



News Release

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City launches tourism sponsorship portal

The Danville Office of Economic Development & Tourism has launched the next application cycle for the Visit SoSi Tourism Sponsorship program, a reimbursable funding opportunity tailored for stakeholders seeking to host events and attract new visitors to Danville and Pittsylvania County.

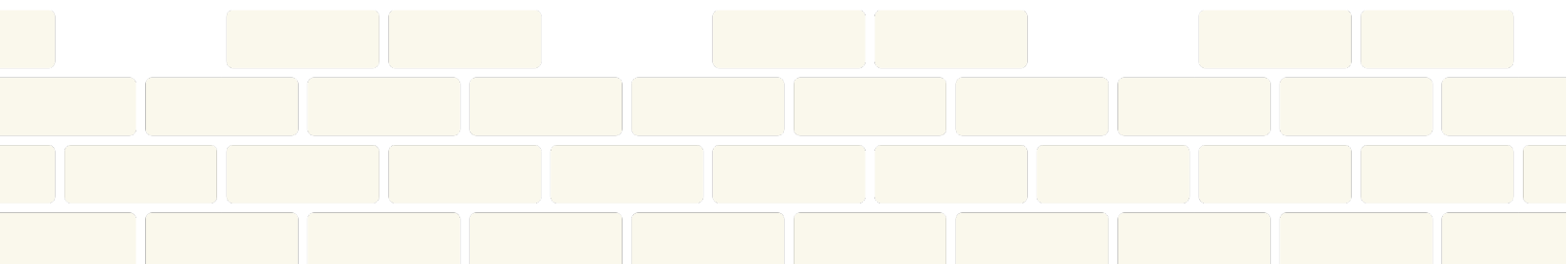
These sponsorships aim to foster partnerships between local tourism stakeholders, encouraging individuals to create new experiences to elevate community presence and support the local economy.

"Driving out-of-town visitation is a key economic strategy and the Visit SoSi Tourism Sponsorship program will help create partnerships that will produce economic impacts across our region," said Tourism Manager, Lisa Meriwether.

The portal opens July 2 and will close on August 9, 2024. Only projects and programs that occur between October 2024 and September 30, 2025, will be eligible. Awards will be announced beginning September 1, 2024.

Priority will be given to applicants that can demonstrate how their initiative will increase visitation and exposure of the Visit SoSi region through their promotional efforts. Only one sponsorship per year will be allocated to the same project. Sponsorships are awarded on a year-by-year basis and are not to be considered as an ongoing source of funding.

To apply and learn more about eligibility and final report requirements, visit <https://www.visitsosi.com/tourism-sponsorship/>.



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About the Danville Office of Economic Development & Tourism

The Danville Office of Economic Development & Tourism is responsible for leading the City of Danville’s tourism efforts by branding and promoting the city and Pittsylvania County to differentiate it from other regional competitors through advertising, promotions, trade events, and visitor experience initiatives to stimulate economic growth for the region. Learn more about regional tourism brand, Visit SoSi, at www.visitsosi.com.

