



## News Release

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### City announces tourism funding opportunities

The Danville Office of Economic Development & Tourism recently announced the Visit SoSi Tourism Sponsorship Program, a reimbursable funding opportunity tailored for stakeholders seeking to host events and attract new visitors to the City of Danville and Pittsylvania County.

The Visit SoSi Tourism Sponsorship Program is designed to increase visitor spending, stimulate new tourism marketing through partnerships, and drive visitation to the region. From first-time applicants seeking to create new experiences to larger established events and festivals, these sponsorships will help to bring visitors to the area, 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.

Applicants will need to 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, visit <https://www.visitsosi.com/tourism-sponsorship/>.

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### About the 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.