

NO: F024

COUNCIL DATE: December 13, 2010

FINANCE COMMITTEE

TO: **Mayor & Council** DATE: **December 3, 2010**
FROM: **General Manager, Finance & Technology** FILE: **1850-20**
SUBJECT: **Sponsorship Request – Comedy Courage Annual Gala**

RECOMMENDATION

The Finance and Technology Department recommends that the Finance Committee recommend that Council approve sponsorship support for the Comedy Courage's 8th Annual Gala Dinner and Showcase at the "Special Contributor" level in the amount of \$1,000 from the Council Initiative Fund.

BACKGROUND

The City has received a sponsorship request from Comedy Courage for their Annual Gala and Showcase. This report addresses that request.

DISCUSSION

Comedy Courage is a Society that assists people with mental health diagnoses. The Society teaches participants how to write a comedy routine about the challenges of having a mental health diagnosis and then how to perform the routine at the annual Society Gala Dinner and Showcase. After the Gala, participants go on to perform at comedy clubs, public events, conferences, treatment centres and functions during the year. The goal of Comedy Courage is to help reduce the public stigma associated with people that have a mental health diagnosis, show the public the capabilities of people with mental health diagnoses, build confidence and self-esteem for those with mental health diagnoses and provide general support in the mental health community. Comedy Courage is seeking sponsorship for their Gala and Showcase. A copy of the information provided by the Society related to the event is attached to this report as **Appendix A**.

Staff has reviewed this request and recommends that Council support this event at the "Special Contributor" level of sponsorship in the amount of \$1,000, which includes a table for 8 and the City logo on the program. This funding is available from the Council Initiatives Fund.

Status of the Council Initiatives Fund:

If Council adopts the recommendation of this report the un-allocated balance in the Council Initiatives Fund will be \$266,341 as documented in **Appendix B**.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

Appendix A: Comedy Courage Sponsorship Package
Appendix B: Status of the Council Initiatives Fund



COMEDY COURAGE

Appendix A

Suite 213-102, 15910 Fraser Hwy, Surrey, British Columbia V4N0X9 Tel: 604-598-9200 Fax: 604-598-9201

EXECUTIVE DIRECTOR
Darcy James

*“Helping Our Mental Health Community Help Themselves Through
Laughter, Comedy and Courage”*

PRESIDENT
Barry Buckland

8th ANNUAL GALA DINNER & SHOWCASE - WEDNESDAY, MAY 25th 2011

EMCEED BY
Ryan Walter
Mark Madryga
COMEDIC HOST
Patrick Mahliha
COMEDIC MENTOR/TEACHER
Shay Novack



2011 SEASON - SURREY

With Special HOSTS
Mayor Dianne Watts City of Surrey
Councillor Mary Martin City of Surrey
Anita Huberman - CEO Surrey Board of Trade
Fraser MacRae, Chief Superintendent, Surrey RCMP
Dr. Kerry Jang, Councillor City of Vancouver
Peter Jackman, Vancouver Foundation

COMEDY COURAGE 2010 CATEGORIES OF RECOGNITION

FRIEND: \$1 - \$99 **BRONZE:** \$100 - \$499 **SILVER:** \$500 - \$999 **GOLD:** \$1,000 - \$4,999 **PLATINUM:** \$ 5,000 - \$7,999
DIAMOND: \$8,000 and \$9,999 **TEAM PRESENTING SPONSORS:** \$10,000 minimum
SPECIAL CONTRIBUTOR: the purchase of a table of 8 tickets - \$1,000.00

SPONSOR RECOGNITION (WHAT YOU RECEIVE):

* denotes “under appropriate category” Note: tax receipt will be issued, where requested, for fair market value in all categories

SPECIAL CONTRIBUTOR (purchaser of table of 8 tickets - \$1,000.00)

- company name listed in Gala program*, if tickets are purchased before printing
- company logo in Gala program, if tickets are purchased before printing
- company logo place card on table
- thank you letter and package
- company name listed in thank you package sent to all sponsors*
- tax receipt for full amount less fair market value for meal

FRIEND: (\$1 - \$99)

- company name listed in Gala program*
- thank you letter and package
- company name listed in thank you package sent to all sponsors *

BRONZE: (\$100 - \$499)

- company name listed in Gala program*
- certificate of recognition
- thank you letter and package
- company name listed in thank you package sent to all sponsors*

SILVER: (\$500 - \$999)

- company name listed in Gala program*
- company logo in Gala program
- certificate of recognition
- thank you letter and package
- company name listed in thank you package sent to all sponsors*

GOLD: (\$1,000 - \$4,999)

- company logo in promotional/sponsorship package
- company name listed in Gala program*
- company logo in Gala program
- certificate of recognition
- thank you letter and package
- company name listed in thank you package sent to all sponsors*



Wednesday MAY 25th, 2011, 5:00 PM Silent Auction — 7:00 PM Dinner and Live Auction — Showcase 8:00PM

IN COMEDY COURAGE WE GET TO PROVE WHAT WE CAN DO!



COMEDY COURAGE

"Helping Our Mental Health Community Help Themselves Through Laughter, Comedy and Courage"

PLATINUM: (\$5,000 - \$7,999)

- company logo on Comedy Courage website home page - with link to your website*
- company logo in promotional/sponsorship package*
- 1/2 page of advertising in promotional/sponsorship package
- company logo on "Laughing and Giving from the Heart" Gala Brochure
- 4 courtesy tickets to Gala (value \$500.00)
- company name listed in Gala program*
- company logo in Gala program
- 1/2 page of advertising in Gala program
- company logo printed on Gala tickets and dinner menu cards
- podium recognition at Gala as "Platinum" sponsor
- certificate of recognition
- thank you letter and package
- company name listed in thank you package sent to all sponsors*
- full page of advertising in thank you package sent to all sponsors

DIAMOND: (\$8,000 - \$9,999)

- company logo on Comedy Courage website home page - with link to your website*
- company logo in promotional/sponsorship package*
- full page of advertising in promotional/sponsorship package
- company logo on "Laughing and Giving from the Heart" Gala Brochure
- Gala table with 8 courtesy tickets (value \$1,000.00)
- company name listed in Gala program*
- company logo in Gala program
- full page of advertising in Gala program
- company logo printed on Gala tickets and dinner menu cards
- podium recognition at Gala as "Diamond" sponsor
- certificate of recognition
- thank you letter and package
- company name listed in thank you package sent to all sponsors*
- full page of advertising in thank you package sent to all sponsors
- 1 seat on Comedy Courage Advisory Board

TEAM PRESENTING SPONSORS: (\$10,000 Minimum)

- prominent positioning as "a team presenting" sponsor in all promotional materials and advertising listed below
- exclusivity to your business industry for all levels of sponsor recognition
- company logo on Comedy Courage website home page - with link to your web site
- full page of advertising in promotional/sponsorship package
- company logo on "Laughing and Giving from the Heart" Gala Brochure
- two Gala VIP complimentary tables (value \$2,000.00)
- company name listed in Gala program*
- company logo in Gala program
- full page of advertising in Gala program
- company logo printed on Gala tickets and dinner menu cards
- major podium recognition at Gala as "a team presenting sponsor"
- framed certificate of recognition thank you letter from Comedy Courage
- company name listed in thank you package sent to all sponsors*
- full page of advertising in thank you package sent to all sponsors

**All donations, tickets and gifts in kind receive a non-profit tax receipt.
Our Canadian National Non-Profit Tax Number 838583557-RR0001**



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2010 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	167,697		
2010 Proposed Budget	250,000		\$ 417,697
Canada West Chamber Orchestra	0		
Surrey Crime Prevention Society - Anti-Graffiti Program	31,000		
2010 Community Opportunities Strategy	20,000		
Peace Arch Hospital Gala April 2010	2,075		
Globe 2010 Biennial Trade Fair & Conference	4,002		
BC High School Bhangra Society	1,429		
Flavours of Surrey	15,000		
Canada-India Networking Initiative	800		
Learning Partnership - Tribute Luncheon	1,250		
Boys & Girls Club of Greater Vancouver	50,000		
President's Farewell Gala	5,000		
Red FM 4th Annual Run	5,000		
Hargobind International Wrestling Event	6,800		
Mayor's Charity Ball (September 10, 2010)	3,000		
Stanley Cup Celebration - City Centre	5,000		
Allocations for 2010		\$ 150,356	\$ 267,341