



HAWAII BICYCLING LEAGUE EVENT SPONSORSHIPS



Join the Movement

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, 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 riding. Our
2,000 members are at the core of HBL giving us
strength and with our **local business sponsors**
we push forward our work to make Hawai'i a
safe cycling paradise.



Support Our Work, Support Our Impact

We hosts 2 large cycling events in April & September 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 skill levels can enjoy delicious snacks from our friendly volunteers at multiple aid stations while on course mechanical support will keep them rolling with smiles all day!



Haleiwa Metric Century (HMC)

Last Sunday of every April

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" 100 km distance.

The Haleiwa Metric Century is a local favorite cycling event, bringing more than 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.



Honolulu Century Ride

Last Sunday of every September

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 Swanzey Beach Park. Riders may choose between 25 mile, 50 mile, 75 mile, or the full "century" 100 mile distance.

The Honolulu Century Ride is Hawai'i's premier cycling event bringing together **more than 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!





National Bike Month Every May

Celebrate with HBL and all your friends (old and new!) as we reward those for riding, encourage others to bike, and celebrate cycling by participating in our Aloha Shirt Social Ride, Bike to Work Day, visiting an Energizer station while commuting, Pau Hana events, and many more.



Aloha Fun Rides

Held Multiple Times Throughout the Year

Rides ranging from 5-20 miles hosted as a standalone event or with our larger events aimed to encourage novice or riders to get out and enjoy their bikes in a friendly atmosphere.



Annual Benefit Dinner Last Saturday of every January

This event allows us to come together to review the previous year and look forward to this year's events. We use this evening to socialize, eat, drink, and fundraise for HBL.



Zach's Ride in Paradise Held in the month of July

This event has the flexibility to be held as a crit or a multi day ride, but it is always about honoring Zach and others that have been killed while on the road. The ride has a strong focus on safety and advocacy and is free to participate in. We encourage participants to fundraise and to continue pushing forward towards a safer Hawai'i.



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

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

Annual Benefit Dinner

- Koa Sponsor: \$5,000
- Aloha Sponsor: \$3,000
- Mahalo Sponsor: \$1,000

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

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

General HBL Support:

- HBL Business Membership range from \$500 to \$10,000 per year and are great ways to show your support for HBL.

Our Network:

- >> Email network: 22,000+
- >> Facebook Likes: 5,400+
- >> Instagram Followers: 2,100+

HBL is a 501c3 non-profit organization and your contribution may be tax deductible!



[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 all 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

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



[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)**

[JOIN US AT OUR ANNUAL BENEFIT DINNER]

Join us for a fun evening of bikes, food, and drinks.

- At 5,000 you get 8 tickets, 8 mahalo gifts, business acknowledgement, unique logo placement, & opportunity to speak at the event.
- At 3,000 you get 6 tickets, 6 mahalo gifts, business acknowledgement, & logo at the event.
- At 1,000 you get 4 tickets, 4 mahalo gifts, & business acknowledgement at the event.



[SPONSOR A BIKE MONTH EVENT]

Flexibility of donating space, volunteers, items, or money.

- Have a location we can host an educational workshop?
- Want to help make one of our events happen while advertising your brand?
- Have items we can use or donate to help move or educate Hawai'i?
- What to contribute to making Hawai'i more safe for pedestrians, cyclists, and drivers?
 - Monetary donations help us continue to advocate for a safer Hawai'i.

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 crashes 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/>

Mahalo for your Support

