poem is a wide-eyed child  
heart open  
or an elder remembering  
*a ptarmigan in a tamarack tree*

A poem breathes in every moment  
Every NOW we have been given  
And now? This now?  
This "now" is Fort Simpson and I learn  
The way a child tastes new words

Let me tell ya....

It's not everywhere you go that within minutes of arrival  
You're warned to watch for bears if you walk alone  
"And by the way here's the hut of Albert Faillie  
'Man found dead in his outhouse' his claim to fame"  
Not everywhere you get to eat bannock and caribou stew Or  
look into an old photograph and see a dignified man who  
looks back at you in the eyes of his grandson. Now. Nor is  
it everywhere we get to golf on a green in the Arctic  
Shouting "great balls of fire" and "where's my ball?"  
Or get the advice –"just *connect*."

## So This is a Poem For Now continued...

By SHEREE FITCH

*Connection.*

A poem is a connection—yes— not of words or syllables or cleverly arranged phrases but a connection of people places races

And so of course, for **now**, we *become* the poem.

Where we call home becomes the poem.

And all of us (here now) create this home

The poem sings: be here now

So that tomorrow?

Some adult or child

Connects letter to letter

A word opens a world

And it all just *connects*....

And so it rained today. But.

**Conditions were perfect.**

Yes, the golf course under construction

This poem still under revision

The work of literacy is endless

As we-all of us- keep learning

Masicho! (thank-you)

# SAMPLE SPONSORSHIP REQUEST LETTER



## PGI Golf Tournaments for Literacy

Founded by Peter Gzowski

A division of ABC Life Literacy Canada

December 18, 2004

«FirstName» «LastName»  
«CompanyName»  
«Address»  
«City», «StateOrProvince» «PostalCode»

Dear «FirstName»,

I am writing to invite you to join me at PGI Vancouver in support of the **15<sup>th</sup> Annual PGI Golf Tournaments for Literacy** on July 12<sup>th</sup>, 2005. This unique event, founded by Peter Gzowski, raises much needed funds for literacy activities in British Columbia.

Since 1991, I have been involved with the PGI, as both a sponsor and a golfer. The calibre of the event is exceptional and the level of recognition afforded to sponsors has consistently exceeded expectations.

You have an opportunity to support this valuable cause by becoming a sponsor of **PGI Vancouver 2005**. Sponsors of the PGI receive a variety of benefits, including:

- Four corporate golf spots
- On-course Hole Signage with your company name
- Recognition in major thank you ads in *The Province* and *The Vancouver Sun*
- Listing in the event program and on signage at registration
- Verbal acknowledgement from Peter Mansbridge at the Awards Dinner
- Recognition on Literacy BC's web site [www.literacy.bc.ca](http://www.literacy.bc.ca)
- Recognition in Literacy BC's newsletter "Imprints"
- A superb lunch and dinner
- Exciting on-course events with local/national celebrities

With the help of sponsors, golfers and celebrity participants the PGI Golf Tournament for Literacy BC has raised over \$400,000 since it began. Every year the PGI attracts 200 business executives and media personalities, including host Peter Mansbridge.

In British Columbia more than 40% of adults have difficulty with reading and writing. The PGI is an opportunity for «**CompanyName**» to become linked with an important and pressing issue in our province, one that directly affects our ability to meet the economic and social challenges of today and the future.

## **SAMPLE SPONSORSHIP REQUEST LETTER** continued...

The PGIs were created by Peter Gzowski of CBC Radio's *Morningside* and have a long and storied history. Starting from Peter's commitment in the late 1980s to raise \$1 million for literacy across Canada, today there are PGI tournaments in every province and territory and our generous supporters have raised more than \$10 million.

I encourage you to join me on July 12<sup>th</sup> as a proud supporter of BC's adult learners and their families who are trying to change their lives with the gift of literacy. I will call you shortly to answer any questions you may have about supporting the PGI Vancouver 2005.

I do recognize that corporate governance with respect to charity events varies from company to company and may in fact preclude you from participating as either a sponsor or golfer. If you are indeed subject to such constraints, I would be pleased to discuss with you other meaningful ways you can support this well deserving cause.

Yours truly,

Glenn Poier  
Regional Group Manager  
Manulife Financial

# SAMPLE NEWSPAPER THANK-YOU AD

Thank You!

## ANOTHER HOLE IN ONE FOR LITERACY

A record **\$53,000** was raised at the 14th Annual PGI Golf Tournament for Literacy BC on July 13th. Founded by Peter Gzowski, the Vancouver PGI has raised more than \$500,000 for literacy activities in the province.

Thank you to everyone who helped make this year's tournament our most successful ever-sponsors, contributors, golfers and volunteers. A special thank you to, **Peter Mansbridge**, our host and friend; **Christopher Gaze**, poet laureate; **Len Grinke**, photographer; **The Vancouver City Firefighters Band** and **Mick Gzowski**. Congratulations to this year's Co-operators Learner Achievement Award recipient, **Shawna Montpellier** and our 2004 Gzowski Award recipient, **Hal Wake**.

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### National Sponsors

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**Golf Day Sponsor:** **MARSH MERCER**  
Human Resources Consulting

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**Volunteer & First Place Team Sponsor**  
Manulife Financial

**Cart & Driver Sponsor**  
Honda Canada

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### Local Media Sponsors

The Vancouver Sun

Boston Pizza International Inc.

Coast Capital Savings

Colour Time Printing & Digital Imaging

Credit Union Central of BC

**Hole Sponsors**

Envision Credit Union

North Shore Credit Union

Pacific Blue Cross

Raincoast Books

Urban Systems

The Province

VanCity

Vancouver Canucks

Vancouver International Airport Authority

Where Vancouver/Teldon Print Media

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### National Contributors

Famous Players Inc.

McClelland Stewart Inc.

Sony Music Canada

Tiger Brand Knitting Co. Ltd

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### Principal Contributors

Henry Birks & Sons

Rocky Mountaineer Railtours

The Sutton Place Hotel

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### Lead Contributors

Starbucks Canada

Len Grinke Portraiture

Lloyd's Travel & Cruises

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### Prize Contributors

BC Business Magazine

BC Exors

Bard on the Beach

Black Hills Estate Winery

Bob Krueger

Burrowing Owl Estate Winery

Canadair Pacific Railway

Delta Vancouver Suites

Dockside Brewing Co.

Esplanade Hotels & Resorts

Fairmont Empress Hotel

Fairmont Hotel Vancouver

Fairmont Vancouver Airport

Fairmont Waterbank Hotel

The Four Seasons Hotel

Gotham Steakhouse & Cocktail Bar

Greenwich Island Hotel

Harbour Centre Printing

Helijet International Inc.

Hyatt Regency Vancouver

Hy's Encore

Kerr's Recognition Services

Hotel Vancouver & O'Doul's Restaurant and Bar

Macleod's Magazine

Metropolitan Hotel

Microcell Telecommunications

Mission Hill Estate Winery

Monk McQueens

Opus Hotel

Pacific Centre

Pan Pacific Hotel

Purdy's Chocolates

Red Robin Restaurants

Renaissance Vancouver Hotel

Riverside Golf Centres

Rocky Canada

Sandhill Wines

SCORE Golf Magazine

Vancouver Art Gallery

Vancouver Marriott Pinnacle

Wedgewood Hotel

The Westin Grand

Association of Book Publishers of BC

Book Warehouse

Escape Editions

Graystone Books

Harbour Publishing

HB Fern & Company

Heritage House Publishing Company

John Wiley & Sons Canada Ltd.

Kate Walker & Co.

Knopf Canada

Orca Book Publishers

Penguin Books

Raincoast Books

Random House of Canada Ltd.

Siddell & Associates

Thomas Allen & Son

Whitcap Books

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For more information call Literacy BC at 1-800-663-1293  
or visit [www.literacy.bc.ca](http://www.literacy.bc.ca)