



News Release | Economic Development & Tourism

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City awards tourism sponsorships to fourteen organizations

The Danville Office of Economic Development & Tourism (DOEDT) has announced the recipients of the Visit SoSi tourism sponsorships, a reimbursable funding opportunity designed to support stakeholders in hosting programs, projects, and events that attract new visitors to Danville and Pittsylvania County.

This year, fourteen organizations were awarded sponsorships, aimed at fostering collaboration among local tourism partners, creating new experiences, and strengthening the local economy.

"We are excited to announce this year's tourism sponsorships and to celebrate a wide variety of festivals, outdoor competitions, and unique experiences coming into our region," said Tourism Manager, Lisa Meriwether. "Through these sponsorships, a greater number of visitors are being reached and exposed to the many things to do and see in Danville and Pittsylvania County."

Priority was given to applicants who showcased how their initiative increased visitations and/or exposure of Danville and Pittsylvania County through promotional efforts. Only projects, programs, and events that occur between October 2025 and September 30, 2026, were eligible.

"Through this program, we are proud to support initiatives that reflect the innovation, creativity, and commitment of our local businesses and organizations in showcasing the region to a broader audience," stated Corrie Bobe, DOEDT Director. "Investing in both existing and new experiences not only draws in visitors but also enriches the quality of life for our residents. This approach is essential to our strategy for promoting economic growth and business diversity across Southern Virginia."

View the full list of Tourism Sponsorship recipients here: <https://www.visitsosi.com/tourism-sponsorship/2025-sponsorship-recipients>.

The Visit SoSi Tourism Sponsorship portal is currently closed, with an anticipated reopening date of late 2026. Click here to learn more about eligibility: <https://www.visitsosi.com/tourism-sponsorship/>

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About Visit SoSi

Visit SoSi is the fastest-growing tourism destination in the Commonwealth of Virginia. The Danville Office of Economic Development & Tourism, which serves as the official Destination Marketing Organization for the region, leads the City of Danville's tourism promotions under the Visit SoSi brand. The office promotes tourism assets and attractions across the City of Danville and Pittsylvania County and leverages advertising, earned media, promotions, trade events, and visitor experience initiatives to stimulate economic growth for the region. Learn more at www.VisitSoSi.com