

**AIDS/LifeCycle®**

[aidslifecycle.org](https://aidslifecycle.org)

# IN-KIND PARTNERSHIP



**JUNE  
4-10  
2023**

*THIS  
is HOW  
WE Roll*

# IN-KIND PARTNERSHIP

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# 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 @ Home Heroes and come together to raise critically-needed funds for San Francisco AIDS Foundation and the HIV/AIDS-related services of the Los Angeles LGBT Center.



# ABOUT OUR PARTICIPANTS

Each year more than 5,000 people register for AIDS/LifeCycle, with 85% of those registrations coming from California. 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. In 2022 the AIDS/LifeCycle community raised a record-breaking \$17.8 million! People participate because they have a personal connection to our mission, are seeking a personal and physical challenge, or BOTH. Participants represent all walks of life, from new and advanced cyclists to first-time fundraisers and longtime supporters. All of them become passionate advocates of AIDS/LifeCycle and the two benefiting agencies.



**55,000+ FOLLOWERS**



**17,600+ FOLLOWERS**



**9,000+ FOLLOWERS**

## CONSUMER LOYALTY

**IN A SURVEY OF OUR PARTICIPANTS:**

**90%**

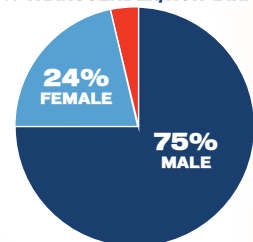
**WERE ABLE TO LIST  
OUR PRESENTING  
PARTNERS.**

**79%**

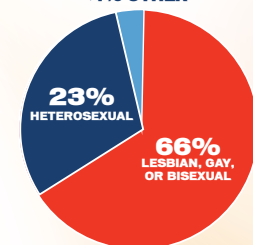
**REPORTED  
THAT THEY FELT  
MORE CONNECTED  
TO A BRAND  
BECAUSE OF ITS  
AIDS/LIFECYCLE  
PARTNERSHIP.**

### WHO ARE OUR PARTICIPANTS?

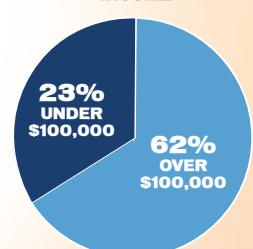
**>1% TRANSGENDER/NON-BINARY**



**>1% OTHER**



**INCOME**



# FUNDING SUPPORTS TWO WORLD-CLASS ORGANIZATIONS



## SAN FRANCISCO AIDS FOUNDATION

San Francisco AIDS Foundation was founded in 1982 as a community response to the AIDS epidemic in San Francisco. SFAF is one of the most highly respected AIDS service organizations in the United States, serving approximately 25,000 clients annually through direct service programs and more than 3.5 million people via public education and advocacy efforts.

San Francisco AIDS Foundation envisions a future where health justice is achieved for all people living with or at risk for HIV. Ultimately, we strive for a day when: race is not a barrier to health and wellness; substance use is not stigmatized; HIV status does not determine quality of life; and HIV transmission is eliminated.

Our strategic priorities include:

- Maintain, expand and pilot HIV, hepatitis C, and STI prevention and treatment, and other sexual health services to ensure equitable access and utilization by people of color.
- Maintain, expand and pilot substance use services, syringe access, and overdose prevention efforts, including the establishment of safer injection sites.
- In partnership, create a comprehensive network of health and wellness services for people over the age of 50 who are living with HIV.



**LOS  
ANGELES  
LGBT  
CENTER®**

## 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 LGBT people than any other organization in the world. Three of its most critical 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 youth experiencing homelessness; affordable 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 IN-KIND PARTNERS GAIN VISIBILITY IN A WIDE VARIETY OF WAYS**

## **ADVERTISING VISIBILITY**

During the lead up to the Ride, qualifying partners receive visibility in print ads, logo placement in outdoor marketing and recognition in stage programs.

## **MEDIA**

AIDS/LifeCycle is an international event. Press releases and media advisories sent to national, regional & local outlets include corporate acknowledgment of all partners.

## **ONLINE RECOGNITION**

All partners logos are placed on the [aidslifecycle.org](https://aidslifecycle.org) home page as well as partner landing pages. Last year the site received over 500,000 visits, and more than 200,000 unique visits, including 1.5 million page views.

## **SOCIAL MEDIA RECOGNITION**

Our Social Media presence is strong, with more than 55,000 fans on Facebook, more than 15,100 followers on Instagram, and nearly 9,000 followers on Twitter. Partners receive visibility through dynamic social media posts and engagement.

## **COMMUNICATION TO OUR PARTICIPANTS**

Qualifying partners are given email access to our participants (5,000) and donors (120,000) through partner emails sent via AIDS/LifeCycle, and mentions in other email newsletters.

## **SPECIAL EVENT RECOGNITION**

AIDS/LifeCycle offers many special events for participants in San Francisco and Los Angeles. Access to these events are included as a standard benefit of partnership.

## **ON-RIDE VISIBILITY**

During the week of the Ride, there are many opportunities for visibility:

- Logos on event apparel
- Logos in printed materials
- Acknowledgment from stage
- Logo recognition on banner in camp
- Branding of major hubs of participant activity for select partners, including the dining tent, shower trucks, charging tent and bike parking
- Option to produce and brand gift items for participants
- Rotating slide shows during Camp Stages, Broadcasts, and Ceremonies

# WHAT DOES A PARTNERSHIP LOOK LIKE?

OPPORTUNITIES (IMPRESSIONS)	IN-KIND VALUE \$50,000	IN-KIND VALUE \$25,000	IN-KIND VALUE \$10,000	IN-KIND VALUE \$5,000
Industry-based exclusivity	✓			
Logo on website (581,971)	✓	✓	✓	✓
Hyperlink on Partner Page (581,971)	✓	✓	✓	
Social media messages to AIDS/LifeCycle Facebook followers (55,000)	2	1		
Logo on Staff, Volunteer and Roadie T-shirt (4,000)	✓	✓		
Logo on partner signage in Camp (30,000)	✓	✓	✓	✓
Logo in Daily Newspaper (30,000)	✓	✓	✓	✓
Orientation Day Booth	✓	✓	✓	✓
Finish Line Booth	✓	✓	✓	✓
Branded goody bag item (provided by Partner)	✓	✓		
Mention from Camp Stage (5,000)	✓	✓		
Logo on Victory T-shirt (4,000)	✓			

Deadlines: Marketing Materials: 4/29/2023. On-Ride Printed Materials: 4/29/2023.



# SPECIAL EVENT RECOGNITION

