



HAWAII BICYCLING LEAGUE EVENT SPONSORSHIPS



Join the Movement

Hawaii Bicycling League
3442 Waialae Ave. #1, Honolulu, HI 96816 • HBL.org • (808) 735-5756

Our Work, Our Impact

Our Mission:

Enable more people to ride bicycles for health, recreation, & transportation through advocacy, education & events



We lead the charge to make Hawai'i a more **bicycle & pedestrian friendly community** working with government officials and mobilizing the community to propel forward impactful changes.



We educate drivers on **safely sharing roads** and bicyclists from keiki to kupuna to **feel confident cycling** directly reaching over **10,000** each year.



We put on large and small events that get nearly **5,000 bicyclists of all levels out cycling** each year.



We bring together the community around bicycling and spreading the joy of pedaling. Our **2,000 members** are at the core of HBL giving us strength and pushing forward our work.



Support Our Work, Support Our Impact

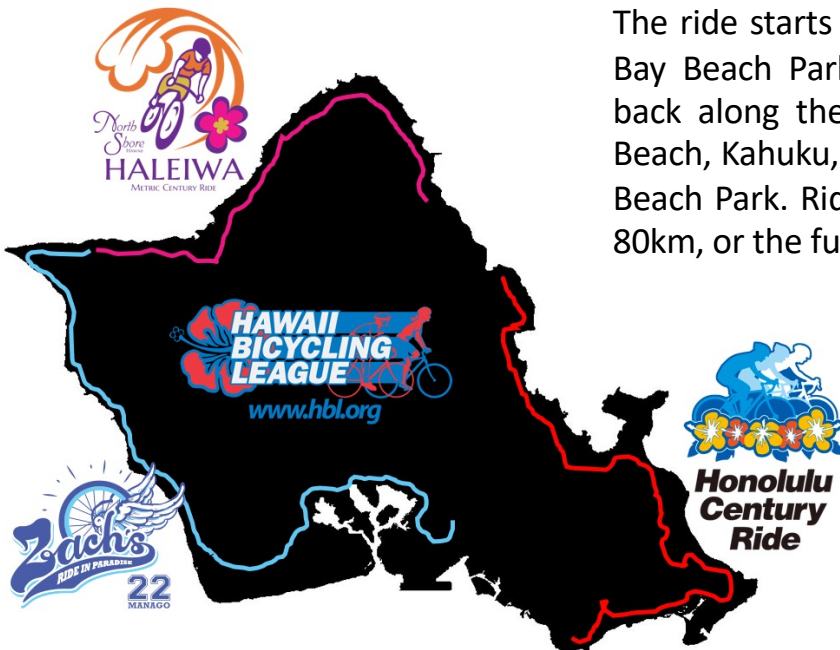
Hawaii Bicycling League hosts 3 large cycling events every year with a purpose to:

- **Bring together a community** around the love of cycling from the novice to the experienced.
- **Promote bicycling safety** and road sharing awareness to riders and drivers alike.
- Provide participants with an opportunity **to enjoy the ride** with added safety and support.
- Raise funds to support HBL's advocacy and education efforts to **make Hawai'i's roads safer for everyone.**

Riders of all ages and skill levels, enjoy delicious snacks and friendly volunteers at multiple aid stations along the way, as well as mechanical support to keep them rolling with smiles all day!

Hale'iwa Metric Century (HMC)

The ride starts and finishes in Haleiwa Town at Kaiaka Bay Beach Park and rides towards Ka'ena Point and back along the beautiful north shore toward Sunset Beach, Kahuku, with the 100km turn around at Hau'ula Beach Park. Riders may choose between 30km, 50km, 80km, or the full "metric century" 100km distance.



Zachary Manago's Ride in Paradise

Zach's Ride in Paradise is a one way course, with 3 start location options to choose from so riders may select the distance that is right for them. The ride finishes after the final stretch along the "Zachary M. Manago Memorial Bikeway" which was named in his honor in 2018.

Honolulu Century Ride (HCR)

The ride starts and finishes at Kapi'olani Park and rides to Sandy Beach Park, thru the beautiful backroads of Waimānalo, Kailua, past Kualoa Ranch with the 100 mile turn around at Swanzy Beach Park. Riders may choose between 25 mile, 50 mile, 75 mile, or the full "century" 100 mile distance.



Honolulu Century Ride SEPTEMBER

The Honolulu Century Ride is Hawai'i's premier cycling event bringing together **~2,000 participants** from around the world. As the largest cycling event in Hawai'i, this is one of the best days of the year to ride a bike in paradise!



Haleiwa Metric Century APRIL

The Haleiwa Metric Century is a local favorite cycling event, bringing **~1,000 participants** to O'ahu's iconic North Shore. Called by Bicycling Magazine, "one of the 50 best rides in the United States", this ride is one not to miss.



Zachary Manago's Ride in Paradise JULY

Zachary Manago, a promising HPU student, baseball player, and avid cyclist was killed while on a ride, in December 2010, by a hit and run driver. Zach was passionate about safer bicycling facilities and wanted to make Hawai'i's roads safer for cycling. This ride is to honor Zach and includes a strong focus on safety. While Zach's Ride is a free event, the **~200 participants** are encouraged to fundraise to continue pushing forward to make Zach's vision a reality.



Why Sponsor a Hawaii Bicycling League Event?

- Reach a demographic of loyal consumers and active adults
- Express your corporate values through sponsorship
- Positively impact the community by contributing to the growth of cycling

SPONSORSHIP OPPORTUNITIES



Honolulu Century Ride

- Title Sponsor: \$100,000
- Presenting Sponsor: \$50,000
- Official Sponsor: \$10,000
- Koa Sponsor \$5,000
- Aloha Sponsor: \$2,500
- Mahalo Sponsor: \$1,000



Hale'iwa Metric Century

- Title Sponsor: \$50,000
- Presenting Sponsor: \$25,000
- Official Sponsor: \$5,000
- Koa Sponsor \$2,500
- Aloha Sponsor: \$1,000
- Mahalo Sponsor: \$ 500



Zach's Ride in Paradise

- Presenting Sponsor: \$25,000
- Official Sponsor: \$5,000
- Koa Sponsor \$2,500
- Aloha Sponsor: \$1,000
- Mahalo Sponsor: \$500

Join the Movement >>

**Contribute to the growth of cycling
if you care about:**

- *Safer streets for children, adults, & kupuna*
- *A greener & more vibrant Hawaii*
 - *Less traffic & pollution*
- *Happy, healthier, & wealthier citizens*
- *Educating drivers of cars and bikes to drive & ride safe*

Our Network:

- >> Email network: 22,000+
- >> Facebook Likes: 4,500+
- >> Instagram Followers: 1,984 & counting

Honolulu Century Ride Event Webpage:

Averages 233 Views / Day
During Month of September

Haleiwa Metric Century Event Webpage:

Averages 134 Views / Day
During Month of April



[TITLE SPONSORSHIP]

Includes all Presenting Sponsorship Level Benefits PLUS:

Special Terms:

- Exclusive naming rights, event will appear - “(Business Name) *** Century Ride”
- Event logo designed to incorporate sponsor’s brand
- 20’x20’ Hospitality tent at finish area

Marketing Benefits:

- Logo on (20) event vehicles (course marshals and rider support)
- All event marketing materials bearing title sponsor name and logo

On-Site Benefits:

- Primary logo on start & finish archway (heavily photographed)
- Name and logo on all course directional signs



[PRESENTING SPONSORSHIP]

Includes all Official Sponsorship Level Benefits PLUS:

Special Terms:

- Listed as “Presenting Sponsor”
- Special design considerations per sponsor contract

Marketing Benefits:

- Logo on rider bib
- Logo on bike number

On-Site Benefits

- Logo on start & finish archway (heavily photographed)
- Logo on (10) course directional signs
- Logo on (4) turnaround point mileage signs (rider photo opportunity)



[OFFICIAL SPONSORSHIP]

Includes all Koa Sponsorship Level Benefits PLUS:

Special Terms:

- Category exclusivity for industry
- Official use of event logo through term of agreement
- Listed as “Official Sponsor”
- 10’x10’ Hospitality tent at finish area (sponsor provided)

Marketing Benefits:

- Prominent placement on all marketing materials

On-Site Benefits:

- Opportunity for spokesperson to welcome attendees at start



[KOA SPONSORSHIP]

Includes all Aloha Sponsorship Level Benefits PLUS:

Marketing Benefits:

- Logo on event poster

On-Site Benefits:

- Sponsor sign placed at packet pickup (event provided)
- Opportunity to distribute memento bearing sponsor logo to ride finishers
- Opportunity for spokesperson to speak at finish



[ALOHA SPONSORSHIP]

Includes all Mahalo Sponsorship Level Benefits PLUS:

Marketing Benefits:

- Recognition on event t-shirts
- Recognition on Ride Guide (course map and event info)
- Social media mentions

On-Site Benefits:

- Sponsor sign placed at start (event provided)
- Sponsor sign placed at finish (event provided)



[MAHALO SPONSORSHIP]

Marketing Benefits:

- Logo on event webpage
- Logo on all event promotion emails sent by HBL

On-Site Benefits:

- Audio recognition at start
- Audio recognition at finish
- Flyer in participant packet (sponsor provided)

Complimentary ride registrations given to the following sponsorship levels:

Honolulu Century Ride

Title Sponsor:	100
Presenting Sponsor:	50
Official Sponsor:	16
Koa Sponsor:	8
Aloha Sponsor:	4
Mahalo Sponsor:	2

Hale'iwa Metric Century

Title Sponsor:	50
Presenting Sponsor:	25
Official Sponsor:	8
Koa Sponsor:	4
Aloha Sponsor:	2
Mahalo Sponsor:	1



[AID STATION FEATURED SPONSORSHIP]

≈Honolulu Century Ride: \$2,500

≈Hale'iwa Metric Century Ride: \$1,000

≈Zach's Ride in Paradise: \$500

Marketing Benefits:

- Name associated with aid station on all materials, will appear:
 - “(Location) Aid Station sponsored by (Company Name)”
- Company name and logo on Ride Guide (course map and event info)
- Social media mentions
- Logo on event webpage

On-Site Benefits:

- Opportunity to supply sponsor branded tent at aid station (sponsor provided)
- Opportunity for employees to wear company attire to the aid station if volunteering
- Opportunity for product sampling at aid station
- Opportunity for spokesperson to welcome riders via PA system at aid station
- Sponsor sign at entrance of aid station (event provided)



[IN-KIND DONATIONS & SPONSORSHIPS]

Donation Opportunities:

- Aid Station Supplies: Food, Sports Drink, Ice, Sunscreen, First Aid Supplies
- Rental Equipment, Transportation Vehicles
- Professional Services: Graphic Design, Event Promotion
- Marketing, Advertising, Printing
- Prizes for use in Event Promotion
- Entertainment at Finish Location
- On-Site Experts: Medical Professionals, Bicycle Mechanic

Marketing Benefits:

Please provide the monetary value of your in-kind donation so we may categorize you with the appropriate sponsorship level.

On-Site Benefits:

Please provide the monetary value of your in-kind donation so we may categorize you with the appropriate sponsorship level.



[CREATE A COMPANY TEAM]

Sponsor your employees to ride in one or all HBL Events

By Sponsoring a Company Team, You:

- Contribute to the growth of cycling
- Provide a team building opportunity for employees
- Promote healthy and active living among employees
- Build loyalty among employees and increase productivity
- Enhance company's public image by participating in a wellness event
- Opportunity to display company name and logo on team t-shirts or cycling jerseys

** (Company Team group discount registration rates available)**

BIKING BENEFITS

Health



Strengthen muscles, lose extra weight, reduce stress, improve heart & lung function, lower rates of disease, and increase lifespan.

Fun



Enjoying Hawai'i's natural beauty by bike can be fun for the whole family year-round!

Community



Cyclists have more positive interactions among neighbors which in turn increases local security.

Wealth



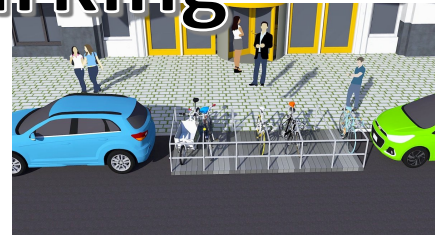
Opting for two wheels instead of four saves an individual thousands of dollars each year while improving the economy.

Traffic



Every commute that can be taken by bike instead of car, removes another vehicle from the road.

Parking



Just one parking stall is enough space for 10 or more bicycles. That's got to be good for business!

Footprint



Cycling produces zero emissions, and by not driving a vehicle, reduces pollution and conserves energy.

Choice



Many people are constrained to using a motor vehicle due to their address, so let's connect the island and give people the option. More bike routes = more freedom.

The majority of people who do not cycle to work report they'd consider it if the cycling infrastructure was better.

Over the last decade, U.S. bike commuting grew: 47% Nationwide & 73% Largest Cities

SAFETY

- On average, cities with high cycling rates have lower rates of traffic accidents for all modes of transportation.
- Protected bike lanes result in 90% fewer injuries / mile
- After NYC installed a protected bike lane on Columbus Ave.:
 - Bicycling (+) 56%
 - Crashes (-) 34%
 - Speeding down
 - Sidewalk riding down
 - Commercial loading hours/space up 475%



BUSINESS

- Bicyclists visit local businesses more often and spend more money overall than those who arrive by car.
- Bicycle-related economic activity provides \$90 million for the city of Portland, OR
- Wisconsin bicycle industry brings \$556 million and 3,420 jobs to the state

HEALTH

- On average cyclists take 15% less sick days than those who are not active.
- Adolescents who cycle to school have a lower risk of being overweight.
- By cycling instead of driving a car, you can prolong your life by 3-14 months.
- Bike commuters report:
 - (-) stress
 - (+) feelings of freedom
 - (+) relaxation
 - (+) excitement

ENVIRONMENT

- Increasing all trips made by bicycling and walking from 12% to 15% could lead to fuel savings of 3.8 billion gallons a year and reduce greenhouse gas emissions by 33 million tons per year. This is equivalent to replacing 19 million conventional cars with hybrids.
- Bicyclists in Philadelphia ride 260,000 miles daily, saving 47,450 tons of CO2 in car emissions / year.

HBL Members are local, motivated, and loyal!

Sources:

<http://bike.lacity.org/bikeshare-coming-to-la-says-city-council/>
www.earth-policy.org/plan_b_updates/2013/update113

www.atlantabike.org
www.thestreettrust.org
<https://peopleforbikes.org/>

Makala for your support

