

# 2026 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.



# 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.!
- 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

# DIVERSABILITY DAY

## Independence Oaks County Park in Clarkston

Aug. 13, 2026

## Normandy Oaks in Royal Oak

June 18, 2026

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                               | GOLD<br>\$1,500 | SILVER<br>\$500 |
|---|-----------------|-----------------|
| Logo on sign at event                                   | ✓               | ✓               |
| Mention during lunch                                    | ✓               | ✓               |
| Information tent at event (tent provided by sponsor)    | ✓               | ✓               |
| Mention with link to website in email marketing message | ✓               | ✓               |
| Banner at event (banner/ties provided by sponsor)       | ✓               |                 |

# DREAMS AND WINGS

## Oakland County International Airport in Waterford

July 19, 2026

Dreams and Wings 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.



“The Dreams & Wings program through Oakland County Parks and Recreation Adaptive Department experience was just wonderful. My daughter at elementary school age attended with my husband/her Dad and they had a great experience. The pilot was very kind and understanding to my daughter’s level of verbal communication and encouraged her to participate and get the most from her flight. From the ground, staff did a nice job of providing all necessary safety and participation details as well as ways to spend time while waiting. The certificate remains in her scrapbook even with a family pic with the pilot. Such an amazing opportunity. She started at youth abilities at the boys and girls club and now attends adult programs.”

-Kathy Williams

| SPONSORSHIP OPPORTUNITY                                 | GOLD \$500 |
|---|------------|
| Logo on sign at event                                   | ✓          |
| Information table at event                              | ✓          |
| Mention with link to website in email marketing message | ✓          |



# SOCIAL SERIES FOR INDIVIDUALS WITH DEVELOPMENTAL DISABILITIES

## Four socials throughout Oakland County

- Jan. 8 - Kickstart 2026
- Oct. 21 - Halloween Happiness
- Dec. 10 - Jingle Bell Ball (two times to celebrate)  
Mid-day Dance & Supper-time Soirée



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                               | <b>GOLD</b><br><b>\$2,000</b><br><i>For all four social events</i> | <b>SILVER</b><br><b>\$1,000</b><br><i>For Jingle Bell Ball (2 dates available)</i> | <b>BRONZE</b><br><b>\$250</b><br><i>Per event of sponsor's choice</i> |
|---|--|--|---|
| Logo on sign at event                                   | ✓  | ✓  | ✓   |
| Mention at event  | ✓  | ✓  | ✓   |
| Logo on event flyer                                     | ✓  | ✓  |   |
| Mention in Facebook post                                | ✓  | ✓  |   |
| Mention with link to website in email marketing message | ✓  | ✓  |   |
| Information table at event                              | ✓  |  |   |



# STARLIGHT GALA

## Our Premier Event

April 9, 2026

Get ready for a magical evening filled with music, laughter, and celebration.

Guests are encouraged to wear their favorite dress up clothes!

Walk the red carpet and strike a pose at our photo booth.



# STARLIGHT GALA

AN EXCEPTIONAL EVENING  
UNDER THE STARS

| SPONSORSHIP OPPORTUNITIES                               | GOLD<br>\$2,000 | SILVER<br>\$1,000 | BRONZE<br>\$250 |
|---|-----------------|-------------------|-----------------|
| Logo on sign at event                                   | ✓               | ✓                 | ✓               |
| Mention at event  | ✓               | ✓                 | ✓               |
| Mention in Facebook post                                | ✓               | ✓                 | ✓               |
| Table at event  | ✓               | ✓                 |                 |
| Mention with link to website in email marketing message | ✓               | ✓                 |                 |
| Logo on event flyer                                     | ✓               |                   |                 |
| Logo on photo jackets                                   | ✓               |                   |                 |
| Listed as “official sponsor” of 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:

**Try 9** - Participants will learn basic skills with adaptations. Hands-on experience to try golfing on the course at Red Oaks Golf Course in Madison Heights.

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



| SPONSORSHIP OPPORTUNITIES                               | GOLD<br>\$1,000 | SILVER<br>\$500 |
|---|-----------------|-----------------|
| Logo on sign at event                                   | ✓               | ✓               |
| Logo on signs   | ✓               | ✓               |
| Logo in resource information guide                      | ✓               | ✓               |
| Mention with link to website in email marketing message | ✓               |                 |
| Mention in Facebook post                                | ✓               |                 |



# ADAPTIVE SPORTS CLINICS

Participants can try new adaptive sports in a hands-on environment. Clinics will focus on skill development, confidence building while having fun.

**Clinics:** Pickleball, archery and other sports

“I just wanted to tell you that my daughter attends the Oakland County Parks and Recreation Department Adaptive Recreation Social events regularly. She is a special needs young woman who otherwise has limited social opportunities outside of family outings and events..Very few people realize that our special needs children want the same opportunities as non-disabled people. I’m glad you and your department and the county recognizes this need. They enjoy company of friends, the music and dancing and eating out. They look forward to the event. Our kids, no matter their challenges are welcomed without judgement. I appreciate that more than my child does, because I can relax and not have worry about her not fitting [in].”

-Elizabeth Budskey

| SPONSORSHIP OPPORTUNITIES                               | GOLD<br>\$2,000 | SILVER<br>\$1,000 | BRONZE<br>\$250 |
|---|-----------------|-------------------|-----------------|
| Logo on sign at event                                   | ✓               | ✓                 | ✓               |
| Mention at event  | ✓               | ✓                 | ✓               |
| Mention in Facebook post                                | ✓               | ✓                 | ✓               |
| Table at event  | ✓               | ✓                 |                 |
| Mention with link to website in email marketing message | ✓               | ✓                 |                 |
| Logo on event flyer                                     | ✓               |                   |                 |
| Listed as “official sponsor” of event                   | ✓               |                   |                 |



# 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 OPPORTUNITIES*                    | GOLD<br>\$2,000 | SILVER<br>\$1,000 |
|---|-----------------|-------------------|
| Logo on bag or fidgets                        | ✓               | ✓                 |
| Logo on Quiet Zone signage                    | ✓               | ✓                 |
| Information table at events                   | ✓               | ✓                 |
| Logo on Quiet Zone trailer in three locations | ✓               |                   |

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




“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

# 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

| <b>CROSS-COUNTRY SIT SKI</b><br><b>\$4,000</b>  | <b>HANDCYCLE</b><br><b>\$5,000/handcycle</b><br><i>Two handcycles needed</i>  | <b>ALL-TERRAIN WHEELCHAIR</b><br><b>\$5,000/wheelchair</b><br><i>Two wheelchairs needed</i>  |
|---|---|--|
|   |    |    |
| <ul style="list-style-type: none"> <li>• Logo on ski</li> <li>• Logo on website</li> <li>• Mention in email marketing message</li> <li>• Information table at three events (to be approved by OCP)</li> </ul> | <ul style="list-style-type: none"> <li>• Logo on handcycle</li> <li>• Logo on website</li> <li>• Mention in email marketing message</li> <li>• Information table at three events (to be approved by OCP)</li> </ul> | <ul style="list-style-type: none"> <li>• Logo on wheelchair</li> <li>• Logo on website</li> <li>• Mention in Facebook post</li> <li>• Information table at three events (to be approved by OCP)</li> </ul> |



# ADAPTIVE RECREATION – FULL PACKAGE

## Package pricing for sponsoring the 2026 season

Enjoy **gold level benefits** for **all six** of our adaptive event offerings plus a **gold level sponsorship** of our **Quiet Zone** for a single package price.

| SPONSORSHIP OPPORTUNITY | GOLD \$10,000 |
|-------------------------|---------------|
| DiversAbility Day       | ✓             |
| Dreams and Wings        | ✓             |
| Social Series           | ✓             |
| Starlight Gala          | ✓             |
| Adaptive Golf           | ✓             |
| Adaptive Sports Clinics | ✓             |
| Quiet Zone              | ✓             |



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.



# 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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