



**OLIVER HARDY FESTIVAL
MOVIES UNDER THE STARS
CHRISTMAS IN HARLEM FESTIVAL**

**CITY OF
HARLEM,
GEORGIA**

SPONSORSHIP DECK 2026



"We are Harlem!"

- The City of Harlem, Georgia provides the citizens of our city and nearby communities with an excellent quality of life that both long-time residents and newcomers cherish. A quaint hometown feel, safe and friendly neighborhoods, and a historic downtown are all found here in Columbia County's hidden jewel.
- Our first Oliver Hardy Festival was first hosted in 1989 as part of a city-wide celebration of the slapstick comedian Oliver Hardy (of Laurel & Hardy fame).
- We owe our success to:
 - a great steering committee
 - outstanding leadership and communication
 - strong partnerships with local organizations
 - generous donors and sponsors

On behalf of our team, we invite you become a sponsor for our next festival. Get involved and contribute to making Harlem, Georgia a diverse and vibrant city.



THE HARLEM MUSEUM AND WELCOME CENTER

- Created in 2019 after the renovation of the Historic Columbia Theatre.
- The original Laurel & Hardy Museum of Harlem, Georgia combined with the new Harlem Museum and Welcome Center at the Columbia Theatre's grand reopening after the renovation.
- Welcomes visitors to Harlem, GA, provides community information, fun family-friendly events, and preserves Laurel & Hardy and local Harlem history.

The Annual Oliver Hardy Festival

- Founded in 1989 by cousin of Oliver Hardy, Harlem Mayor "Shug" Lewis.
- Caters to over 10,000 visitors for one day each year
- Has over 100 food and craft vendors
- Entertainment throughout the day



OLIVER HARDY FESTIVAL SPONSORSHIP OPPORTUNITIES

	\$50-\$499	\$500-\$999	\$1000-\$1499	\$1500+
Levels	Outwitting Dad	The Lucky Dog	Way Out West	The Music Box
List in Festival Program				
Mention in Social Media Shout Outs				
Free Vendor Space*				
Your business mentioned in festival advertisements				
Your logo added to the museum's website for up to 1 year (OHF tab)				
Your business name on the official festival shirt				

*Subject to availability at time of sponsorship. Only one free vendor space per sponsor, regardless of sponsorship level.

8th Annual “Movies Under the Stars”

First started as a Summer Movie Series in 2018

Provides FREE family-friendly movies to the local community to focus on local community engagement

Sometimes provides movie-based museum education events for kids

- For example: The Wizard of Oz showing in 2025 had a Bottle Tornado craft before the movie.

THE CITY OF HARLEM, GEORGIA
PRESENTS

THE MOVIES UNDER THE STARS SERIES
2025

(706) 556-0401

FREE

135 N. Louisville Street
Harlem, GA 30814

Activities will be inside
the Columbia Theatre!



Activities will be inside
the Columbia Theatre!

April 12, 2025
Free Activity: Piñata craft

July 12, 2025
Free Activity: Write a letter to an adult that inspires you.

July 26, 2025
Free Activity: Who is that character?

August 2, 2025
Free Activity: Bottle Tornados. Must bring two empty plastic bottles to participate.

All movies include a free coloring page!
Parental Discretion is advised

“Movies Under the Stars” SPONSORSHIP OPPORTUNITIES

- ▶ No sponsorship categories. All sponsors are listed equally, regardless of sponsorship amount.
- ▶ Shoutouts on social media
- ▶ Sponsor logo listed in the 2026 “Movies Under the Stars” event advertisements
- ▶ Sponsorships help cover movie licensing fees and advertising.

Figure: 2025 Flyer for “7th Annual
Movies Under the Stars”

The Annual Christmas in Harlem Festival

Focuses on local community engagement

Holiday Market with children's activities

Twilight Parade

Holiday Movie under the Stars

Dates of events are subject to change.





CHRISTMAS IN HARLEM SPONSORSHIP OPPORTUNITIES

- **Sponsor logo listed on the museum's website for up to one year (Christmas tab).**
- **No sponsorship categories. All sponsors are listed equally, regardless of sponsorship amount.**
- **One vendor space if requested (subject to availability). Minimum sponsorship amount of \$100 for free space.**
- **Mention in Festival advertisements on social media.**

CONTACT INFORMATION:

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- [Visit our website:](#)
- Harlemmuseumandwelcomecenter.com

