

P.O. Box 99
Harlem, Georgia
30814



Phone: (706) 556-3448
Fax: (706) 556-0604
www.harlemga.org
cityofharlem@harlemga.org

Oliver Hardy Festival 2024 Sponsorship Opportunities

***Sponsorships must be received by August 30, 2024, to secure the free vendor space at the festival and to be included on the shirt and/or the festival program.**

Dear Friends,

At the City of Harlem, we have served our citizens in the Harlem area as well as Appling, Evans, Grovetown, Augusta, and Dearing for over 150 years. You might already know that one of the world's most prolific slapstick comedians from the Golden Age of Hollywood was born right here in Harlem, Georgia at his maternal grandparents' house on January 18, 1892. Oliver Hardy, as a team with Stan Laurel, an actor from the United Kingdom who used to work with the likes of people like Charlie Chaplin, were able to reach a broad audience over their 25-year career is the duo known as Laurel & Hardy.

The City of Harlem is very proud of our citizens and is honored to be the birthplace of someone as influential as Oliver Norvell Hardy to the point that one of our previous mayors, Mayor Lewis, created the first Oliver Hardy Festival in 1989! This festival brings together not only our community but also a lot of small businesses, visitors from out of town, like members of the Sons of the Desert, the Laurel & Hardy appreciation society, over 100 food and craft vendors, and more!

Sponsorships go towards alleviating the budget for the festival. These funds help with renting port-o-lets, including the royal restrooms with air conditioning, sanitizing stations, tents for the stage and rest areas, and even more. This even helps with flyers and other advertisements, like one of the local news stations, which your business can be mentioned on if you sponsor!

If you have any questions, please do not hesitate to contact the Harlem Museum and Welcome Center at (705) 556-0401 or email the museum director and events coordinator, Meghan Foster, at mfoster@harlemga.org.

We thank you for your time and consideration.

Respectfully,

Meghan K. Foster
Museum Director and Events Coordinator for the City of Harlem
(706) 556-0401
135 N. Louisville Street, Harlem, Georgia 30814

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Outwitting Dad Sponsor: \$50.00-\$499.00

- 1/8 page advertisement with company logo in the festival program
- Sponsoring mention in social media advertisements

The Lucky Dog Sponsor: \$500.00-\$999.00

- 1/4 page advertisement with company logo in the festival program
- Sponsoring mention in social media advertisements
- Single vendor spacing *if requested*

Way Out West Sponsor: \$1000.00-\$1499.00

- 1/2 page advertisement with company logo in the festival program
- Sponsoring mention in social media advertisements
- Single vendor spacing *if requested*
- Sponsorship mention on TV commercials for Oliver Hardy Festival 2023

The Music Box Sponsor: \$1500.00+

- Full page advertisement with company logo in the festival program
- Sponsoring mention in social media advertisements
- Single vendor spacing *if requested*
- Sponsorship mention on TV commercials for Oliver Hardy Festival 2023
- Business logo added to the Oliver Hardy Festival section of the Harlem Museum and Welcome Center website from date of sponsorship until the next Oliver Hardy Festival

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Levels	Outwitting Dad	The Lucky Dog	Way Out West	The Music Box
Listed in the festival program*				
Mention in social media shout outs				
Free Vendor Space*				
Your business mentioned on festival ads				
Your logo added to the museum's website for 1 year				
Your business name on the official festival shirt!				