



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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City of Danville launches next round of tourism sponsorship funding

The Danville Office of Economic Development & Tourism (DOEDT) will launch the next application cycle of the Visit SoSi Tourism Sponsorship program on Monday, July 6, 2026. This sponsorship program is a reimbursable funding opportunity tailored for stakeholders seeking to create projects, programs, and events that will attract visitors to Danville and Pittsylvania County.

Each sponsorship will aim to foster partnerships between local tourism stakeholders, encouraging individuals to create experiences that will elevate community presence and support the local economy.

“We are thrilled to launch this next cycle of tourism sponsorships and celebrate the diverse and exciting programs, projects, and events available in our vibrant region,” said Lisa Meriwether, DOEDT Tourism Manager. “Through these sponsorships, a greater number of visitors will be reached and exposed to the unique attractions and abundant delights in Danville and Pittsylvania County.”

The portal opens July 6 and will close on August 14, 2026, at 5pm. Only projects, programs, and events that occur between October 2026 and September 30, 2027, will be eligible. Awards will be announced beginning September 2026.

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 learn more and apply, visit <https://www.visitsosi.com/tourism-sponsorship/>.

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About the Danville Office of Economic Development & Tourism

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