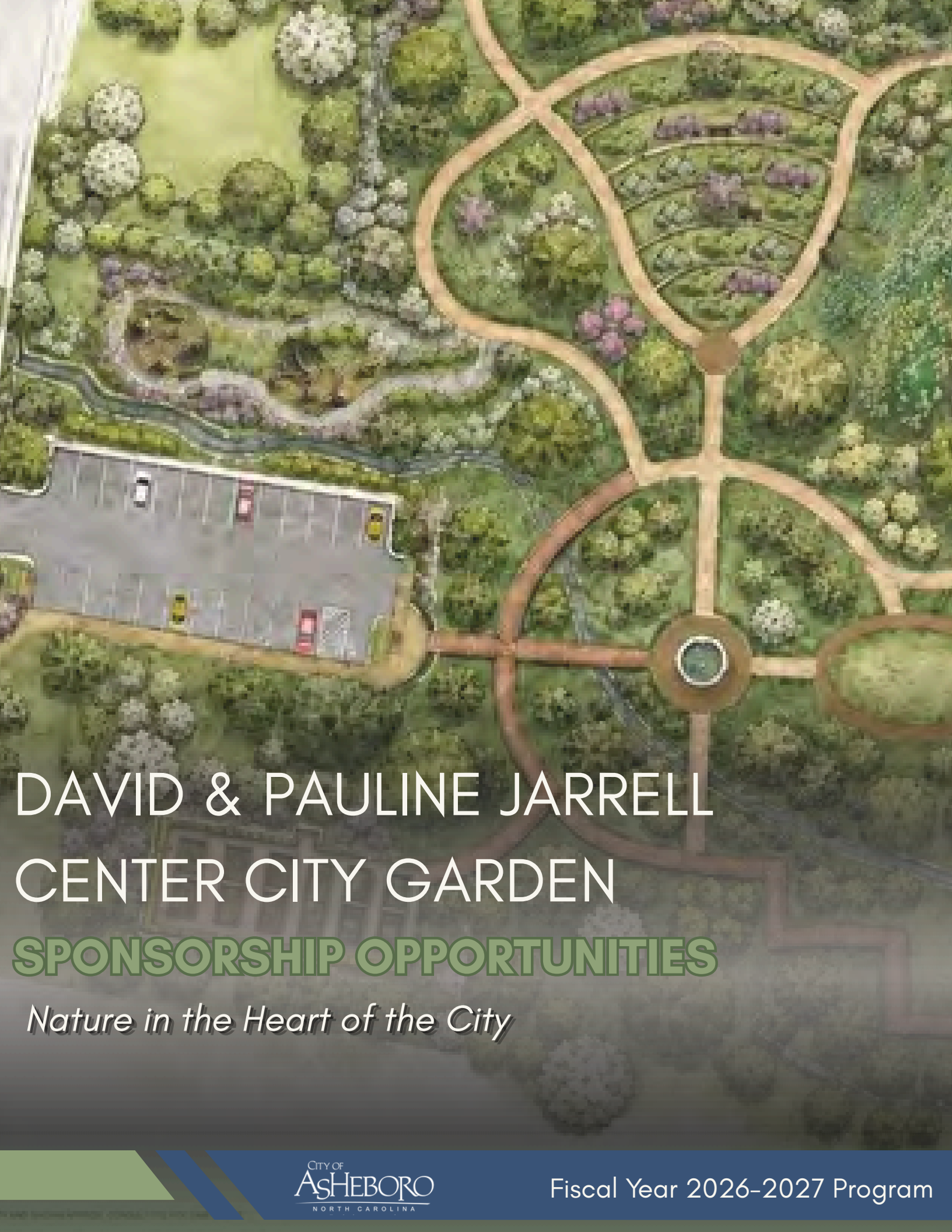




DAVID & PAULINE JARRELL CENTER CITY GARDEN **SPONSORSHIP OPPORTUNITIES**

Nature in the Heart of the City



ABOUT THE DAVID & PAULINE JARRELL CENTER CITY GARDEN



Welcome to one of Asheboro's most unique public gathering places—a garden created to celebrate our community's heritage while providing a peaceful space for residents and visitors to enjoy nature in the heart of the city.

This special place exists because of the vision and generosity of former Mayor David Jarrell and his wife, Pauline, who acquired and donated much of the garden property, making it possible for the City of Asheboro to preserve it as public open space.

Their commitment to downtown revitalization and community service created a lasting legacy for future generations.



- 1 Plaza
- 2 Pergola
- 3 Nature Play Area
- 4 Heirloom Garden
- 5 Wetland Garden
- 6 Display Garden
- 7 Benches
- 8 Boardwalk
- 9 Educational Signage

SUSTAINING THE GARDEN FOR GENERATIONS

The Jarrell Center City Garden is intended to be a lasting community asset that will enrich Asheboro for generations. Sponsorships play an important role in ensuring it remains a beautiful, safe, and welcoming destination for years to come.

Unless otherwise designated, sponsorship contributions will be used to support the ongoing maintenance, repair, replacement, and enhancement of Garden features and amenities. These funds help preserve landscaping, public art, seating, lighting, walkways, signage, and other elements while allowing the City to replace aging or damaged features as needed.

By supporting the Jarrell Center City Garden, sponsors are making a lasting investment in the stewardship of one of Asheboro's signature public spaces, helping ensure it continues to inspire, educate, and bring people together.

PREMIER SPONSORSHIP OPPORTUNITIES



PLAZA

The heart of the garden and a welcoming space for community events and gatherings, featuring a picturesque water feature.

3 YEARS

10 YEARS

LIFETIME

RESERVED

Recognition includes:

- Naming rights
- Prominent recognition signage
- Website recognition



NATURE PLAY AREA

A natural play space that encourages creativity, exploration, and connection with nature.

3 YEARS

10 YEARS

LIFETIME

RESERVED

Recognition includes:

- Naming rights
- Prominent recognition signage
- Website recognition



PERGOLA

A semi-covered area with ample room for small events and gatherings.

3 YEARS	10 YEARS	LIFETIME
\$10,000	\$30,000	TBD

Recognition includes:

- Naming rights
- Prominent recognition signage
- Website recognition



BOARDWALK

An immersive path connecting visitors to the garden’s natural landscape and wetland area.

3 YEARS	10 YEARS	LIFETIME
\$15,000	\$35,000	TBD

Recognition includes:

- Naming rights
- Prominent recognition signage
- Website recognition



SIGNATURE GARDEN COLLECTIONS



HEIRLOOM GARDEN

Celebrating the region's agricultural heritage and time-honored plants.

3 YEARS	10 YEARS	LIFETIME
\$4,000	\$10,000	TBD



WETLAND GARDEN

A living habitat that supports wildlife and protects our natural resources.

3 YEARS	10 YEARS	LIFETIME
\$4,000	\$10,000	TBD



DISPLAY GARDEN

Vibrant seasonal plantings that provide beauty and inspiration year-round.

3 YEARS	10 YEARS	LIFETIME
\$4,000	\$10,000	TBD

Recognition includes:

- Prominent recognition signage
- Website recognition

COMMUNITY SPONSORSHIPS



GARDEN BENCHES

Comfortable places for rest, relaxation, and admiring the serene surroundings.

3 YEARS	10 YEARS	LIFETIME
\$750	\$2,000	TBD

Includes recognition plaque(s)



EDUCATIONAL SIGNAGE

Various displays throughout the garden with enlightening information about the landscape.

3 YEARS	10 YEARS	LIFETIME
\$750	\$2,000	TBD

Includes recognition plaque(s)

A place where history,
nature, and community
grow together.

FUTURE HOME OF

David and Pauline Jarrell Center City Garden
Proposed Master Plan

THANK YOU FOR GROWING WITH ASHEBORO

For more information, please contact:
City of Asheboro | City Manager's Office
146 N. Church St, Asheboro NC 27203
336-626-1201

IN THE WEEDS — OUR DISCLAIMERS AND MORE

1. Renderings and imagery are provided for **illustrative purposes only** and are intended to represent design intent; actual constructed elements may differ from the concepts presented in this sponsorship guide.
2. **Lifetime sponsorship level** entitles sponsor to all featured recognition for the duration of the entire useful life of the amenity or facility.
3. **Expiration:** At the end of the sponsorship term, naming rights expire. The City may renew the agreement with the current sponsor, offer the naming opportunity to another sponsor, or restore the feature to be an unsponsored amenity at its discretion. Sponsors will be contacted prior to expiration.
4. Donors wishing to support the facility **in perpetuity** can contribute to a restricted fund maintained by the City of Asheboro designated exclusively for future Garden expenses.

David & Pauline Jarrell Center City Garden Sponsorship Commitment Form

Thank you for supporting the David & Pauline Jarrell Center City Garden. Please complete this form and return it to the City of Asheboro to reserve your sponsorship opportunity.

Sponsor Information

Organization/Business (if applicable): _____

Primary Contact: _____

Mailing Address: _____

City, State, ZIP: _____

Phone: _____ Email: _____

Sponsorship Selection

Sponsorship Opportunity: _____ Sponsorship Amount: \$_____

Requested Recognition Name (as it should appear on signage): _____

Term of Sponsorship: _____ Years (per Sponsorship Guide)

☐ I am interested in speaking to City staff about contributing to the Garden Restricted Fund.

Payment Information

☐ Check Enclosed (Payable to City of Asheboro)

☐ Invoice Requested



Sponsor Acknowledgement

By signing below, I acknowledge that:

- *I have reviewed and agree to the terms and conditions contained in the Jarrell Center City Garden Sponsorship Guide.*
- *Sponsorships are subject to approval by the City of Asheboro.*
- *Sponsorship recognition and installation of signage will occur following execution of a sponsorship agreement and receipt of payment.*
- *Naming rights are granted only for the approved sponsorship term and do not convey ownership or exclusive use of City property.*

Sponsor Representative Signature

Name: _____ Title (if applicable): _____

Signature: _____ Date: _____

THIS SECTION FOR CITY USE ONLY

Date Received: _____

Approved By: _____

Agreement Executed: _____

Payment Received: _____

Recognition Installed: _____

Return completed form to 146 North Church Street or mail to:

City of Asheboro Manager's Office

146 North Church Street

PO Box 1106

Asheboro, NC 27204

Phone: (336) 626-1201

Email: tnuttall@ci.asheboro.nc.us

