



Greater Olean Area Chamber of Commerce 2021 Corporate Sponsorship

Our Invitation for 2021 Corporate Sponsorship at GOACC.

As the pandemic continues—indeed, as it seems to worsen, the reality is that every business and organization must find a way to remain relevant and to adapt. That’s even more true in a membership organization, where we must not only be sensitive to the fiscal challenges so many members are facing, but also reassure them that the Greater Olean Area Chamber of Commerce understands and empathizes with the rigors imposed by the pandemic and is seeking ways to help them.

So, what has your Chamber done for its members and the community??

For the community, of the 15 events that were to be held pre-pandemic, we’ve been able to hold seven of them—perhaps not at the level or in the context we’ve enjoyed in the past, but we’ve still been able to give something to the community. For our flagship event, Santa Claus Lane, we have spent hours working on ways to make it happen—and it did but, again, in a slightly different format.

For our members, we have increased our communications with them, Since March, we have had four personal outreaches—two calls, two emails—to each of our 575 members. And we plan to step that up as the pandemic lingers.

We have redoubled our efforts on social media and have reworked and strengthened our video spotlights on our members. Our Facebook presence continues to draw excellent views, and I expect the lighting of Santa Claus Lane has been our most popular event to date.

We are doing what all of our members are doing: we are adapting and trying

- we’ve still been able to give some events to the community
- we increased communications with our members
- we have redoubled our efforts on social media
- we have strengthened our video spotlights on our members
- our Facebook presence continues to draw excellent views
- we are adapting and trying out best to serve our members in a way that makes this pandemic a bit more tolerable and to let them know they are not alone in the struggle that is today’s business economy.*

-GOACC during COVID



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When this pandemic lifts—and it will—your Chamber will be stronger and will work to rekindle the events, the spirit and the support that have been the trademark of your Chamber for decades.

We are moving forward with plans for a complete 2021 event season.

We would like to invite you to become a corporate sponsor in 2021 in addition to your membership. Your company gains additional credibility, publicity and brand recognition in a positive promotional environment when you become a corporate sponsor. The year 2020, GOACC had 44 corporate sponsors and we thank them for their participation.

As was the case this year, the benefits of a canceled event were turned into additional options for each sponsor. We also worked with some sponsors to bring funds from 2020 into 2021.

Greater Olean Area Chamber of Commerce relies on sponsorships to help fund high quality programs and events for its members and our community. Please look over our sponsorship package and if you have questions, give us a call at the Chamber. We would love for you to be a part of the GOACC Corporate Sponsors in 2021.

Sincerely,



Meme Krahe Yanetsko
Chief Operating Officer

GOACC EVENTS

- **Home Show:**
April 23-25 / May 21-23
- **StrOLEAN**
June 4, Aug 13; Oct 1
- **Gus Macker**
June 4-6
- **Chamber Clambake**
June 9
- **Corporate Challenge**
June 24
- **Corporate Golf Classic**
July 12
- **Taste of Olean**
July 25
- **Allegheny River Running Fest**
September 11
- **Sports, Recreation, & Fitness Expo**
September 25, 26
- **Chamber Annual Dinner**
November 4
- **Santa Claus Lane Parade**
November 26

2021

[More Details on CS21](#)

THANK
you

