



OAKLAND
COUNTY PARKS

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.



DIRT DAYS

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

Disability Dirt Days

- May 17, 2026
- Aug. 23, 2026
- Oct. 18, 2026

Veterans 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 Veterans 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.

Veterans 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.



“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

SPONSORSHIP OPPORTUNITIES

Benefits	Gold \$5,000	Silver* \$1,750	Bronze* \$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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