Promoting Healthy Lifestyles Through Cyclovias

Cities are working to find ways to improve transportation, services, housing, public access and healthy living. Members of the community play an integral role in this endeavor. By creating opportunities for our community to experience active, safer streets, we can create change. Hele On Kalihi is looking for support to do just this, and we invite you to become part of the movement for open and complete streets in Kalihi.

Hele On Kalihi will be Hawai'i's third cyclovia; the first was in Kalihi. Approximately two miles of roadway will be closed for Hele On Kalihi on Sunday, May 25, 2014, to allow pedestrians, cyclists and people using other human-powered transportation the opportunity to feel comfortable riding and walking in the community. The event starts with a 5k run and includes bike share (rental), the Cycle On Runway, bicycle repair and education, exercise and dance classes, wellness tests, possibly a bike race, food vendors, entertainment and more.

In addition to promoting active and healthy lifestyles, Hele On Kalihi will feature a complete street demonstration on King Street in the heart of Kalihi. The project showcases street improvement features that aim to provide accessible and efficient connections between residences, schools, parks, public transportation, offices and retail destinations. The demonstration will be in place for approximately one month starting May 25. If the features work well and help the flow for users on the streets, then they could become permanent. This is one way Hele On Kalihi will create the change that Honolulu needs.

Residents from Kalihi and other parts of the island will be exposed to your brand at the event; in addition, many more will see and hear you in mainstream and social media coverage. Cycle On Hawaii events are made possible through generous public-private partnerships, grants, and sponsorships as well as individual contributions.

Benefits of Sponsorship

- Connection to Kalihi
- Live event integration

- Extensive media coverage
- Variety of on-site opportunities

Special benefit *for sponsors who make a pledge and fund at least 50% of that pledge by November 25 – logo on a Hele On Kalihi poster, approximately 24" x 18", on a bicycle that will be in Kalihi Christmas Parade November 29.*

Contact Us

We welcome the opportunity to meet with you and discuss a customized sponsorship package. Included with this package are our flyer and information about complete streets. For all sponsorship queries, please contact:

Natalie Iwasa, President
Cycle On Hawaii dba Hele On Kalihi
info@CycleOnHawaii.org
(808) 395-3233
1331 Lunalilo Home Road
Honolulu, HI 96825

Note: If sponsorships received exceed the actual cost for a particular item, the balance will be applied to the event in general.

Hele On Kalihi
Sponsorship Opportunities

Event-Wide Sponsorship Opportunities

Bike School Bus $20,000

- Two booths (10' X 10'). Booths offer brands a unique opportunity for direct exposure to the Cycle On Hawaii audience – a display space for mobile marketing activation, sampling, collateral distribution, spectator engagement, and more!
- Logo on Hele On Kalihi 5K Run t-shirts and on a cycle in the Cycle On Runway and bike show
- 10 entries in the Hele On Kaka'ako 5K Run, including t-shirts
- Opportunity to include promotional items in 5K run packets
- Space on our Business Bingo game card
- Individual or company name and logo listed on the Cycle On Hawaii website and acknowledgement sheet used during the day of the event
- Acknowledgement of sponsorship through Cycle On Hawaii social media that includes Facebook, Twitter, and Instagram

Group Rider $10,000

- One booth (10' X 10')
- Logo on Hele On Kalihi 5K Run t-shirts and on a cycle in the Cycle On Runway and bike show
- Five entries in the Hele On Kalihi 5K Run, including t-shirts
- Opportunity to include promotional items in 5K run packets
- Individual or company name and logo listed on the Cycle On Hawaii website and acknowledgement sheet used during the day of the event
- Acknowledgement of sponsorship through Cycle On Hawaii social media which includes Facebook, Twitter, and Instagram

Hele On Kalihi
Sponsorship Opportunities

Tandem $5,000

- Opportunity to include promotional items in 5K Run packets
- Logo on Hele On Kalihi 5K Run t-shirts and on a cycle in the Cycle On Runway and bike show
- Individual or company name and logo listed on the Cycle On Hawaii website and acknowledgement sheet used during the day of the event
- Acknowledgement of sponsorship through Cycle On Hawaii social media which includes Facebook, Twitter, and Instagram

Bicycle $2,500

- Opportunity to include promotional items in Hele On Kalihi 5K Run packets
- Logo on a cycle in the Cycle On Runway and bike show
- Individual or company name and logo listed on the Cycle On Hawaii website and acknowledgement sheet used during the day of the event
- Acknowledgement of sponsorship through Cycle On Hawaii social media which includes Facebook, Twitter, and Instagram

Unicycle $1,000

- Individual or company name listed on the Cycle On Hawaii website and acknowledgement sheet used during the day of the event
- Acknowledgement of sponsorship through Cycle On Hawaii social media which includes Facebook, Twitter, and Instagram

<u>One-Month Complete Streets Demonstration Project Sponsorships</u>

The Complete Street Demonstration Project has several elements available for sponsorship. Each sponsorship also includes a listing on the Cycle On Hawaii website, social media and a mention of support in our collateral materials.

Hele On Kalihi
Sponsorship Opportunities

Flashing Pedestrian Beacon (1) $20,000

- A unique opportunity to support roadway designs make it easier for pedestrians to cross the street by providing motorists by providing notification to motorists. Company name and logo placed on educational signage near the beacon.

Sidewalk Bulbouts (4) $5,000

- A unique opportunity to support roadway designs that help calm traffic and make it easier for pedestrians to cross the street. Company name and logo placed on educational signage near the bulbout.

Sharrows Sponsorship (5) $3,500

- Have your company name and logo present on signage explaining what sharrows are

Bike Corral Sponsorships (2) $2,450

- Your company logo on educational signage at the corral.

Street / Sidewalk Furniture (6) $1,000 per pair

- Sponsor one or more pieces of street furniture, e.g., barber chairs, and your company name will be put on a piece.

Comfort Stations / Information Booths (2) $1,000

- Comfort stations include water, first aid, and services such as massages and pedicures to relax participants after they've enjoyed an aerobics class or other physical activity. Information booths will include educational materials, Complete Streets ambassadors and event maps. Comfort stations and information booths will include your company logo.

Street Trees or Urban Pop-up Garden Sponsorship (16) $1,000 each

- Sponsor one of our street trees or a pop-up garden, and we'll put your company name and logo on the pot.

Recycling $200

- Sponsor recycling containers on street corners and at schools. Company logo included on website and social media.