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JOIN THE MOVEMENT

hawaii bicycling league
bike month sponsorships



HAWAII BICYCLING LEAGUE

3442 Wai'ālae 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 kūpuna 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.

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.



Join the Movement.

Contribute to the growth of cycling if you care about:

- Safer streets for children, adults, & kūpuna
- A greener & more vibrant Hawai'i
- 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

Our Network:

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

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

[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%



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

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

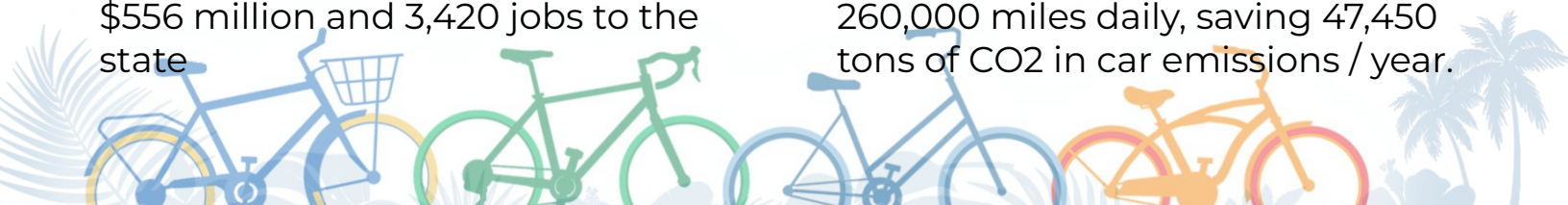
ENVIRONMENT

- 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.

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

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