



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

**CITY OF  
HARLEM,  
GEORGIA**

**SPONSORSHIP DECK 2025**



# "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

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- 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

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- 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.

# 7th 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 will have a “Bottle Tornado” event.





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!



**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 Tornadoes. 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 2025 “Movies Under the Stars” event advertisements
- ▶ Sponsorships help cover movie licensing fees.

# The Annual Christmas in Harlem Festival

Focuses on local  
community  
engagement

Pictures with  
Santa

Holiday Market  
with children's  
activities

Twilight Parade

Tree Lighting  
Ceremony

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).**
- **Mention in Festival advertisements on social media.**

# CONTACT INFORMATION:

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

