



AID STATION CONTEST

➡ On **April 30, 2023 (SUNDAY)**, hundreds of people young and old will be excitedly gearing up to ride in the [30th Annual Hale'iwa Metric Century](#) (HMC), held by local nonprofit Hawaii Bicycling League (HBL). Up to 1,000 bicyclists will be pedaling along O'ahu's gorgeous North Shore... and they'll be looking for support and encouragement along the way. This is where your team can have a huge impact and enjoy a day full of community support, thanks, and celebration. And, your non-profit (or charity of your choice) can win up to **\$300!** Here's how it works.

WHAT YOU'LL DO FIRST

- ➡ Select a **Team Captain** to be the primary contact for HBL.
- ➡ **Adopt one (1) Aid Station** for HBL's Hale'iwa Metric Century ride event being held on **Sunday, April 30th** (*first come, first serve*). There are 5 Aid Stations to choose from:
 - [Camp Erdman](#)
 - ~~Waialua District Park~~
 - ~~Sunset Beach Neighborhood Park~~
 - [Kahuku District Park](#)
 - [Hau'ula Beach Park](#)
- ➡ **Email Lauren**, HBL's Director of Community Engagement, at (lauren@hbl.org)
 - A high-res image of your organization's logo
 - A 2-3 sentence blurb about your organization so HBL supporters can learn more about you!
 - 1 link that directs people to your organization's website or social media page
 - A secondary contact for a vice-captain (email & phone #)

Deadline is Friday, March 31st

NEXT MOVES

- ➡ Round up **at least 15 friends**, co-workers, and volunteers. (The more, the merrier!)
 - ➡ **Schedule a meet-up** for your team with HBL 2 weeks before the **Sunday, April 30th** event.
 - ➡ On the day of the event, HBL will drop off event equipment you will need to fuel and hydrate the riders.
- All you need to do is show up with 15+ friends, prepare the refreshments, and be ready to welcome the riders!





HOW YOU WILL WIN THE AID STATION CONTEST

➡ Each rider will vote for the best Aid Station when they finish the ride. The winning Aid Station will be one that made them feel the most welcomed, celebrated, and rejuvenated. Costumes? Cheerful/motivational signs? Music? Food? It's up to you to decide how to make your aid station the most memorable!

BENEFITS FOR ALL AID STATIONS ADOPTERS:

- ➡ Show off your non-profit to an active, environmentally-conscious, and vibrant community of all ages!
- Information about your organization in our "HMC Aid Stations" email to HMC riders.
 - Recognition on HBL's Facebook & Instagram
 - Your organization's logo posted on the official event site
 - Logo on select event promotion emails sent by HBL to over 21,000+ contacts
 - Organization audio recognition at start
 - Logo featured in Ride Guide, which is included in all rider packets
 - Promotional material (or printed material) from your company in every participant packet

➡ PRIZES:

- **1st Place:** \$300
- **2nd - 4th Place:** \$200
- **5th Place:** \$100

All recipient organizations **must be a registered non-profit to be eligible for prizes*

➡ **We hope to see you at HMC on April 30th!**

For more information about the Hal'iwa Metric Century, go to HBL.org/HMC.

Questions?

Contact HBL's Director of Community Engagement, Lauren Lee, at Lauren@HBL.org or call the HBL office at (808) 735-5756 during open hours.


Interested in Business Sponsorships? Contact HBL's Executive Director, Travis Counsell, at Travis@HBL.org

HBL's Mission

Hawaii Bicycling League is a 501(c)3 non-profit organization founded in 1975.

Our Mission is to enable more people to ride bicycles for health, recreation, and transportation through advocacy, education, and events.

As O'ahu's oldest and largest cycling organization, Hawaii Bicycling League advocates for positive changes that will help make Hawai'i a cycling paradise and encourage more people to ride bicycles. Each year, HBL teaches thousands of 4th graders bike safety and conducts hundreds of workshops and



presentations. Also, bicyclists far and wide look forward to HBL's signature biking events and other biking activities. *#HBLRideAloha*

