

2025 Adaptive Recreation Sponsorship Guide



ABOUT OAKLAND COUNTY PARKS

Since it was first established in 1966, Oakland County Parks (OCP) has played an important role in the lives of Oakland County residents. Many have cherished memories of taking family camping trips, walking the trails, attending nature programming, enjoying golf outings or spending hot summer days at a waterpark. The parks system started with 200 acres. Today, it boasts more than 7,000 acres and 100 miles of trails across 17 locations and hosts nearly 2 million visitors from across 62 communities each year. OCP provides a huge variety of recreation, leisure and learning opportunities at two nature centers, three dog parks, five golf courses, a waterpark, an ORV park and the Oakland County Farmers Market.



ABOUT ADAPTIVE RECREATION

Adaptive Recreation ensures that individuals with disabilities can participate in any program or event hosted by Oakland County Parks. Accessibility in parks is so important because it gives individuals of all abilities the opportunity to enjoy and benefit from these outdoor spaces. Accessible parks promote inclusivity by providing facilities, pathways and amenities that cater to people with disabilities, the aging population, families with young children and others. Making parks more accessible allows everyone to connect with nature, engage in recreational activities and socialize, and improves their physical and mental well-being, fostering a more equitable and enjoyable community experience.



MEET SANDY DOREY

Sandy Dorey, CTRS, has been the Certified Therapeutic Recreation Specialist for Oakland County Parks (OCP) for over 30 years. Sandy has a passion for working with diverse populations, including individuals with physical disabilities, developmental disabilities, at-risk youth and active adults. She loves to create programming that is engaging, promotes social interaction, improves overall health and enhances quality of life through recreational activities that are tailored to specific needs and interests. Her programs foster inclusivity and promote relationship-building, which is an essential life skill for us all.



At OCP, Sandy has developed countless successful programs that are enjoyed by volunteers and participants alike, year after year. She is the driving force behind the popular Disability Dirt Days program at Holly Oaks ORV Park, which pairs experienced ORV drivers with participants with disabilities for thrilling off-road adventures. Sandy heads up DiversAbility Days – which features adaptive outdoor recreation opportunities, sports and games – for OCP, and organizes many seasonal social events for individuals with disabilities and their caretakers.



Sandy has shared her experience and expertise by serving in leadership roles on numerous committees in her field, including as executive board officer for Athletes with Disabilities Hall of Fame; therapeutic chair and committee chairperson for Michigan Parks and Recreation Association; director of the Michigan Wheelchair Basketball League; and committee chair for Race for the Cure. Sandy has served as a games director and a board member for Michigan Disability Sports Alliance, and as both a committee member and a board member for Northwest Parks and Recreation.

Sandy also has professional experience working with the Michigan Department of Education; the Community Connection Grant with Beaumont Hospital; the Athletes with Disabilities Hall of Fame – Adaptive Sports Coalition; BlazeSports America and the Paralympics. Sandy graduated from Wayne State University with a Bachelor of Science in Parks and Recreation with an emphasis on Therapeutic Recreation and a minor in Gerontology.

TESTIMONIALS



My autistic 19-year-old son and I attended last week's event at the Waterford Wave Pool. I cannot even begin to explain how much fun that we had...It was so easy to find my son in the water because it wasn't crowded.

It didn't give me added anxiety trying to find him. He could also find me easily and that helped him relax. We knew everyone that was there had a family member with special needs so there was no judgment. As a mom I have to say it's the most fun I've had all summer. The lifeguards and the staff were lovely as well. Thank you so much for hosting this event, we wish it could be every month. My son has asked to go back already. Thank you again for making it a night JUST for them. When the general public is around, we really have to avoid crowds and lines, etc. This was perfection...It is so important and it makes a difference in our community...

Cyndi C.



"I just wanted to send a quick thank you for yesterday's Disability Dirt Day. My son...[a] 22-year-old with autism, was one of the participants. The event was a HUGE success for our family...my son was smiling, laughing, and just having a great time...This is our third time at the event and EVERY volunteer has been helpful, open, supportive, cheery, and the list goes on. Truly special people. There are plenty of things in this world that my son does not always get to experience. To have an event like this is amazing..."

The Poniatowski Family



"Thank you SO much for doing a special wave of the Marshmallow Drop for people with disabilities. My son has severe physical and intellectual disabilities and uses a wheelchair. It was so nice that there was a wheelchair friendly mat leading out into the field...and to have a place to redeem the marshmallows that did not require crossing a big field of grass. You guys thought of everything and made this a really special day for our family. We have been coming to the Marshmallow Drop for years, but this was by far our best experience. Thank you for making us truly feel like a welcome part of the community."

Lara



PARTNERS

OCP Adaptive Recreation works with a wide range of partners, each with unique expertise, to jointly plan and execute impactful programming. Through close collaboration, Adaptive Recreation and its partners leverage shared resources such as staff, volunteers, adaptive equipment and marketing capabilities. This collaborative approach not only helps us achieve common objectives, but also extends our impact, fostering mutually advantageous opportunities for growth and to better serve our targeted communities.



Major Partners

- Disability Network Eastern Michigan
- Reimagine Life Foundation
- Wheelchairs in Motion

Partners

- DEAF C.A.N.!
- Greater Detroit Agency for the Blind and Visually Impaired
- Huron-Clinton Metropolitan Authority (HCMA)
- Michigan Adaptive Sports
- Michigan Amputee Golf Association
- Michigan Department of Natural Resources (DNR)
- Michigan Paralyzed Veterans of America (MPVA)
- Mt. Brighton Adaptive Sports
- Oakland Community Health Network
- Rehab and Mobility Systems
- Strive Recreational Therapy

DISABILITY DIRT DAY

Holly Oaks ORV Park in Holly
2025 Series: June 1, Sept. 21 & Oct. 19

The original award-winning event series will be back for its fifth year. Paired safely with a volunteer driver, individuals with disabilities can experience what it's like to zip through the dirt, bounce over rocks and splash in the water during Disability Dirt Day. This free program is open to individuals with any type of disability and their families. Individuals age 10 and older can participate. The event is expected to attract 90 riders, 200 friends and family and 30 volunteers.



SPONSORSHIP OPPORTUNITIES

Fuel Up | \$25 – \$500

Covers cost of gas gift cards for volunteer drivers

- Logo on sign at event
- Logo on gift card jacket

Dust Dynamo | \$500

- Logo on sign at event
- Mention in post event email marketing message

Mud Master | \$1,750

- Logo on event flyer
- Mention in Facebook post
- Sponsor mention with link to website in email marketing message
- Logo on sign at event
- Banner at event
(banner/ties provided by sponsor)
- Information tent at event
(tent provided by sponsor)
- Mention during volunteer orientation



DIVERSABILITY DAY

Independence Oaks County Park in Clarkston
June 26, 2025

Maybury State Park in Northville
Aug. 14, 2025

DiversAbility Day is a one-day clinic for adaptive recreation opportunities. We have partnered with Disability Network Eastern Michigan, Department of Natural Resources, Reimagine Life Foundation and other agencies to provide these unique experiences.

The activities vary depending on each park and may include kayaking, archery, hand cycling, fishing, pontoon boat rides, tennis and nature education. The event is an excellent way for attendees to try out adaptive equipment. Lunch is provided.



SPONSORSHIP OPPORTUNITIES

Nature's Edge | \$500

- Logo on sign at event
- Information tent at event
(tent provided by sponsor)
- Mention during lunch

Outdoor Pursuits | \$1,500

- Logo on event flyer
- Logo on sign at event
- Mention with link to website in email marketing message
- Banner at event
(banner/ties provided by sponsor)
- Information tent at event
(tent provided by sponsor)
- Mention during lunch

DREAMS AND WINGS

Oakland County International Airport in Waterford
July 19, 2025

Dreams and Wings, which is celebrating its 30th anniversary, gives a group of very special kids the opportunity to stretch the limits and explore new horizons. With the roar of the engine and whoosh of the wind, they learn that even the sky need not be a limit when we have the courage to dream. On Dreams and Wings Fly Day, we invite 50 children (and up to two family members/friends) to participate in this very special event. With participation of volunteers, friends and family members, the event draws about 250 participants each year.



SPONSORSHIP OPPORTUNITY

Skybound Dreams | \$500

- Mention with link to website in email marketing message
- Logo on sign at event
- Information table at event



SOCIAL SERIES FOR INDIVIDUALS WITH DEVELOPMENTAL DISABILITIES

Five socials throughout Oakland County

• Jan. 10 - Kickstart 2025 • April 25 - Grand Slam Frenzy • Oct. 22 - Halloween Happiness
• Dec. 11 - Jingle Bell Ball • Dec. 12 - Jingle Bell Ball



Adult participants with developmental disabilities enjoy an evening of music, dancing and dinner. This series offers opportunities to celebrate with old friends and make new ones. The events also provide a few hours of free time for parents of these young adults. We have a dedicated group of volunteers that ensure everyone has fun and feels welcome. Attendance is approximately 100 participants per event. Locations vary and include Auburn Hills, Clarkston, Farmington Hills, Novi, Royal Oak, Southfield and Waterford.

SPONSORSHIP OPPORTUNITIES

Party Favor | \$250

For one social event of sponsor's choice

- Logo on sign at event
- Mention at event

Get Together | \$1,000 (2 Events Available)

For Jingle Bell Ball social

- Logo on sign at event
- Logo on event flyer
- Mention in Facebook post
- Mention with link to website in email marketing message
- Mention at event

Big Bash | \$2,000

For all five socials

- Logo on sign at event
- Logo on event flyer
- Mention in Facebook post
- Mention at event
- Mention with link to website in email marketing message
- Information table at event



ADAPTIVE GOLF

We are pleased to bring back our adaptive golf program for anyone who has a physical disability. Participants can learn or relearn the game of golf, improve strength and skills and build self-confidence.

The following programs will be offered:

Adaptive Golf Clinics – Participants will learn basic skills with adaptations. Clinics will be held at Cherry Creek Golf Club in Shelby Township and Red Oaks Golf Course in Madison Heights.

Adaptive Golf League – Bi-weekly golf league for individuals with disabilities. Groups will be paired with staff/volunteers that can assist individuals with adapting their game.



SPONSORSHIP OPPORTUNITIES

Par Excellence | \$500

- Logo on flyers
- Logo on signs
- Logo on resource information guide

Birdie Boost | \$1,000

- Logo on flyers
- Logo on signs
- Logo on resource information guide
- Mention in Facebook post
- Mention with link to website in email marketing message

QUIET ZONE

In 2024, Oakland County Parks introduced the Quiet Zone at select large-scale events to promote sensory inclusivity. The Quiet Zone is a dedicated space where individuals can recharge in a calm, accommodating environment.

Designed to be free from sensory triggers like food, drinks and perfumes, the Quiet Zone provides a range of supportive tools, including auditory, visual and tactile sensory aids. Features such as noise-buffering headphones, weighted mats, padded floors and floor chairs help attendees regulate their sensory experiences.

By offering these resources, the Quiet Zone empowers participants to regain balance and return to the event feeling refreshed and ready to engage.



SPONSORSHIP OPPORTUNITY

Quiet Zone | \$1,000

The Quiet Zone is currently scheduled for six events (subject to change)

- Logo on bag or fidgets
- Logo on Quiet Zone signage
- Information table at events

ADAPTIVE RECREATION EQUIPMENT

Adaptive recreation equipment plays a crucial role in promoting inclusivity and accessibility in recreational activities by accommodating individuals with diverse physical abilities. By providing adaptive equipment, we create opportunities for engagement in sports, outdoor adventures and other recreational activities, fostering a sense of empowerment, social integration and overall well-being. The importance of adaptive recreation equipment lies in its ability to break down barriers, enabling people of all abilities to share in the joys of leisure and recreation.

SPONSORSHIP OPPORTUNITIES

1) Standard Wheelchair | \$500/wheelchair

Three standard wheelchairs needed

- Logo on wheelchair
- Logo on website

2) Transfer Equipment | \$1,500

Covers cost of Hoyer lift, gait belts and transfer board

- Logo on sign
- Logo on website

3) Cross-Country Sit Ski | \$4,000

- Logo on handcycle
- Logo on website
- Mention in email marketing message
- Information table at three events
(to be approved by OCP)

4) Handcycle | \$5,000/handcycle

Two handcycles needed

- Logo on handcycle
- Logo on website
- Mention in email marketing message
- Information table at three events
(to be approved by OCP)

5) All-Terrain Wheelchair | \$5,000/wheelchair

Two all-terrain wheelchairs needed

- Logo on wheelchair
- Logo on website
- Mention in Facebook post
- Information table at three events
(to be approved by OCP)



CONTACT US

We hope that you'll consider partnering with us to sponsor adaptive recreation for Oakland County Parks. Please note that sponsorship packages can be tailored to your needs and budget.

For more information or to become a sponsor, please contact:

Sandy Dorey

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