



SUPPORT HBL

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



ADVOCACY

Our goal is to make Hawaii a more bicycle & pedestrian friendly community. With the adoption of Complete Streets, we push for better infrastructure for all users. We create a united voice and encourage better access for all bicyclists. Your business can support the growing bicycle movement and help Hawaii become a more livable place.



EDUCATION

We have workshops for every skill level and age, from BikeEd for 4th graders to Senior Cycling Workshops. We also offer commuter skills classes and basic maintenance workshops. We teach drivers to be safe around cyclists & pedestrians and provide educational materials and presentations. Our goal is to get everyone on the same page when it comes to safety.



EVENTS

We put on the largest cycling events in Hawaii. Three large events each year attract riders from around the world. We also organize numerous weekly group rides and events throughout the year, including Bike Month and Oahu Bike Count. Events are aimed at increasing awareness and growing Hawaii's cycling community. Sponsorship opportunities are available.



MEMBERSHIP

Show your support for HBL's mission & as a thank-you, each business membership level has different benefits. These include free individual memberships, company listings on our website, bike consultation, and others. This helps add to HBL's collective voice.



BUSINESS MEMBERSHIPS



BRONZE: \$500 PER YEAR

- 5 Complimentary Individual HBL Memberships
- HBL Business Membership Certificate to Display Support
- Annual Social Media promotion when you Join or Renew your Membership
- Listing of Company on HBL Membership Page
- Acknowledgement in our Annual Report
- Choice of a Cycling Skills workshop or Walk Bike Drive Presentation
- Volunteer Opportunities for your Employees



SILVER: \$1,000 PER YEAR

All the Bronze Level benefits, plus:

- A Total of 10 Complimentary Individual HBL Memberships
- Active Link to Company Website on HBL Membership Page
- A Cycling Skills Workshop AND Walk Bike Drive Presentation
- Bicycle Parking & Commuter Amenities Consultation



GOLD: \$3,000 PER YEAR

All the Silver Level benefits, plus:

- A Total of 30 Complimentary Individual HBL Memberships
- Your Company's Logo on the HBL Website
- Acknowledgment at Annual Membership Dinner
- Assistance Completing Bicycle Friendly Business Application



PLATINUM: \$5,000 PER YEAR

All the Gold Level benefits, plus:

- A Total of 50 Complimentary Individual HBL Memberships
- Table at Annual Membership Dinner
- Annual Presentation about Bicycling Updates in Hawaii



JOHN B. KELLEY HUI: \$10,000+ PER YEAR

All the Platinum Level benefits, plus:

- A total of 100 Complimentary Individual HBL Memberships
- John B. Kelley Hui Membership Listing
- Custom Sponsorship Opportunities

**5 free memberships may be exchanged for 1 free entry to Honolulu Century Ride or Haleiwa Metric Century Ride*

*** Business Memberships are tax deductible minus the value of services provided (annual dinner tickets, event entries, etc)*

Hawaii Bicycling League 3224 Waialae Ave #1 Honolulu, HI 96816 (808) 735-5756



EVENTS SPONSORSHIP





HONOLULU CENTURY RIDE



**Honolulu
Century Ride**

The Honolulu Century Ride is Hawaii's premier cycling event. For over 30 years, it has brought together riders from around the world. With over 2000 riders attending each year, sponsoring this ride is a good opportunity to reach new customers and show your support for the cycling community.



The Aloha Fun Ride, a new addition as of 2015, is a shorter ride offered directly after the start of the Honolulu Century Ride. This is a shorter route with multiple aid stations, is mostly flat, and offers novice and young riders a chance to participate in a large event. By sponsoring the Honolulu Century Ride you will also be included as a sponsor of the Aloha Fun Ride.

Honolulu Century Ride & Aloha Fun Ride

- Title – \$100,000+
- Presenting – \$50,000
- Major – \$20,000
- Official – \$10,000
- Koa – \$5,000
- Kama'aina – \$2,500
- Mahalo – \$1000

More Information at www.HBL.org/HCR

Contact Travis Counsell, Events Director, at Travis@HBL.org or 808 735-5756



ADDITIONAL EVENTS



The Haleiwa Metric Century has been ranked one of the top 50 rides in the country. It leaves from Haleiwa and goes out and back along the North Shore. This ride mainly attracts a local audience (approx. 1000 riders) and provides a smaller venue to show your support and sponsorship for the local cycling community. There is also a shorter Haleiwa Aloha Fun Ride paired with this event.



Zachary Manago's Ride in Paradise is a memorial and fundraising event for Zach, who was killed by a hit and run motorist in 2010. This is a ride with 68, 35, or 11 mile options. It attracts a wide variety of riders, including youth. All proceeds from this event go into towards advocacy efforts to create safer streets for all users.



Bike Month is held during May and includes a variety of events. These include Bike to Work Week, Bike Month Pau ana, Family Sunday, and more. We also participate in many holiday parades, put together family events, and preform an annual Bike Count on Oahu.

Haleiwa Metric Century & Aloha Fun Ride

- Title - \$50,000+
- Presenting - \$20,000
- Major - \$10,000
- Official - \$5,000
- Koa - \$3,000
- Kama'aina - \$1,000
- Mahalo - \$500

Zach's Ride in Paradise

- Official - \$5,000
- Koa - \$3,000
- Kama'aina - \$1,000
- Mahalo - \$500

Bike Month

- Official - \$2,000
- Energizer Station - \$1,000
- Event - \$1,000
- Kama'aina - \$500



HONOLULU CENTURY RIDE



Title Sponsorship - \$100,000+

Special Terms:

- Exclusive marquee status with event name, e.g. “(Company) Honolulu Century Ride”
- Event logo designed to incorporate company logo
- Category exclusivity for industry
- Official use of event logo through term of agreement
- Primary logo or name recognition in all paid advertising
- Special event design considerations per sponsor contract
- Top-level, Title Sponsor status in all general news releases
- 20’ x 20’ exhibition area at finish

Marketing Benefits:

- Large logo on back of event t-shirts
- Logo on sponsor web page
- Logo on registration page & form
- Logo on poster
- Logo on ride guide (program) cover
- Logo on rider bib
- Logo on vehicles
- Logo on all marketing materials with prominent placement
- Logo on event newsletters
- Ride guide advertisement (4”x4”)
- Social media exposure
- Websites cross links as applicable

On-Site Benefits:

- Audio recognition at start & finish area
- Banner placement at start and finish
- Banner placement at packet pickup
- Flyer in participant packet
- Logo on start and finish archway
- Opportunity for spokesperson to welcome attendees at start
- Placement of sponsor logo at aid stations
- Product sampling opportunities at packet pickup, aid station, and start/finish

Hospitality Benefits

- Access for up to 10 guests at VIP tent
- 100 complimentary ride entries



HONOLULU CENTURY RIDE

Presenting Sponsorship – \$50,000



Special Terms:

- Right to select one venue for proprietary naming rights, e.g. “(Company) Stage”
- Category exclusivity for industry
- Official use of event logo through term of agreement
- Name recognition in all paid advertising as “Presenting Sponsor”
- Special event design considerations per sponsor contract
- 10’ x 20’ exhibition area at finish

Marketing Benefits:

- Large logo on back of event t-shirts
- Logo on sponsor web page
- Logo on registration page & form
- Logo on poster
- Logo on ride guide (program) cover
- Logo on rider bib
- Logo on all marketing materials with prominent placement
- Logo on event newsletters
- Ride guide advertisement (4”x4”)
- Social media exposure
- Websites cross links as applicable

On-Site Benefits:

- Audio recognition at start & finish area
- Banner placement at start and finish
- Banner placement at packet pickup
- Flyer in participant packet
- Opportunity for spokesperson to welcome attendees at start
- Product sampling opportunities at packet pickup, aid station, and start/finish

Hospitality Benefits

- Access for up to 8 guests at VIP tent
- 50 complimentary ride entries



HONOLULU CENTURY RIDE

Major Sponsorship – \$20,000



Special Terms:

- Category exclusivity for industry
- Official use of event logo through term of agreement
- Name recognition in all paid advertising as “Major Supporter”
- Special event design considerations per sponsor contract
- 10’ x 20’ exhibition area at finish

Marketing Benefits:

- Large logo on back of event t-shirts
- Logo on sponsor web page
- Logo on registration page & form
- Logo on poster
- Logo on ride guide (program) cover
- Logo on all marketing materials with prominent placement
- Logo on event newsletters
- Ride guide advertisement (4”x4”)
- Social media exposure
- Websites cross links as applicable

On-Site Benefits:

- Audio recognition at start & finish area
- Banner placement at start and finish
- Banner placement at packet pickup
- Flyer in participant packet
- Opportunity for spokesperson to welcome attendees at start
- Product sampling opportunities at packet pickup, aid station, and start/finish

Hospitality Benefits

- Access for up to 5 guests at VIP tent
- 20 complimentary ride entries



HONOLULU CENTURY RIDE



Official Sponsorship – \$10,000

Special Terms:

- Listed as “Official Sponsor” of Honolulu Century Ride
- Category exclusivity for industry
- Official use of event logo through term of agreement
- 10' x 10' exhibition area at finish

Marketing Benefits:

- Logo on back of event t-shirts
- Logo on sponsor web page
- Logo on registration page & form
- Logo on poster
- Logo on ride guide (program) cover
- Logo on all marketing materials
- Logo on event newsletters
- Ride guide advertisement (4”x4”)
- Social media exposure
- Websites cross links as applicable

On-Site Benefits:

- Audio recognition at start & finish area
- Banner placement at start and finish
- Banner placement at packet pickup
- Flyer in participant packet
- Product sampling opportunities at packet pickup, aid station, and start/finish

Hospitality Benefits

- 10 complimentary ride entries



HONOLULU CENTURY RIDE



Koa Sponsorship – \$5,000

Marketing Benefits:

- Logo on back of event t-shirts
- Logo on sponsor web page
- Logo on registration page & form
- Logo on poster
- Logo on ride guide (program) cover
- Logo on all marketing materials
- Logo on event newsletters
- Ride guide advertisement (4"x4")

On-Site Benefits:

- Banner placement at start and finish
- Banner placement at packet pickup
- Flyer in participant packet
- Product sampling opportunities within packet

Hospitality Benefits

- 4 complimentary ride entries



Kama'aina Sponsorship – \$2,500

Marketing Benefits:

- Name listed on back of event t-shirts
- Logo on sponsor web page
- Name on ride guide (program) cover
- Name on event newsletters

On-Site Benefits:

- Banner placement at start
- Flyer in participant packet

Hospitality Benefits

- 2 complimentary ride entries



HONOLULU CENTURY RIDE

Mahalo Sponsorship – \$1,000

Marketing Benefits:

- Name on back of event t-shirts
- Logo on sponsor web page
- Logo on registration page & form
- Name on ride guide (program) cover

On-Site Benefits:

- Flyer in participant packet
- Product sampling opportunities within packet

Hospitality Benefits

- 1 complimentary ride entry

In-Kind and Other Sponsorships

In-Kind Donation Potentials:

- Aid Station Supplies – Drink Mix, Food, Fruit, etc
- Rental Cars / Trucks
- Customizable Merchandise – t-shirts, jerseys, etc
- Printing – registration forms, posters, etc

In-Kind Prize Donation

- Prize drawings or give-away of donated prizes

In-Kind versus Cash

- Cash must make up at least 50% of sponsorship amount total
- In-Kind donations will be valued at 50% of retail to determine sponsor level



OTHER OPTIONS: RIDE ALOHA DEALS

Ride Aloha Deals (RADs) are discounts and incentives from businesses for Hawaii Bicycling League members. Currently, members receive 5-10% off at local bicycle shops, discounts on HBL merchandise and entry fees. We are looking to expand membership benefits. Please contact HBL if your business is looking to participate and increase your presence in the bicycling community. People riding bicycles have been shown to be more frequent patrons than people driving cars, and ultimately lead to higher sales. Providing an incentive to bring cyclists into your business is a great way to reach more of the community. Show your support for the cycling community and be rewarded!



DERO BIKE RACKS ADVOCACY DEALER

The Hawaii Bicycling League is an official advocacy dealer for Dero Bike Racks. We can provide comprehensive service for all of your bike parking needs. Providing secure bike parking whether outside or indoors is a great way to encourage your customers and employees to choose biking over driving. Dero can provide solutions for all situations. Free consultations are included with all silver level business membership and above!



LEAGUE OF AMERICAN BICYCLISTS BICYCLE FRIENDLY BUSINESS

Hawaii Bicycling League is a proud member of the League for American Bicyclists. Their mission is to lead the movement to a Bicycle Friendly America. Businesses play a large part in this. They have a national register of Bicycle Friendly Businesses and we are here to help. We encourage all business members to apply and will provide assistance to all Gold Members and above. This is a free application and an additional way to show your support. More information can be found at www.bikeleague.org/content/businesses