

NO: **F002**

COUNCIL DATE: **February 18, 2013**

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## FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **January 29, 2013**

FROM: **General Manager, Finance & Technology**

FILE: **1850-20**

SUBJECT: **Comedy Courage Gala Reception and Showcase**

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## RECOMMENDATION

The Finance & Technology Department recommends that the Finance Committee recommend that Council approve from the Council Initiatives Fund a sponsorship amount of \$5000 for Comedy Courage's 8<sup>th</sup> Annual Gala Reception & Showcase as generally described in this report.

## BACKGROUND

On November 28, 2012, the Finance Committee considered a report related to the 2013 City Grants, which included reference to a request for funding from Comedy Courage Society for their 2013 Gala Reception and Showcase. A grant was not recommended at that time in relation to the request. Comedy Courage has requested reconsideration of their application for funding.

## DISCUSSION

Comedy Courage Society offers a program designed to assist people who a mental health diagnosis by teaching them about comedy. Participants learn how to write a comedy routine about the challenges of having a mental health diagnosis and then perform their routine at an annual Gala Reception & Showcase, which in 2013 will take place on May 1<sup>st</sup> at the Surrey Arts Centre. After the Gala, participants normally go on to perform their routines at comedy clubs, public events, conferences, treatment centres and other functions throughout the remainder of the year.

The goal of Comedy Courage is to help reduce the public stigma related to a mental health diagnoses, demonstrate to the public the capabilities of people with mental health diagnoses, build confidence and self-esteem for those with mental health diagnoses and provide positive role models in the mental health community. Comedy Courage has requested financial support from the City of \$10,000 for their Gala event. The Grants Evaluation Committee reviewed this request and found that it did not meet the One-time Grant eligibility criteria as the event is a fundraiser with \$15 from each Gala ticket going to the Surrey Homelessness & Housing Society.

Comedy Courage Society has requested reconsideration of its application and has provided a complete package of information for staff review. A copy of the information provided by the Society related to the event is attached to this report as **Appendix "A"**.

While the request does not meet the eligibility criteria for a One-time Grant, in view of the merits of the Gala and the related program and the fact that the event net revenues are directed to the Surrey Homelessness and Housing Society, staff recommends that Council support the Gala event by way of a sponsorship contribution of \$5,000 taken from the Council Initiatives Fund. Based on such a sponsorship contribution, Comedy Courage will provide the City with 4 tickets to the Gala Reception, include the City of Surrey logo on the Gala program and website and will include advertising opportunities for the City of Surrey in the Gala program.

**Status of the Council Initiatives Fund:**

*Appendix "B"* attached to this report documents the status of the Council Initiatives Fund on an assumption that Council will approve the recommendation of this report.

Vivienne Wilke, CGA  
General Manager,  
Finance & Technology

**Attachments:**

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



# COMEDY COURAGE

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

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

**8<sup>th</sup> ANNUAL RECEPTION & SHOWCASE - WEDNESDAY, MAY 1st 2013**

EMCEED BY  
Joli Samra  
Ryan Walter

COMEDIC MENTOR/TEACHER  
Shay Novack

## surrey arts centre

With Special Speaker HOSTS  
Mayor Dianne Watts City of Surrey  
Councillor Mary Martin City of Surrey  
Kim Angel, Surrey Foundation  
Fraser MacRae, Chief Superintendent, Surrey RCMP  
Dr. Kerry Jang, Councillor City of Vancouver

2013 SEASON - SURREY

### COMEDY COURAGE 2013 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 25 tickets - \$1,500.00

#### SPONSOR RECOGNITION (WHAT YOU RECEIVE):

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

#### Friend (\$1-\$99)

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

#### Special Contributor (purchaser of 25 tickets \$1500.00)

- company name listed in Gala program\*, if tickets are purchased before printing
- company logo in program guide, if tickets are purchased before printing
- 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

#### Bronze (\$100 - \$499)

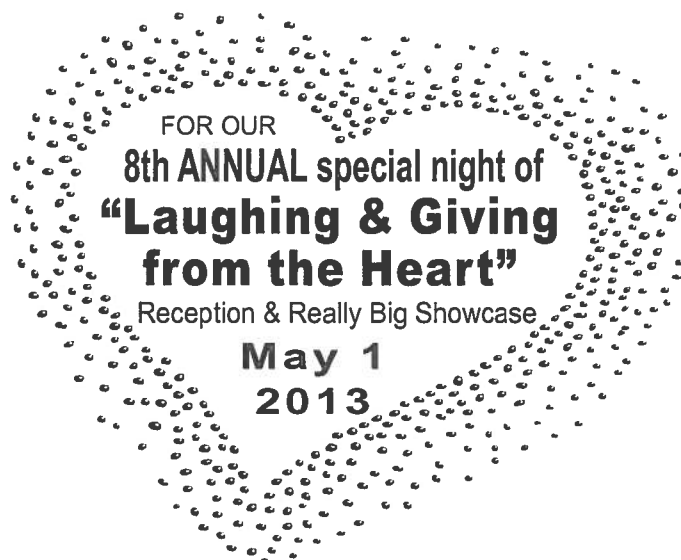
- company name listed in program guide\*
- certificate of recognition
- thank you letter and package
- company name listed in thank you package sent to all sponsors\*

#### Silver (\$500 - \$999)

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



**6:00pm - 7:30pm Registration and Reception — 6:00pm Silent Auction — 7:30pm LIVE Auction — 8:00pm Comedy Courage Showcase**

IN COMEDY COURAGE WE TURN TRAGEDY INTO TRIUMPH!



# COMEDY COURAGE

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

## **Platinum (\$5,000 - \$7,999)**

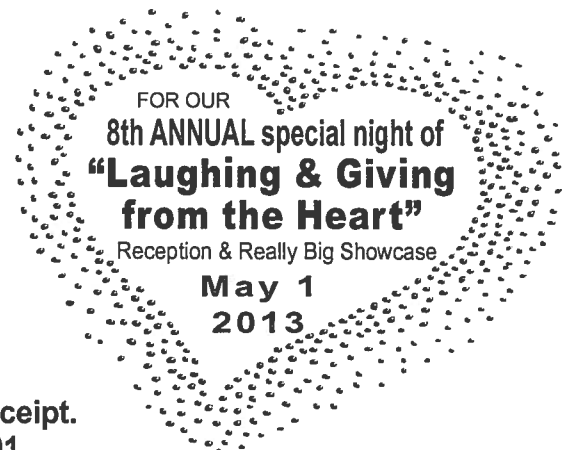
- company logo on Comedy Courage website home page and link to your website\*
- company logo in promotional/sponsorship package\*
- 1/2 page of advertising in promotional/sponsorship package
- company logo on "Laughing and Giving from the Heart" Brochure
- 4 courtesy tickets to our showcase event at the Surrey Arts Centre (value \$300.00)
- company name listed in program guide\*
- company logo in program guide
- 1/2 page of advertising in program guide
- podium recognition as "Platinum" sponsor
- certificate of recognition
- thank you letter and package
- company logo 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 and 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" Brochure
- 10 courtesy tickets (value \$750.00)
- company name listed in program guide\*
- company logo in program guide
- full page of advertising in program guide
- podium recognition as "Diamond" sponsor
- certificate of recognition
- thank you letter and package
- company logo & 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

## **Presenting Sponsor (\$10,000 Minimum)**

- prominent positioning as "team presenting" sponsor in all promotional materials
- exclusivity in your business industry for all levels of sponsor recognition
- company logo on Comedy Courage website home page and link to your web site
- full page of advertising in promotional/sponsorship package
- company logo on "Laughing and Giving from the Heart" Brochure
- 20 complimentary tickets (value \$1,500.00)
- company name listed in Gala program\*
- company logo in program guide
- full page of advertising in program
- major podium recognition at Gala as "a team-presenting sponsor"
- stage Banner with company logo as 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**

**6:00pm - 7:30pm Registration and Reception — 6:00pm Silent Auction — 7:30pm LIVE Auction — 8:00pm Comedy Courage Showcase**

**IN COMEDY COURAGE WE TURN TRAGEDY INTO TRIUMPH!**



**2013 FINANCIAL PLAN  
COUNCIL INITIATIVES**

**Schedule B**

Description	Amount	Allocation	
		to date	Remaining
Carried Forward from Prior Year	260,691		
<b>2013 Approved Budget</b>	<u>250,000</u>		<b>\$ 510,691</b>
Arts Umbrella Surrey (3rd year of 3-year program)	25,000		
2013 Women's BC OPEN Water Polo Tournament	5,000		
Comedy Courage Sponsorship	5,000		
<b>Allocations for 2013</b>		<u>\$ 35,000</u>	<u>\$ 475,691</u>