



Sponsorship+Underwriting

Benefits of Event Sponsorship or Underwriting

- Visible involvement in Kaua'i community
- Alignment with healthy lifestyle events
- Your printed promotional item, brochure, or coupon in race packets
- Your company's logo on t-shirts, on website, and in social media.
- Your company's banner at hospitality pavilion.
- Thanked from awards stage.
- Although advertising is not allowed in Hawai'i State Parks, we *are* able to thank supporters during the awards presentation and offer prizes donated by sponsor companies.
- Segment Sponsors are individuals (not businesses) who receive signage recognition for supporting a specific stretch of the course.

Employee Engagement

Your employees are invited to form a cheering squad and hold company banner(s) along the Pedal to the Meadow course (outside of state park boundaries). Numerous volunteer opportunities are available.

Products...and more

Your business has the opportunity to purchase, at cost, certain co-branded race items to resell.

All our events are volunteer-run and not for profit. We simply love cycling!

Support Opportunities

PEDAL TO THE MEADOW

The Garden Island's official uphill bicycle race is sanctioned by USA Cycling and attracts riders from Hawaii and North America. For details, past results, and photographs visit www.pedaltothefield.com

Overall Event Sponsors

Sponsors provide overall support to the event, to defray overhead expenses such as supplies, equipment rental, printing, and permit fees.

Sponsors have the privilege of including a small promotional item (pen, sticker, food sample), coupon offer, or advertising flyer as "swag" in registration packets.



Titanium Sponsors	\$2000+
Carbon Sponsors	\$1000
Steel Sponsors	\$500
Segment Sponsor (new)	\$250

Water Bottle co-branding

—Open for 2027!

Each racer gets a keepsake bottle. The underwriting sponsor's logo is featured on one side. We work with Specialized, a premier cycling accessory manufacturer of superior quality bottles. Bottles are handed out at a water station halfway up the course, then used for years to come. \$750

Cowbell co-branding

More cowbell! Spectators love ringing in their favorite finishers and keep the bells from year to year. The Bicycle Racing Kauai logo appears on one side...there's room for your logo on the reverse. \$250

T-Shirt Support

Each racer receives a free tee. With their high-quality fabric and beautiful design, our shirts are favorites that get year-round post-event exposure. \$600 helps underwrite this cost.

Prizes & Giveaways

Can you donate a product, service, or experience? We need prizes for category winners and drawings for riders and volunteers. We welcome both stand-alone prizes and smaller items to go in gift baskets for top finishers.