

AIDS/LifeCycle®

SF TO LA • **END AIDS** • 545 MILES

RIDE LOVE LIVE



MAY 31 - JUNE 6,

2020

**OUTSIDE CALIFORNIA
COMMUNITY PARTNERSHIPS**

COMMUNITY PARTNERSHIPS

- 3 OVERVIEW OF THE EVENT
- 4 ABOUT OUR PARTICIPANTS
- 5 FUNDING SUPPORTS TWO WORLD CLASS ORGANIZATIONS
- 6 EXPOSURE OPPORTUNITIES
- 7 COMMUNITY PARTNER LEVELS
- 8 JOIN US!

OVERVIEW OF THE EVENT

AIDS/LifeCycle is a fully-supported, seven-day bike ride from San Francisco to Los Angeles. It's a life-changing 545 mile ride—not a race—through some of California's most beautiful countryside. Thousands of people participate as Cyclists, Roadies, Volunteers, or Virtual Cyclists and come together to raise critically needed funds for the HIV/AIDS-related services of San Francisco AIDS Foundation and the Los Angeles LGBT Center.



ABOUT OUR COMMUNITY

Each year, over 5,000 people register for AIDS/LifeCycle. These individuals receive donations from nearly 100,000 donors annually, spreading awareness about cycling, the event itself, and how San Francisco AIDS Foundation and the Los Angeles LGBT Center are helping to end AIDS. Last year, the AIDS/LifeCycle community raised a record breaking \$16.8 million! People participate because they have a personal connection to the cause, are seeking a personal and physical challenge, or a combination. Participants represent all walks of life; new and advanced cyclists, first-time fundraisers and long-time supporters; and all become passionate advocates of AIDS/LifeCycle and the two benefiting agencies.

AIDS/LIFECYCLE
SOCIAL MEDIA
FOLLOWING



52,000 followers

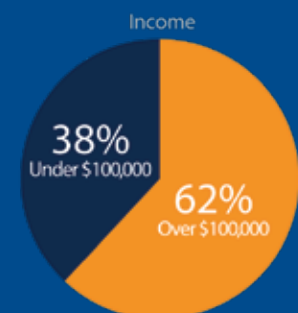
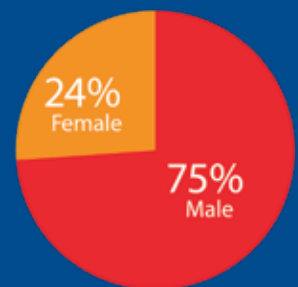
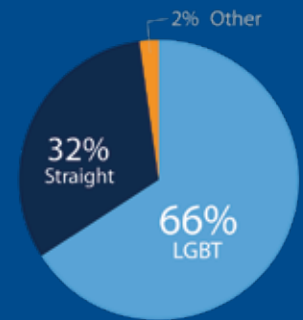


15,000 followers



9,000 followers

WHO ARE OUR PARTICIPANTS?



CONSUMER LOYALTY

IN A SURVEY OF OUR PARTICIPANTS:

79%

REPORTED THAT THEY FELT MORE CONNECTED TO A BRAND BECAUSE OF IT'S AIDS/LIFECYCLE SPONSORSHIP.

FUNDING SUPPORTS TWO WORLD CLASS ORGANIZATIONS



**LOS
ANGELES
LGBT
CENTER®**

SAN FRANCISCO AIDS FOUNDATION

Thanks to the Foundation, we can envision a world without AIDS. Since 1982, they have worked to radically reduce the number of new HIV infections in San Francisco through education, advocacy, and direct prevention and care services for at-risk communities.

Working toward the following three goals will help the Foundation protect the health and wellbeing of at-risk communities and end the HIV epidemic in San Francisco.

- Build healthier communities by nurturing resilience in individual and social groups while reducing harm associated with drugs and alcohol.
- Reduce new infections to fewer than 100 per year by tapping into medical advances and community power to steadily drop HIV rates for good.
- Improve the health and lifespan of San Franciscans living with HIV by increasing their rate of viral suppression by 80% and breaking down barriers to sustained HIV treatment and care.

LOS ANGELES LGBT CENTER

The Los Angeles LGBT Center is building a world in which LGBT people thrive as healthy, equal and complete members of society. Since 1969, they have cared for, championed and celebrated LGBT individuals and families through advocacy, healthcare, education, housing services, and social support.

The Center provides more services to the LGBT Community than any other organization in the world. Three of their most pressing objectives include:

- Increase access to medical services, HIV/STI testing and prevention, addiction recovery, and mental health services for those in need.
- Create a vital social safety net for members of the LGBT Community by providing shelter and healthcare to homeless youth, low-income housing for seniors, legal services, and transgender-specific care.
- Advance the civil rights and freedoms of LGBT people through education, advocacy and community organizing.

AIDS/LIFECYCLE COMMUNITY PARTNERS RECEIVE EXPOSURE IN A WIDE VARIETY OF WAYS

COMMUNITY EXPOSURE

By hosting registration sessions, fundraising talks, workshops, fitness/spin classes, both Community Partners and AIDS/LifeCycle have a chance to grow their markets.

WEBSITE RECOGNITION

Community partner logos are placed on the aidslifecycle.org Community Partners page. Last year, the site received over 500,000 visits, and 1.5 million page views.

MARKETING OPPORTUNITIES

AIDS/LifeCycle has over 54,000 fans on Facebook, nearly 9,000 followers on Twitter and 15,000 followers on Instagram. Community Partners receive visibility through dynamic social media posts from AIDS/LifeCycle as an organization and its staff, as well as through email to audiences of 5,000+ with an average open rate of 55%.



WHAT DOES A PARTNERSHIP LOOK LIKE?

By supporting our participants' training efforts, and promoting AIDS/LifeCycle as an organization, Community Partners play a critical role in ensuring that Cyclists and Roadies are prepared and ready for the Ride.

Community Partners are listed on our website, offer discounts, and are welcome at all of our events, including a booth at the AIDS/LifeCycle Expo. Community Partners may also host workshops, shopping nights, health and fitness classes, and rides. Community Partnerships are offered at three benefit levels:

BENEFITS	DISCOUNT	\$250 LEVEL	\$500 LEVEL	\$1000 LEVEL
MARKETING				
Feature in one of our digital newsletters	X	1	2	2
Facebook Posts from AIDS/LifeCycle	X	0	1	2
Facebook Posts from AIDS/LifeCycle Staff	X	1	1	2
WEBSITE				
Logo and URL placement on Community Partners Page	✓	✓	✓	✓

Cash is valued at 100% of declared value.
 Products and services are valued at 50% of declared value.

YES, I WOULD LIKE TO BECOME AN AIDS/LIFECYCLE COMMUNITY PARTNER.

Business

Business Address

City

State

Zip code

Telephone

Email

Fax

Point of Contact

Telephone

Email

Level

Discount provided

\$250

\$500

\$1000

Products or services to be provided

When you're ready, please send back:

- Signed Agreement
- Vector format logo (preferably square)
- Pop-up blurb copy for our website (75 characters or less)