

CYCLE TO ZERO



2026

A LEGACY EVENT OF AIDS/LIFECYCLE



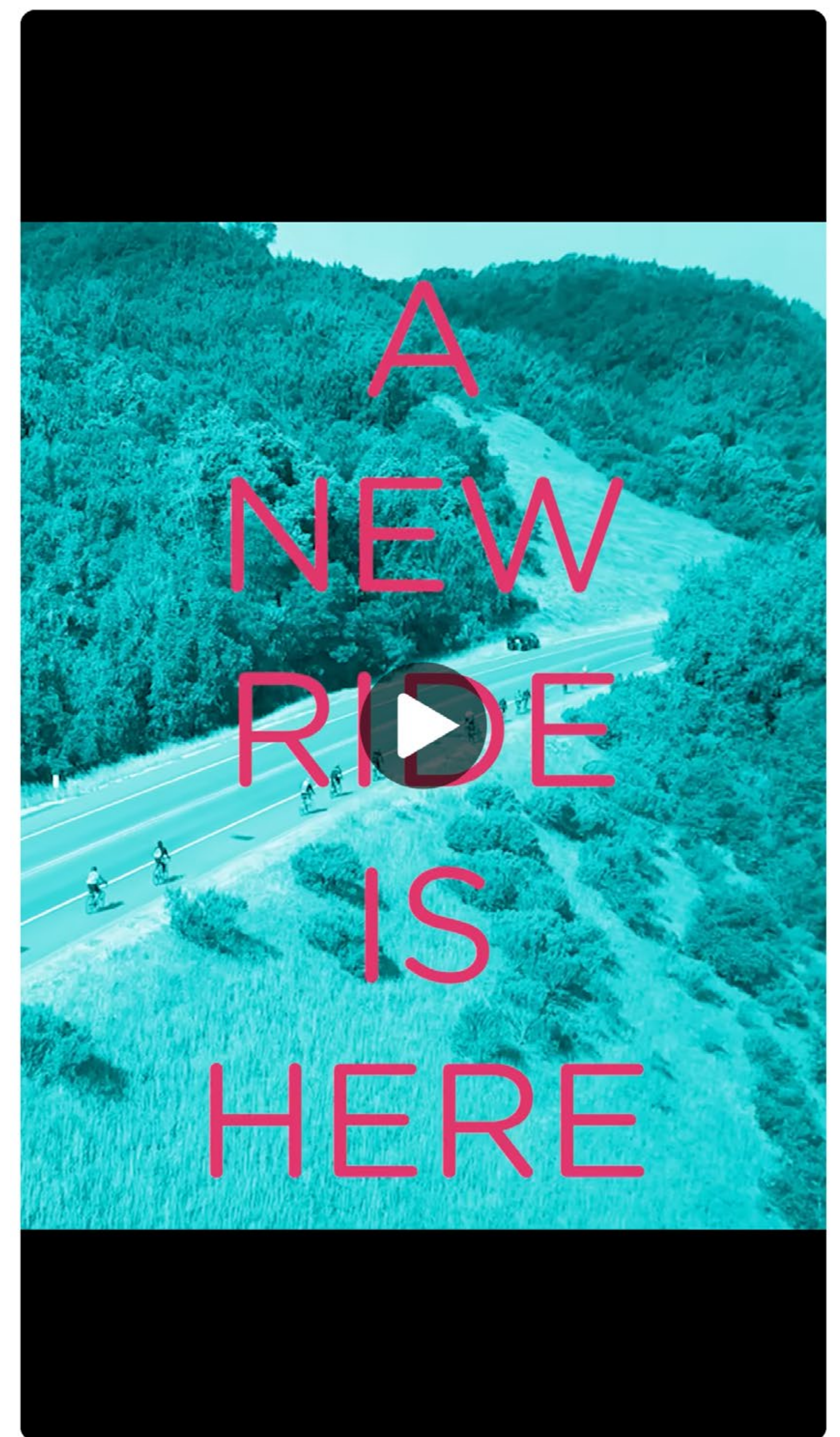
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ABOUT CYCLE TO ZERO

Join us May 29–31 for the inaugural Cycle to Zero, a legacy event of AIDS/LifeCycle, a powerful 3-day cycling journey to Guerneville. San Francisco AIDS Foundation is uniting 750 riders and over 250 staff and volunteers to cycle with a purpose and make an impact in the ongoing work to get to zero new HIV diagnoses.

This multi-day cycling event is designed to engage participants in a challenging and rewarding experience through some of Northern California's most beautiful landscapes. More than just a physical challenge, Cycle to Zero is about building community and purpose, all while raising funds for SFAF.



Through our commitment, we are actively working towards a future with:

ZERO NEW HIV
DIAGNOSES

Through our commitment, we are actively working towards a future with:

ZERO STIGMA

Through our commitment, we are actively working towards a future with:

ZERO INEQUITY

Through our commitment, we are actively working towards a future with:

ZERO OVERDOSE

Together, we are cycling
towards a future where
health justice for all is
a reality.

**Your partnership fuels
this mission and helps
us get closer to zero.**



SFAF: OUR VISION, MISSION & WORK

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.

We promote health, wellness, and social justice for communities most impacted by HIV, through sexual health and substance use services, advocacy, and community partnerships.



At our sexual health clinic in the Castro, we provide:

- Low to no-cost HIV prevention with PrEP to more than 3,000 clients yearly, making us one of the largest PrEP programs in San Francisco;
- Innovative STI prevention with Doxy PEP to thousands of community members;
- More than 11,000 HIV tests annually;
- Gender affirming healthcare to our community.

Through our behavioral health, substance use, and harm reduction programs, we provide:

- Substance use treatment to hundreds of community members;
- HIV and hepatitis C prevention supplies to thousands of people who use substances; and,
- More than 45,000 doses of the overdose reversal medicine naloxone each year.
- Additionally, our Syringe Pick Up Crew picked up more than 23,000 syringes in neighborhoods across the city.

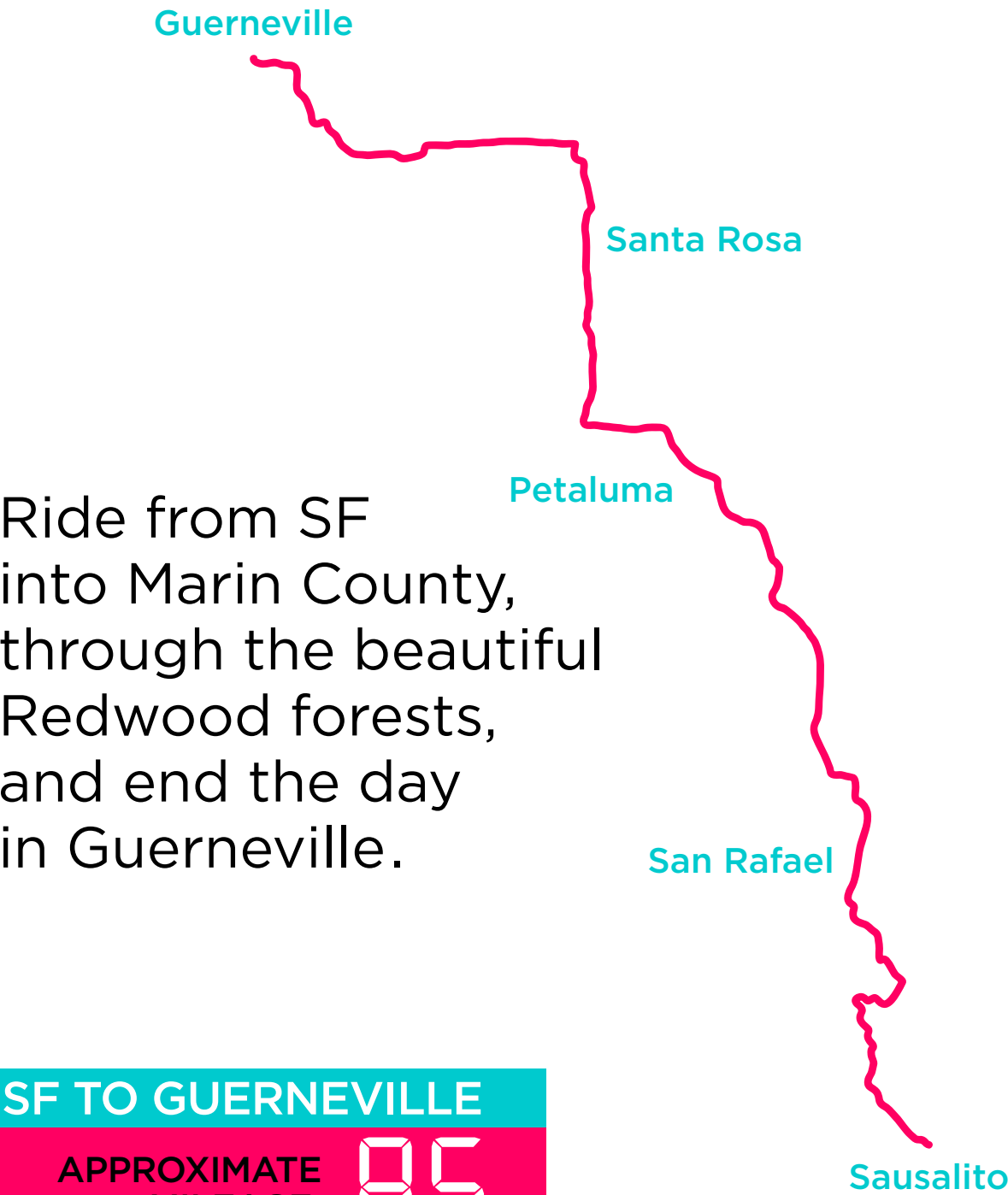
Through our community programs, we reach some of San Francisco's most vulnerable communities, providing:

- Housing subsidies, meals and community support to transgender and non-binary individuals, Black and African American community members, people over age 50 and long-term survivors, and Latine and Spanish-speaking communities;
- Referrals to social and community services;
- Linkage to, and help navigating insurance and benefits programs.

LEARN MORE AT [SFAF.ORG](https://www.sfaf.org)

THE ROUTE: A JOURNEY THROUGH SONOMA

Day 1 SF to Guerneville



Day 2 DIY adventure!

Option 1

3-day and 1-day cyclists may choose from one of three routes.

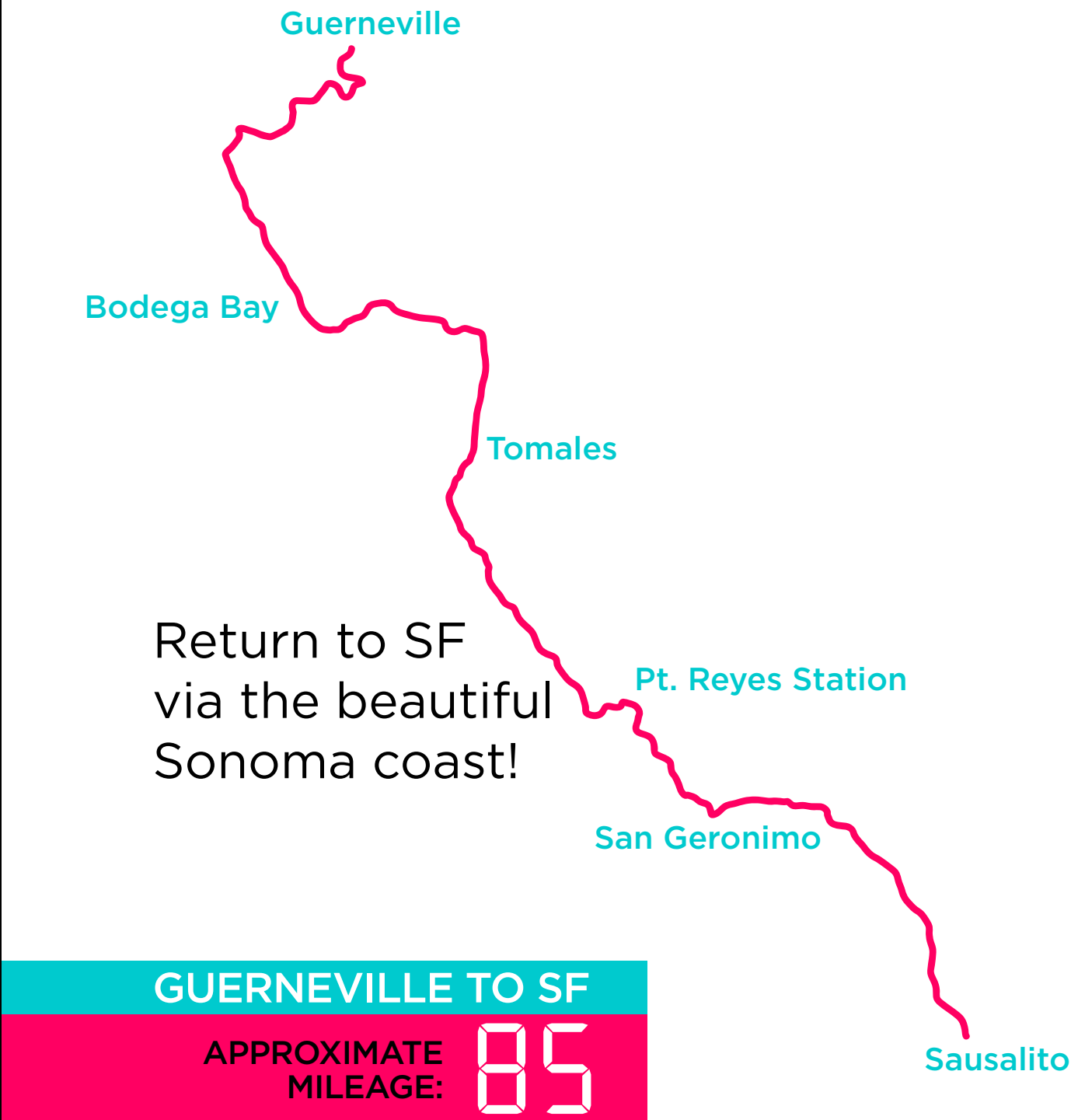
LET'S CHILL	
APPROXIMATE MILEAGE:	38
SWEET SPOT	
APPROXIMATE MILEAGE:	65
ZERO-HERO CENTURY	
APPROXIMATE MILEAGE:	104

Option 2

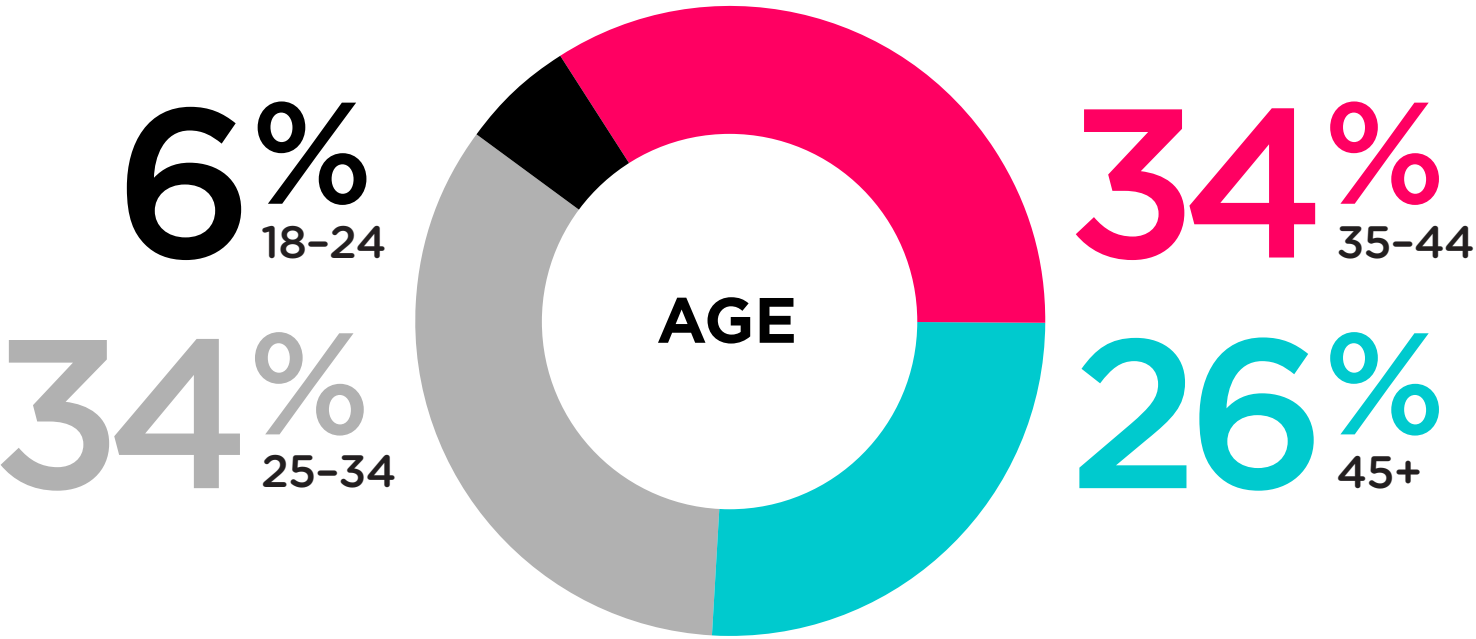
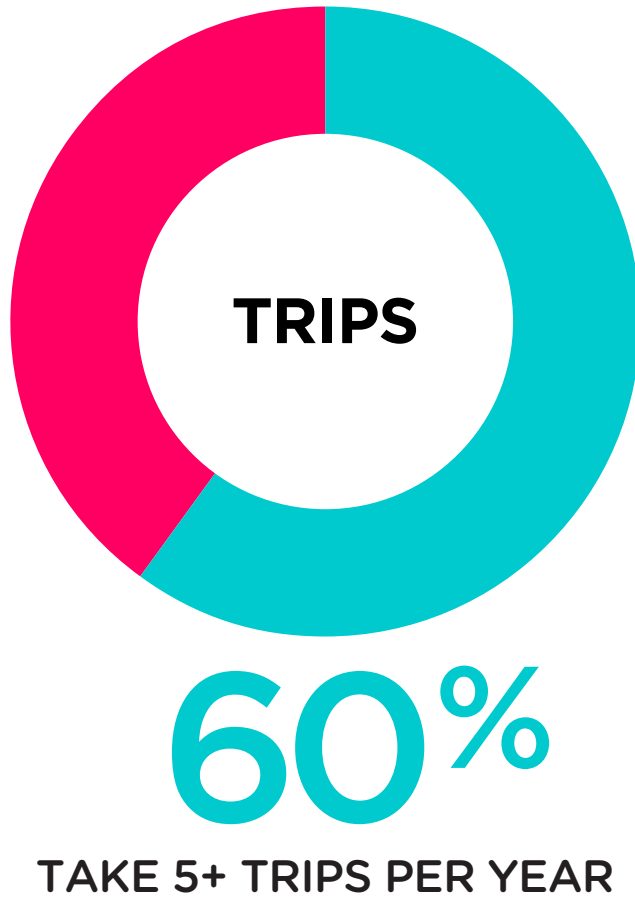
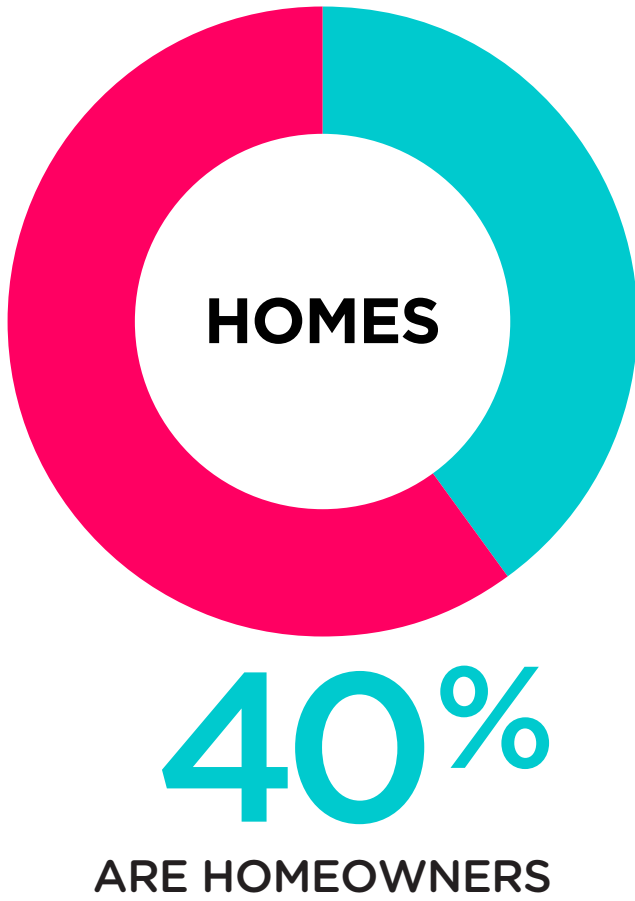
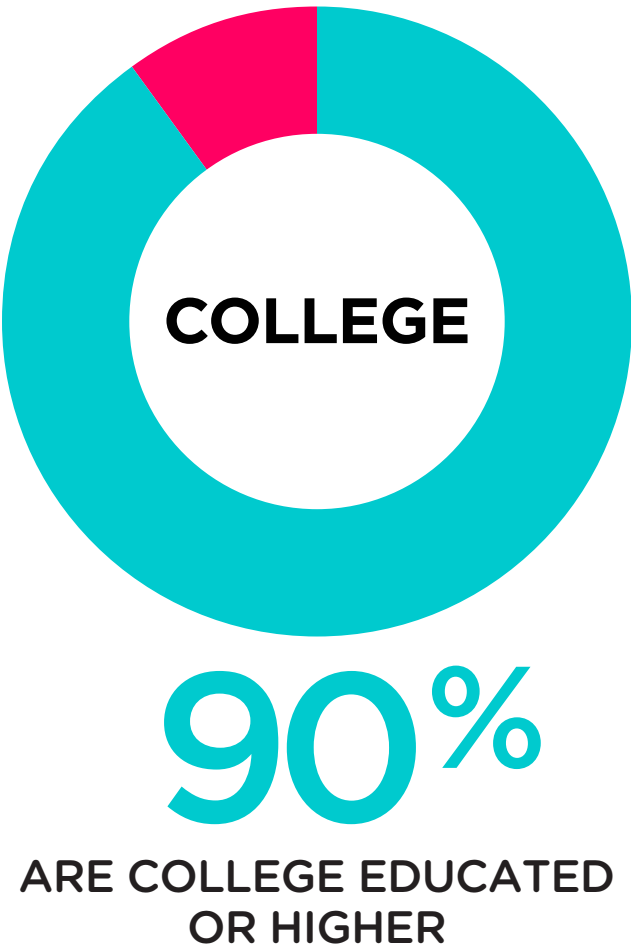
Explore Guerneville beyond the saddle. Join sponsored Cycle to Zero activities or explore Guerneville and the surrounding area on your own.



Day 3 Guerneville to SF



AUDIENCE CHARACTERISTICS

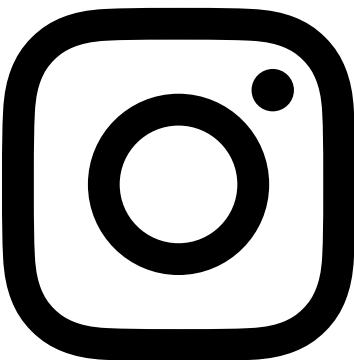


AVERAGE AGE: 25-44

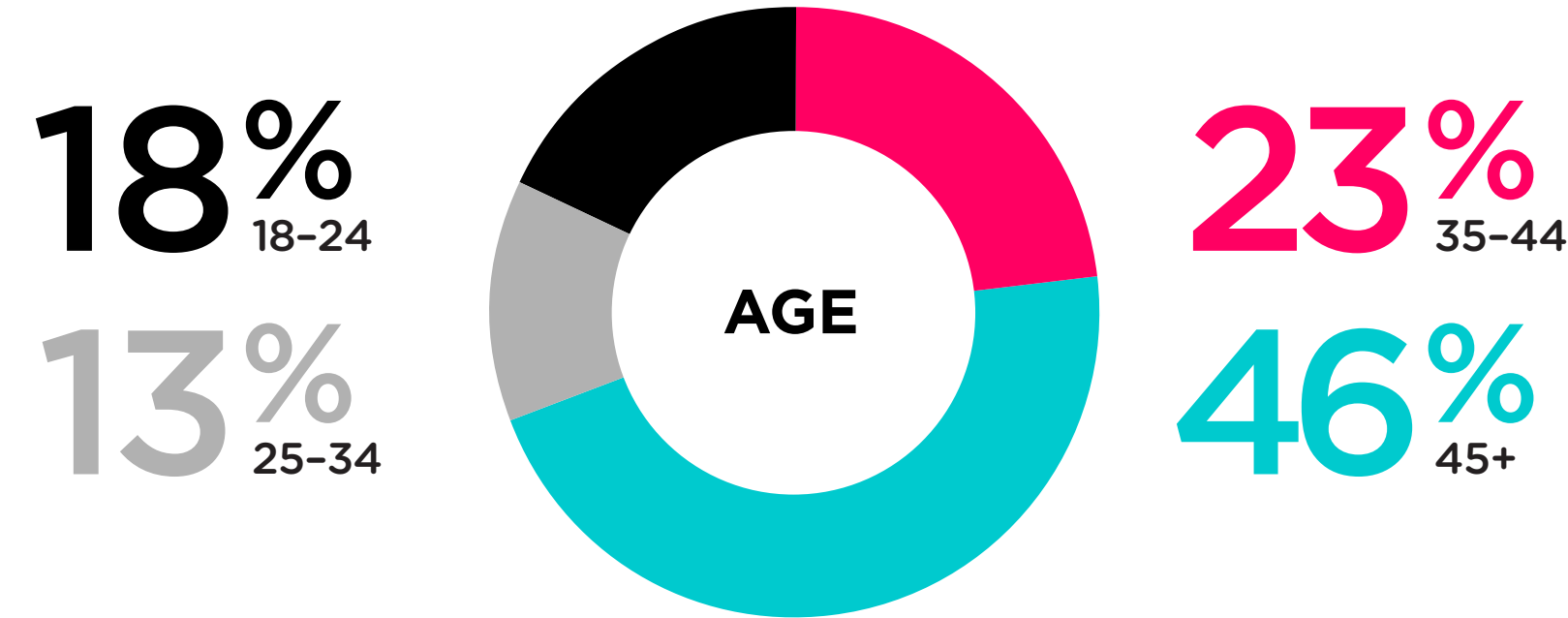
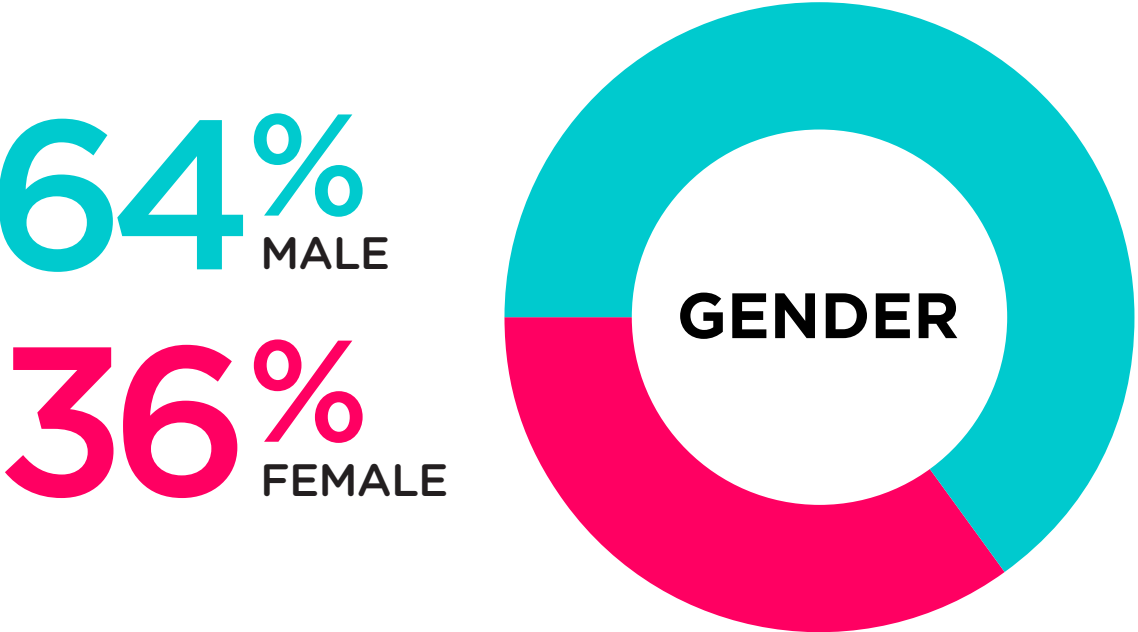
AVERAGE HOUSEHOLD INCOME: \$313,820

SOCIAL MEDIA & ONLINE REACH

San Francisco AIDS Foundation analytics
January 1–December 31, 2025



@SFAIDSFound
FOLLOWING: 9,124
IMPRESSIONS: 866,335
REACH: 13,532

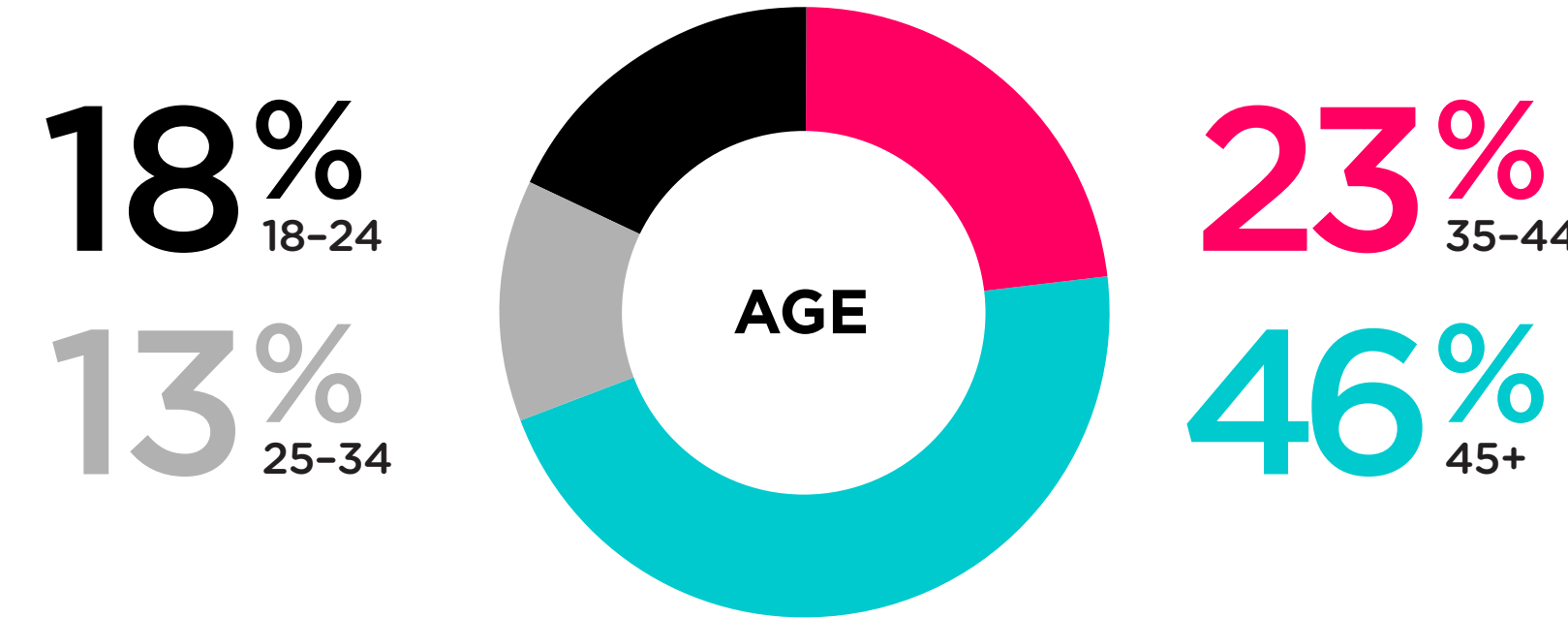
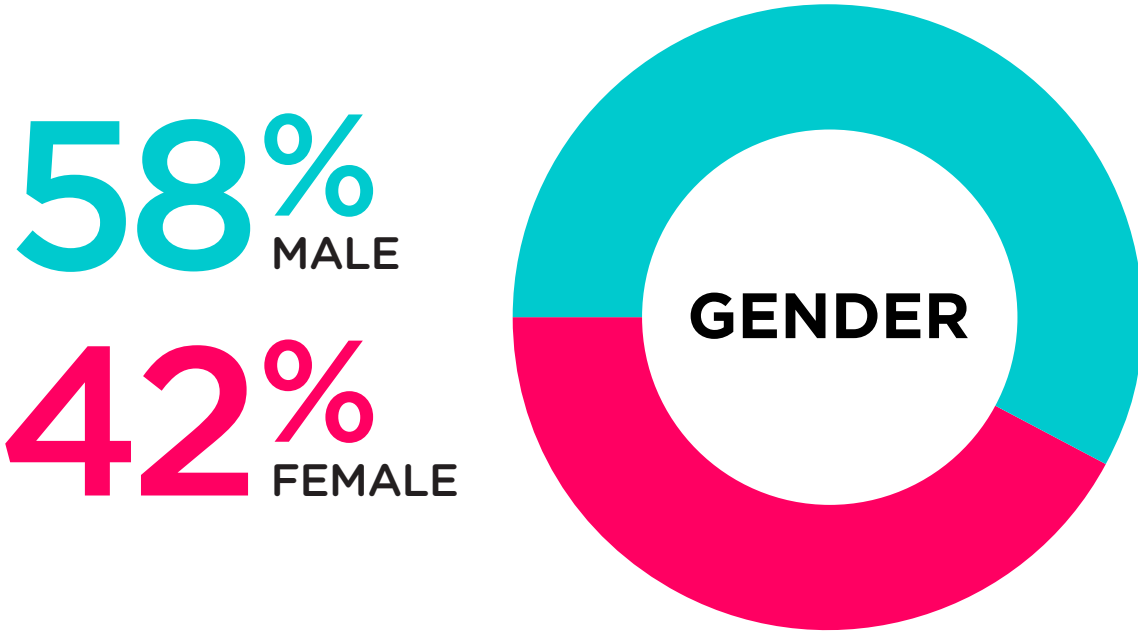


TOP CITIES:

- ① SAN FRANCISCO ② OAKLAND ③ LOS ANGELES



@SFAIDSFoundation
FOLLOWING: 39,598
IMPRESSIONS: 3,667,434
REACH: 850



TOP CITIES:

- ① SAN FRANCISCO ② LOS ANGELES ③ NEW YORK CITY

2025 Media Coverage

The San Francisco Standard

Biking from SF to L.A. on the last-ever AIDS/LifeCycle ride

Some 2,500 cyclists left the Cow Palace on a grueling, weeklong bike odyssey to Santa Monica.



abc 7

Final ride from SF to LA for AIDS/LifeCycle, but the fight to end HIV/AIDS continues

The 7-day, 545-mile journey from San Francisco to Los Angeles raised money for the SF AIDS Foundation and the LA LGBT Center.



CELEBRITY INSIDER

Gus Kenworthy Raises Over \$100K For LGBT Charities With 600-Mile Bike Ride



KCBS RADIO
ALL NEWS • 106.9FM 740AM

LAST RIDE: The end of the California AIDS/LifeCycle ride



ADVOCATE

Democrat Adam Schiff to be the first U.S. senator to participate in California's AIDS/LifeCycle bike ride

This will be the final year for the seven-day AIDS/LifeCycle fundraising ride from San Francisco to Los Angeles. Schiff previously participated when he served in the U.S. House of Representatives.



SAN FRANCISCO BAY TIMES
LGBTQ News & Calendar for the Bay Area

AIDS/LifeCycle Raises at Least \$17,245,239 in 2025 Following Historic Final Ride



KRON

Final AIDS/LifeCycle cycling tour rolls through California



San Francisco Chronicle

AIDS/LifeCycle's final ride: Thousands hit road in Bay Area, ending 3 decades of fundraising



2024 Media Coverage

ADVOCATE

AIDS/LifeCycle fundraiser is ending after more than 30 years

The event has raised over \$300 million for HIV services at the San Francisco AIDS Foundation and the Los Angeles LGBT Center.




Serving the San Francisco Bay Area LGBTQ community since 1971

SF to LA AIDS/LifeCycle fundraiser to end after 2025



KQED

The SF-to-LA AIDS/LifeCycle Ride Is Ending, But the ‘Love Bubble’ Community Lives on



FOX 2 KTVU

AIDS LifeCycle ending in 2025, but riders and researchers say the fundraiser is needed more than ever



San Francisco Chronicle

AIDS/LifeCycle to end annual fundraising ride after 3 decades



YOUR PARTNERSHIP, YOUR IMPACT

Lead the Change

As we launch Cycle to Zero, we are looking for bold partners ready to ride alongside us. This is an opportunity to align your brand with courage and community while supporting SFAF's commitment to health justice.

Community Engagement

Cycle to Zero is more than a ride; it is a melting pot of passion and progress. Connect with a highly diverse audience at the intersection of endurance sports and social impact.



Sponsor Opportunities

	BIG RIG ENERGY	TANDEM	HOLY SPOKES	LOVE HANDLES	PEDAL PUSHERS	SLIPSTREAM
	\$150,000	\$100,000	\$50,000	\$25,000	\$15,000	\$10,000
Recognition as Big Rig Energy Sponsor in all event collateral (exclusivity)	X					
Logo on outdoor marketing (estimated impressions: 15M)	X					
Logo placement on either Halfway Point or Camp Stage	X					
Dedicated 60-second on-stage moment from Camp Stage (1,000)	X					
Exclusive logo on medal lanyard for top fundraisers (300)	X					
Opportunity to brand main photo activation (1,000)	X					
Logo inclusion in print ads	X	X				
Verbal recognition from Camp Stage (1,000)	X	X				
Opportunity to brand main stage (1,000)	X	X				
Dedicated 60-second on-stage moment during closing ceremony (1,000)	X	X				
Exclusive VIP viewing area for you and guests	X	X				
Opportunity to brand Cyclist chute (1,000)	X	X				
Opportunity to brand hospitality/wellness areas for participants (500)	X	X				
Opportunities to brand showers, trucks, camp charging tent, or bike parking	X	X	X			
Logo inclusion in Ride Guide (1,000)	X	X	X			
Logo placement on signage in camp (1,000)	X	X	X			

Sponsor Opportunities (con't)

	BIG RIG ENERGY	TANDEM	HOLY SPOKES	LOVE HANDLES	PEDAL PUSHERS	SLIPSTREAM
	\$150,000	\$100,000	\$50,000	\$25,000	\$15,000	\$10,000
Opportunity to brand festival entrances (1,000)	X	X	X			
Logo placement in Daily Newspaper (1,000)	X	X	X	X		
Opportunities to host a booth at Orientation Day on May 28 (1,000)	X	X	X	X		
Opportunity to provide branded items to Cyclists and attendees (1,000)	X	X	X	X		
Logo placement on LED finish line archway (1,000)	X	X	X	X		
Logo inclusion on email blasts to Cycle to Zero constituents	X	X	X	X	X	
Listed recognition in press releases	X	X	X	X	X	
Dedicated social media post (estimated impressions: 54,000 quarterly)	X	X	X	X	X	
Opportunity for single at-event activation (300-1,000)	X	X	X	X	X	
Opportunity to host a booth/activation at the Finish Line Festival (1,000)	X	X	X	X	X	
Opportunity to provide branded goody bags (provided by partner: 300)	X	X	X	X	X	X
Recognition on event banners (1,000)	X	X	X	X	X	X
Logo recognition at pre-events	X	X	X	X	X	X
Invitation to pre-ride events	X	X	X	X	X	X
Corporate volunteer opportunities at pre-ride events	X	X	X	X	X	X

In-kind Partnerships

In-kind partners receive sponsorship benefits valued at 50% of the declared donation value.

Marketing and on-ride materials deadline: 3/29/2026

PHASE 1: PRE-EVENT (TRAINING & FUNDRAISING)

Focus on Incentivizing registration, supporting training rides, and driving fundraising

Wings & Wheels Up (Travel Partner)

Flight vouchers used as high-value incentives for Top Fundraisers or grand prizes and our out-of-state participants

Gear Up: (Cycling Gear + Apparel Partner)

Branded jerseys, windbreakers, or casual wear for training rides and promotional merchandise sales.

Good Judy (Goodie Bags Partner)

Swag bag items (lip balm, chamois butter, stickers) distributed at Packet Pick-Up to build excitement before the ride.



PHASE 2: ON-EVENT (THE 3-DAY RIDE)

Focus on safety, fuel, and logistics for 1,000+ people

Sip & Slay (Hydration & Electrolytes Partner):

Single-serve stick packs and bulk powder

Afternoon Delight (Lunch Partner)

The perfect mid-day pick-me-up to satisfy hungry riders before they hit the road again

Looking Like a Snack (Protein Bars Partner):

Nutrition bars available at every Rest Stop to keep riders fueled between meals.

Werk it Out (Energy Drinks Partner):

Caffeinated beverages provided at lunch stops and the dreaded afternoon slump hours to boost energy.

Morning Realness (Coffee Partner):

Bulk coffee service for camp breakfast/dinner

The Bodyguard (Medical Supplies & Services) Partner:

First aid supplies and professional medical support for our Medical Tent, rest and SAG teams.

Pick me up, plz (Auto Support Partner):

Loaned/Rented SUVs, vans, or trucks used for SAG, staff transport, and logistics.

The Glow up (Health & Wellness Partner)

Functional beverages Kombucha, recovery shakes) served at the Finish Line Festival to aid in physical recovery.

PHASE 3: POST-EVENT (FINISH LINE & RECOVERY)

Focus on celebration and recovery

10 across the board (Giveaway Partner)

High-end items (tech, travel, experiences) gifted to our “Top 50” fundraisers during the victory celebration.

Finisher

T-Shirt or Medal given to every participant at the finish line



Corporate Engagement

Cycle to Zero plays a critical role in supporting San Francisco AIDS Foundation. Our work would not be possible without our corporate partners—businesses, brands, and organizations committed to making an impact.

ENGAGEMENT OPPORTUNITIES

Start a Corporate Team

Forming a corporate team is simple—just one person is needed to get started. We'll guide your team, including Cyclists, Volunteers to be ride-ready. Friends and family are also welcome to join your corporate team.

Volunteer with San Francisco AIDS Foundation

From ongoing programs to special events, your team can engage in meaningful, hands-on work to support the LGBTQ+ community.



BEHIND THE SCENES



DR. TYLER TERMEER
Chief Executive Officer



AMY S. WILLIAMS
Chief Philanthropy Officer



ASHA MARTIN
Events Director



DAVID SIERAKOWSKI
Community Engagement
Manager



TREVOR LEHMBERG
Events Manager

CONTACT:

ASHA MARTIN • AMARTIN@SFAF.ORG • T(415) 487-3025

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