



BUSINESS SUPPORT

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





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



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



PLATINUM: \$5,000 PER YEAR

All the Gold Level benefits, plus:

- A Total of 50 Complimentary Individual HBL Memberships
- A Total of 8 Event Tickets, Mahalo Gifts, and Business Acknowledgment at Annual Membership Dinner
- Annual Presentation about Bicycling Updates in Hawaii



GOLD: \$3,000 PER YEAR

All the Silver Level benefits, plus:

- A Total of 30 Complimentary Individual HBL Memberships
- A Total of 6 Event Tickets, Mahalo Gifts, and Business Acknowledgment at Annual Membership Dinner
- Your Company's Logo on the HBL Website
- Acknowledgment at Annual Membership Dinner
- Assistance Completing Bicycle Friendly Business Application



SILVER: \$1,000 PER YEAR

All the Bronze Level benefits, plus:

- A Total of 10 Complimentary Individual HBL Memberships
- A Total of 4 Event Tickets, Mahalo Gifts, and Business Acknowledgment at Annual Membership Dinner
- Active Link to Company Website on HBL Membership Page
- A Cycling Skills Workshop AND Walk Bike Drive Presentation
- Bicycle Parking & Commuter Amenities Consultation



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

**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)*



MEMBERSHIP & MERCHANDISE



MEMBERSHIP

More members equal a louder voice and larger influence. By partnering with local businesses and selling memberships both through HBL and at retail establishments, we can reach a larger audience. For businesses that sell memberships we will offer a rewards program. Provide your employees incentives for growing HBL's membership. For each membership sold the employee or shop will receive a commission.

Yearly Membership

\$35 Standard Membership plus \$10 per additional family member



MERCHANDISE

Merchandise is another great way to spread HBL's message and gain additional support. By partnering with local businesses, more HBL merchandise can be sold. HBL will share the profit with the business to make this a mutually beneficial sale.



OAHU BIKE MAP

Whether it's a new rider, or someone looking for a new route, the Oahu Bike Map is for them! We've created a map of Oahu, with zoomed in view of certain areas, which identify different bicycle facilities (lanes, paths, routes, etc) to make route planning easy!



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 assistant 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