

City of Plymouth Park Sponsorship Program

Adopted: 7.20.26

Celebrating Partnerships. Supporting Parks. Building Community.

Overview & Strategic Vision

The City of Plymouth (hereinafter referred to as "**the City**"), has a rich tradition of strong community involvement in the stewardship of its public spaces. From the founding of the Fall Festival to our neighborhood parks, partnerships have always defined our park system.

As we face new challenges in funding ongoing park maintenance and improvements, we are proud to introduce the **Park Sponsorship Program**—a clear, transparent policy to empower individuals, civic groups, local businesses, and philanthropic organizations to play a direct and recognized role in maintaining and enhancing our city's parks.

The Park Sponsorship Program builds upon Plymouth's longstanding tradition of community partnerships while supporting implementation of the City's adopted planning documents. Through structured public-private partnerships, the program helps advance the goals identified in the Strategic Plan and Recreation Master Plan, including: 5-Year Strategic Plan (2022–2026) prioritizes:

- Enhancing sustainable infrastructure (green parks, EV chargers, native/pollinator-friendly plantings)
- Fostering staff development, including adding recreation professionals
- Strengthening community connectivity via public–private partnerships
- Delivering an attractive, livable community, with expanded green space and improved recreation facilities

Recreation Master Plan (2024–2028) outlines:

- Needs for facility enhancements (playgrounds, lighting, ADA upgrades, bike access)
- Strong public support for sustainability, including pollinator gardens and native plantings
- Desire for joint initiatives and partnerships
- Requirement for grant eligibility and funding-driven action plans

Program Goals

The City of Plymouth Park Sponsorship Program is designed to foster meaningful public-private partnerships that support the long-term sustainability, accessibility, and vitality of the City's parks and green spaces. The program provides opportunities for residents, businesses, civic organizations, and philanthropic partners to invest in park amenities and infrastructure while promoting transparency, accountability, and consistent stewardship of sponsored projects.

Through shared civic pride and community investment, the program seeks to enhance park improvements, including playgrounds, ADA-accessible amenities, lighting, and other infrastructure improvements that improve the quality of life for residents and visitors. Additionally, the program encourages sustainable and connected park environments through investments in native landscaping, pollinator gardens, water bottle filling stations, plazas, benches, bicycle amenities, and other features that strengthen Plymouth's park system for current and future generations.

Annual Review

The City of Plymouth shall review the Park Sponsorship and all associated policies, sponsorship tiers, naming rights provisions, and recognition guidelines on an annual basis. The City reserves the right to amend, modify, or discontinue any portion of the program as necessary to ensure it continues to serve the public interest and aligns with the City's strategic priorities and financial capacity.

Sponsorship Tier Structure

The sponsorship tiers provide a clear and consistent framework for recognizing contributions based on the level of support provided and the type of park improvement advanced. Each tier identifies an anticipated contribution range, examples of eligible projects or amenities, and corresponding recognition opportunities. This structure is intended to help potential sponsors understand how their investment may support park beautification, accessibility, sustainability, infrastructure, and long-term community benefit while ensuring that recognition remains equitable, transparent, and aligned with City strategic plans.

The sponsorship tiers below provide general guidelines for recognizing contributions that support the City of Plymouth's parks and public spaces. While sponsors may express a preference for a particular park or project, the City Commission retains sole discretion regarding the acceptance, allocation, reallocation, and recognition of all sponsorship

contributions. Depending on the size, scope, and purpose of a contribution, sponsorship funds may be directed to a specific park, multiple parks, or other park improvements to best serve the public interest and advance the City's parks and recreation priorities.

Tier Name	Contribution Level	Focus & Examples	Recognition
Park Friend	Up to \$500	Beautification, flowers, pollinator plants, cleanup supplies, mutt mitt stations, paint, and small maintenance items.	Thank-you email and annual recognition on the City website.
Park Advocate	\$501–\$2,500	Playground components, ADA surfacing, replacement mulch, benches, shade features, and other small park amenities.	All previous benefits plus recognition in digital name listing at City Hall and the Cultural Center.
Green Space Steward	\$2,501–\$10,000	Trees, native landscaping, garden beds, bike racks, sustainability improvements, and park furnishings.	All previous benefits plus recognition in the City newsletter and the annual Parks Stewardship Report.
Community Champion	\$10,001–\$50,000	Drinking fountains, fitness equipment, lighting, accessibility improvements, , small plazas, and other infrastructure enhancements.	All previous benefits plus a personalized engraved recognition plaque incorporated into a natural stone marker within the supported park or project area.
Cornerstone Partner	\$50,001–\$100,000	Pavilion improvements, accessible pathways, irrigation systems, athletic field improvements, and other significant capital projects.	All previous benefits plus recognition at a City Commission meeting and a commemorative proclamation.
Signature Partner	\$100,001–\$249,999	Complete playground installations and/or replacements, pavilion	All previous benefits plus a “Sponsored by [Organization]”

		construction, major park development/redevelopment, destination amenities, and other landmark park improvements.	designation on the supported park amenity or improvement for ten (10) years; eligibility for an approved amenity (pavilion, athletic field, etc.) to be named after an organization; feature story in City publications; and citywide recognition.
Legacy Partner	\$250,000+	Complete renovation of existing park and/or new park development, , destination playgrounds, public gathering spaces, or other transformational park investments.	All previous benefits plus 10-year park naming rights, subject to City Commission approval and the City's Naming Rights Policy; first right of refusal for renewal; feature story in City publications; and citywide recognition.

In-Kind Partner

In-kind partnerships recognize non-monetary contributions that provide direct value to the City's parks, including materials, professional services, labor, equipment, or specialized expertise.

Contribution Level: Donation of goods, professional services, materials, equipment, labor, or expertise that directly supports park improvements, maintenance, beautification, or programming. All in-kind contributions are subject to review and acceptance by the City Administration and/or City Commission at its sole discretion, which includes determining the appropriateness, review of suggested fair market value, and determination that the contribution(s) serve a public purpose and aligns with the City's strategic park and recreation priorities. Those contributing can expect corresponding recognition associated with the final determined donation value.

Examples of In-Kind Contributions: Landscape materials, trees, playground equipment, construction services, engineering or design services, concrete work, excavation,

equipment use, volunteer labor, signage fabrication, benches, or other specialized professional services.

Recognition: In-kind donors shall receive recognition and benefits commensurate with the final determined fair market value of their contribution and in accordance with the applicable sponsorship tier.

Donation of Public Art

The City of Plymouth may accept donations of sculptures, murals, monuments, memorials, and other public art that enhances parks and public spaces and support the goals of the Park Sponsorship Program. Acceptance of any public art donation is subject to review and approval by the City Commission at its sole discretion.

Upon acceptance, donated public art shall become the property of the City unless otherwise specified in a written agreement. The City reserves the right to determine the artwork's placement, maintenance, relocation, or removal. Acceptance of public art does not guarantee recognition, naming rights, or placement in a specific location.

Property Donations

The City may accept donations of real property, land, easements, or other real property interests that further the goals of the Park Sponsorship Program and provide a public benefit. Acceptance of any property donation shall be subject to review and approval by the City Commission in its sole discretion, including evaluation of the property's condition, environmental status, maintenance obligations, legal encumbrances, long-term operational impacts, and consistency with the City's park, recreation, and strategic planning objectives. The acceptance of a property donation does not guarantee naming rights, financial consideration, or future development by the City. The City reserves the right to require appraisals, environmental assessments, title work, surveys, or other due diligence at the donor's expense prior to accepting any property donation.

Cumulative Sponsorship Contributions

Sponsorship contributions made by the same individual or organization are cumulative and will be applied toward the next sponsorship tier. As cumulative contributions reach each sponsorship threshold, the sponsor will become eligible for the corresponding recognition and benefits associated with that tier, subject to the provisions of this policy.

Directed and General Contributions

Sponsors may designate their contribution toward a specific park, park amenity, or approved project, or they may elect to make a general or unrestricted contribution to

support the City of Plymouth park system as a whole. General or unrestricted contributions will be allocated by the City to the areas of greatest need, consistent with the City's parks, recreation, and capital improvement priorities.

The City reserves the right to determine whether a requested project or park designation is feasible and consistent with City plans and priorities. If a designated project cannot be completed as proposed, the City may work with the sponsor to identify an alternative project or redirect the contribution to another park improvement with the sponsor's consent.

Additional Information:

City Contribution and Matching Funds

- Participation in the Park Sponsorship program does not create an obligation for the City of Plymouth to provide matching funds, supplemental appropriations, or additional financial contributions toward any sponsored project, park improvement, or naming opportunity. Any City funding, in-kind services, or future capital investments shall be determined solely by the City Commission through its annual budget process and capital planning priorities.
- Sponsors and donors acknowledge that contributions made through this program are voluntary and do not guarantee a corresponding financial investment, reimbursement, or cost-sharing commitment by the City.

Payment Terms for Naming Rights

- For approved naming rights opportunities, the City Commission may, at its sole discretion, allow sponsorship commitments to be fulfilled through annual installment payments over a period of up to ten (10) years. The payment schedule, including any lump sum payment, contribution amount, and any applicable terms and conditions shall be established through a written agreement approved by the City Commission.
- Naming recognition may be contingent upon the sponsor remaining in good standing and fulfilling the terms of the agreement. Failure to make required payments or otherwise comply with the agreement may result in suspension, modification, or termination of the naming designation, as determined by the City in its sole discretion.

Existing Park Names and Naming Designations

- The City of Plymouth recognizes that many parks, facilities, and amenities have established names that reflect the community's history, prior philanthropic contributions, or existing agreements. Financial contribution alone does not guarantee that an existing park or amenity will be renamed.

- The City reserves the right, in its sole discretion, to retain existing names, honor prior commitments, or determine that a naming opportunity is not appropriate. Any new naming designation shall be subject to City Commission approval and shall not impair or supersede any existing sponsorship agreement, naming rights agreement, or other contractual obligation of the City.

Naming Rights Notes

- Naming opportunities associated with the City of Plymouth Park Sponsorship Program are intended to recognize transformational contributions that provide a lasting public benefit. Naming rights are not automatic and may be considered only for exceptional contributions that significantly enhance, expand, develop or redevelop a park or park amenities.
- Recognition through naming rights is honorary in nature and does not convey ownership, control, exclusive use, property rights, management authority, or any other legal interest in the park or any other City property. All parks and park amenities remain publicly owned and operated by the City of Plymouth for the benefit and enjoyment of the community.
- The City reserves the right to approve, deny, modify, or revoke any naming request at its sole discretion. Proposed names shall be consistent with the City's mission, values, and commitment to serving the public interest and shall not be detrimental to the City's reputation or inconsistent with community expectations
- Names that are primarily political, discriminatory, offensive, or otherwise incompatible with the character and purpose of public parks shall not be considered. All naming rights opportunities require approval by the City Commission and may be subject to terms, conditions, and duration limitations established by the City.
- Approved naming rights shall be granted for a period of ten (10) years from the date of formal designation unless otherwise specified by the City Commission. Upon expiration of the naming period, the naming rights holder shall be granted a first right of refusal to renew the naming designation under terms and conditions established by the City. Renewal is not guaranteed and remains subject to City Commission approval. .
- If the naming rights are not renewed or a successor sponsor is not approved, the City Commission may, at its sole discretion, restore the previous name, assign a new name, or designate the park or park amenity by another name it deems appropriate

Park Sponsorship Program Process

The sponsorship process is designed to give potential donors a clear, predictable path for working with the City from initial interest through project approval, implementation, and recognition. By outlining each step in advance, the process helps donors understand

expectations, identify appropriate opportunities, and collaborate with City Administration in a straightforward and transparent manner.

Step	Action
1. Expression of Interest	Resident, business, civic organization, or donor contacts City Administration.
2. Project Consultation	City Administration reviews project opportunities, sponsorship levels, and program requirements.
3. Staff Review	City Administration evaluates the proposed sponsorship and prepares a recommendation.
4. Approval	City Commission approval
5. Project Implementation	The City coordinates implementation of the approved sponsorship or project.
6. Sponsor Recognition	Recognition is provided in accordance with the applicable sponsorship tier.