



OAKLAND
COUNTY PARKS

2025-2026 Adaptive ORV 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.



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



DIRT DAYS

Holly Oaks ORV Park
14551 Shields Road, Holly, MI 48442

Disability Dirt Days

Oct. 19, 2025, May 2026 (Date TBD),
Sep. 2026 (Date TBD)

Veteran Dirt Day

May 15, 2026

The original award-winning event series will be back for its sixth year, now featuring two unique experiences: Disability Dirt Days and Veteran Dirt Day.

Disability Dirt Day pairs individuals with disabilities with volunteer drivers for an unforgettable off-road adventure - zipping through the dirt, bouncing over rocks, and splashing through water. This free event is open to individuals with any type of disability and their families.

Participants must be age 10 or older. It's expected to draw 90 riders, 200 friends and family, and 30 volunteers.

Veteran Dirt Day is held on Armed Forces Day in partnership with the John Dingell VA Hospital and Paralyzed Veterans of America. This special event provides veterans the chance to experience the thrill of the off-road course.



SPONSORSHIP OPPORTUNITIES

Benefits	Trailblazer \$5,000	Mud Master * \$1,750	Dust Dynamo* \$200
Logo featured on sign at event	✓	✓	✓
Recognition in post-event email marketing	✓	✓	✓
Logo featured on event flyer	✓	✓	
Sponsor mention with website link in post-event email marketing	✓	✓	
Banner displayed at event (banner and ties provided by sponsor)	✓	✓	
Opportunity to host an information tent at event (tent provided by sponsor)	✓	✓	
Verbal recognition during volunteer orientation	✓	✓	
Sponsor-provided 4' x 8' sign displayed at Holly Oaks ORV Park for one year	✓		
Opportunity to showcase vehicles at all Dirt Day events	✓		

* Sponsorship benefits apply to a single event date and do not extend to the full series

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:

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