

# The Leacock Medal for Humour

Canada's Award for Literary Humour

Awarded annually by Stephen Leacock Associates

Sponsored by **Dunkley**  
Charitable Foundation



## Stephen Leacock Awards' Gala Celebrations Sponsorship Program

**Stephen Leacock Associates (SLA) invites you to help us promote Canadian humour writing and foster literary achievement by our young people.**

There are two Gala events celebrating humour writing in 2024 for which we are seeking sponsors: **MEET THE AUTHORS & STUDENT SHOWCASE** and **GALA DINNER & MEDAL PRESENTATION**. Both events will be held at Hawk Ridge Golf & Country Club, Severn.

### **Meet the Authors & Student Showcase - Friday, June 21<sup>st</sup> at 5:00 pm**

Terry Fallis, two-time Leacock Medal Winner, will host this very humorous evening where Medal finalists and previous Medal winners share their “secrets to success” in the literary world of humour. The finalists will read excerpts from their books and participate in a moderated question and answer session and book signing.

Since 1977, three Ontario teens have been selected each year for their humorous essays. The finalists will receive their commendations and read their winning essays, with \$1,500 presented to the winning writer – a very inspiring event!

Join the 150 attendees, including Medal and student finalists, local, provincial and federal officials and arts and culture leaders and special guests through the following sponsorships.

#### **Dinner Sponsor \$1,500**

- Complimentary table of 8
- Recognition on promotional materials, including dinner program, website and media releases
- Opportunity to make brief welcoming remarks and recognized in President's remarks
- Two complimentary one year memberships in the Stephen Leacock Associates (SLA)

#### **Table Sponsor \$500**

- Complimentary table of 8 with recognition in dinner program and website (at your request, we can arrange for local students to join you at your table)

## **Gala Dinner & Medal Presentation - Saturday, June 22<sup>nd</sup> at 5:00 pm**

Awarded annually to the most humorous Canadian book, the Stephen Leacock Medal for Humour will be presented for the 77<sup>th</sup> year along with \$25,000 to the winning author.

Join Master of Ceremonies, CBC Radio's Steve Patterson, and the 200 attendees, including Medal finalists from across Canada, the student winner and local, provincial and federal officials and arts and culture leaders and special guests through the following sponsorships.

### **Dinner Sponsor - \$2,500**

- Complimentary table of 8
- Recognition on all promotional materials, including dinner program, website and media releases
- Opportunity to make brief welcoming remarks and recognized in President's remarks
- Two complimentary one year memberships in the Stephen Leacock Associates (SLA)

### **Reception Sponsor - \$1,500**

- Complimentary table of 8
- Recognition on all promotional materials, including dinner program, website and media releases
- Recognition in President's remarks

### **Table Sponsor - \$1,000**

- Complimentary table of 8 with recognition in the dinner program and website (at your request, we can arrange for local students to join you at your table)

## **Travel & Hospitality Sponsor**

Presenting these events entails a significant investment in travel, hospitality and accommodation for the three medal finalists and three student honorees and their guests / chaperones. Last year's medal finalists came from Vancouver, Saskatchewan and Newfoundland and Labrador. Cash and / or in-kind sponsorship is welcomed by our Charity and recognition will be commensurate with the amount of investment by your organization.

## **Silent Auction Sponsor – item valued at \$250 or greater**

During the pre-dinner receptions at the Meet the Authors & Student Showcase and the Gala Dinner & Medal Presentation, a silent auction will be held to raise money for the Stephen Leacock Medal for Humour Endowment Fund. We welcome unique, valuable donations to the Silent Auction. Participating individuals and donors will be recognized on signage and the website.

**For more information and to secure your sponsorship, please contact Lisa Brown,  
Sponsorship Director, Stephen Leacock Associates 416-964-0395 / [sponsorship@leacock.ca](mailto:sponsorship@leacock.ca)  
(Non-profit charitable # 11917 2922 RR0001)**