

OVERVIEW OF THE EVENT

AIDS/LifeCycle is a fully supported, seven day, 545-mile bike ride from San Francisco to Los Angeles through some of California's most beautiful countryside. Each year more than 5,000 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. In 2022, the AIDS/LifeCycle community raised a record-breaking **\$17.8 MILLION!**

FUNDING SUPPORTS TWO WORLD-CLASS ORGANIZATIONS



**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. **LALGBTCENTER.ORG**



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. The Foundation is committed to protecting the health and wellbeing of at-risk communities and ending the HIV epidemic in San Francisco. **SFAF.ORG**

ABOUT OUR PARTICIPANTS

Our Participants represent all walks of life, from new and advanced cyclists to first-time fundraisers and longtime supporters. These individuals receive donations from nearly 120,000 donors annually, spreading awareness about cycling, the event itself, and both benefiting agencies. **85% of the over 5,000 registrations each year come from California!**

CONSUMER LOYALTY

IN A SURVEY OF OUR PARTICIPANTS:

90%

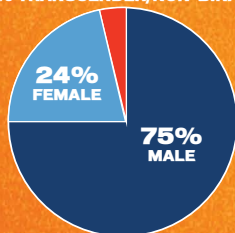
Were able to list our current presenting Partners.

79%

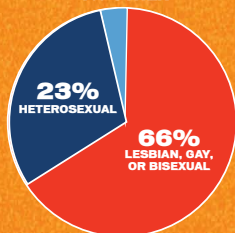
Reported that they felt more connected to a brand because of its AIDS/LifeCycle Partnership.

WHO ARE OUR PARTICIPANTS?

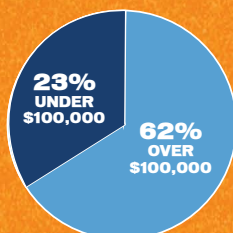
>1% TRANSGENDER/NON-BINARY



>1% OTHER



INCOME



SOCIAL MEDIA PRESENCE:



55,000+ FOLLOWERS



19,000+ FOLLOWERS



9,000+ FOLLOWERS

WHAT DOES A PARTNERSHIP LOOK LIKE?

By supporting our Participants’ training efforts and promoting AIDS/LifeCycle as an organization, our Community Partners play a critical role in ensuring that Cyclists and Roadies are prepared and ready for the Ride. **Gain visibility in a variety of ways:**

ANNUAL EXPO

LA: January 2024 | SF: February 2024
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.

MARKETING OPPORTUNITIES

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%.

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.

WEBSITE RECOGNITION

Community Partner logos are placed on the aidslifecycle.org Community Partners page. Last year, the site received more than 800,000 visits, and 3 million page views.

	\$500 LEVEL	\$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	0	2	3	4
Facebook posts from AIDS/LifeCycle	0	0	1	2
Facebook posts from AIDS/LifeCycle Staff	1	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

☐☐☐☐

Partnership Level

\$500

\$1,000

\$2,000

\$3,000

Products or services to be provided

Social Media handles

Signature & Date