

AIDS/LifeCycle®
aidslifecycle.org

COMMUNITY PARTNERSHIP



**JUNE
4-10
2023**

*THIS
is HOW
WE ROLL*

COMMUNITY 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%

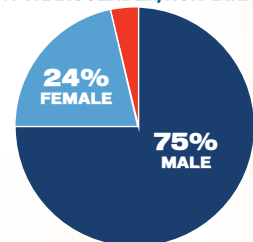
**WERE ABLE TO LIST
OUR PRESENTING
SPONSORS.**

79%

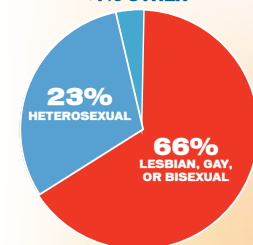
**REPORTED
THAT THEY FELT
MORE CONNECTED
TO A BRAND
BECAUSE OF ITS
AIDS/LIFECYCLE
SPONSORSHIP.**

WHO ARE OUR PARTICIPANTS?

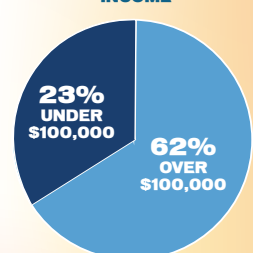
>1% TRANSGENDER/NON-BINARY



>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 COMMUNITY PARTNERS GAIN VISIBILITY IN A WIDE VARIETY OF WAYS

ANNUAL EXPO

SF: January 2023 | LA: February 2023
Total estimated attendees: 850 | 350
High-energy and fast-paced, these events feature vendors of all types selling, sampling and educating AIDS/LifeCycle participants about cycling, health and fitness topics and LGBT issues.

COMMUNITY RELATIONS

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

MARKETING OPPORTUNITIES

AIDS/LifeCycle has more than 55,000 fans on Facebook, 16,600 followers on Instagram, and nearly 9,000 followers on Twitter. Community Partners receive visibility through impactful social media posts from AIDS/LifeCycle as an organization and its staff, as well as “through targeted email campaigns to audience of 5,000+ with an average open rate of 55%.

WEBSITE RECOGNITION

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



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.

Corporate Partners are promoted on the AIDS/LifeCycle website and are welcome to attend all of our events, including a dedicated booth at the Annual Expo. Community Partners may also host workshops, specially-themed events, health and fitness classes, and training rides. Community Partnerships are offered at three benefit levels:

BENEFITS	\$1,000 LEVEL	\$2,000 LEVEL	\$3,000 LEVEL
SPECIAL EVENT			
Booth at Annual Expo (\$250 value)	✓	✓	✓
MARKETING			
Featured in one of our digital newsletters	2	3	4
Facebook posts from AIDS/LifeCycle	0	1	2
Facebook posts from AIDS/LifeCycle Staff	0	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

☐☐☐

Partnership Level

\$1,000

\$2,000

\$3,000

Products or services to be provided

Social media handles