Join the Movement

Hawaii Bicycling League Event Sponsorships

Hawaii Bicycling League, 3442 Waialae 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 kupuna to feel confident cycling directly 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 pedaling. Our 2,000 members are at the core of HBL giving us strength and propelling forward our work.

Support Our Work, Support Our Impact
Hawaii Bicycling League hosts 3 large cycling events every year 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 Hawaii’s roads safer for everyone.

Riders of all ages and skill levels, enjoy delicious snacks and friendly volunteers at multiple aid stations along the way, as well as mechanical support to keep them rolling with smiles all day!

Haleiwa Metric Century

The ride starts and finishes in Haleiwa Town at Kaiaka Bay Beach Park and rides towards Kaena Point and back along the beautiful north shore toward Sunset Beach, Kahu, with the 100km turn around at Hau’ula Beach Park. Riders may choose between 30km, 50km, 80km, or the full “metric century” 100km distance.

Zachary Manago’s Ride in Paradise

Zach’s Ride in Paradise is a one way course, with 3 start location options to choose from so riders may select the distance that is right for them. The ride finishes just after the final stretch along the “Zachary M. Manago Memorial Bikeway” which was named in his honor in 2018.

Honolulu Century Ride

The ride starts and finishes at Kapiolani Park and rides to Sandy Beach Park, thru the beautiful backroads of Waimanalo, Kailua, past Kualoa Ranch with the 100 mile turn around at Swanzy Beach Park. Riders may choose between 25 mile, 50 mile, 75 mile, or the full “century” 100 mile distance.
The Honolulu Century Ride is Hawaii’s premier cycling event bringing together 2,000 riders from around the world. As the largest cycling event in Hawaii, this is one of the best days of the year to ride a bike in paradise!

28th Annual Haleiwa Metric Century
Sunday, April 28, 2019

The Haleiwa Metric Century is local favorite cycling event bringing 1,000 riders to Oahu’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.

Zachary Manago’s Ride in Paradise
Saturday, July 13, 2019

Zachary Manago, a promising HPU student, baseball player, and avid cyclist was killed while on a ride, in December 2010, by a hit and run driver. Zach was passionate about safer bicycling facilities and wanted to make Hawaii roads safer for cycling. This ride is to honor Zach and includes a strong focus on safety. While Zach’s Ride is a free event, the 200 participants are encouraged to fundraise to continue pushing forward to make Zach’s vision a reality.

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
Sponsorship Opportunities

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

Haleiwa 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

Presenting Sponsor: $25,000
Official Sponsor: $5,000
Koa Sponsor: $2,500
Aloha Sponsor: $1,000
Mahalo Sponsor: $500

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

Our Network:

>> Email network: 21,000+
>> Facebook Likes: 4,000+
>> Instagram Followers: 1,294 & counting

Honolulu Century Ride Event Webpage:
Averages 233 Views / Day
During Month of September

Haleiwa Metric Century Event Webpage:
Averages 134 Views / Day
During Month of April

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

**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)
- Name and logo on all course directional signs

**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 sponsors brand
- 20’x20’ Hospitality tent at finish area

**Marketing Benefits:**
- Logo on (20) 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

**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 (event provided)

**Marketing Benefits:**
- Prominent placement on all marketing materials

**On-Site Benefits:**
- Opportunity for spokesperson to welcome attendees at start
Sponsorship Benefits

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:
• Logo on event t-shirts
• Logo 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 linked to sponsor’s website
• 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

### Haleiwa Metric Century
- Title Sponsor: 50
- Presenting Sponsor: 25
- Official Sponsor: 8
- Koa Sponsor: 4
- Aloha Sponsor: 2
- Mahalo Sponsor: 1
**Special Opportunities**

**Aid Station Featured Sponsorships**

**Honolulu Century Ride - $2,500**  
**Haleiwa Metric Century - $1,000**  
**Zach’s Ride in Paradise - $1,000**

**Marketing Benefits:**
- Name associated with aid station on all materials, will appear:  
  - “(Location) Aid Station sponsored by (Company Name)”
- Company name and logo on Ride Guide (course map and event info)
- Social media mentions
- Logo on event webpage linked to sponsor’s website
- Logo on all event promotional emails sent by HBL

**On-Site Benefits:**
- Opportunity to supply sponsor branded tent at aid station (sponsor provided)
- Opportunity for employees to wear company attire to the aid station if volunteering
- Opportunity for product sampling at aid station
- Opportunity for spokesperson to welcome riders via PA system at aid station
- Sponsor sign at entrance of aid station (event provided)

**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 Mechanics

**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)*
Biking Benefits

**Health**
Strengthen muscles, lose extra weight, reduce stress, improve heart & lung function, lower rates of disease, and increase lifespan.

**Traffic**
Every commute that can be taken by bike instead of car, removes another vehicle from the road.

**Fun**
Enjoying Hawaii’s natural beauty by bike can be fun for the whole family year-round!

**Parking**
Just one parking stall is enough space for 10 or more bicycles. That’s got to be good for business!

**Community**
Cyclist have more positive interactions among neighbors which in turn increases local security.

**Footprint**
Cycling produces zero emissions, and by not driving a vehicle, reduces pollution and conserves energy.

**Wealth**
Opting for two wheels instead of four saves an individual thousands of dollars each year while improving the economy.

**Choice**
Many people are constrained to using a motor vehicle due to their address, so let’s connect the island and give people the option. More bike routes = more freedom.
Biking is the 2nd most popular outdoor activity among youth in America

Young people are driving less and choosing alternative transportation more:
• Biking: up 24%
• Public Transit: up 40%
• Driving: down 23%

Bicyclists visit local businesses more often and spend more money overall than those who arrive by car.

Safety
• 70% of all US children age 5-14 ride bikes
• Cities with bike share systems saw injuries to people bicycling decrease by 30%
• 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
• Cyclists exposed to less pollution than taxi or bus passengers
• Cyclists breath 2-3x more air than motorist, but motorists inhale ~60% more carbon monoxide
• Bike commuters report
  • (-) stress
  • (+) feelings of freedom
  • (+) relaxation
  • (+) excitement

Business
• Each km cycled in Denmark produces ~24 cents for all of society: each km driven costs society ~84 cents
• 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
• 1 mile of roadway through Golden Gate Park is 1,283x more expensive to San Franciscans than 1 mile of protected bike lane

Environment
• Car restrictions in Atlanta resulted in ozone concentrations (-) 28% and acute care visits for asthma (-) 41%
• 43% of Denver bike share members used the bikes to replace car trips.
• 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:
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https://peopleforbikes.org/