

LOS
ANGELES
LGBT
CENTER

CENTER RIDE OUT[®]

APRIL 23–25, 2027 • LOS ANGELES TO OJAI

lalgbtcenter.org/centerrideout

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ABOUT THE RIDE

APRIL 23 – APRIL 25, 2027

Center Ride Out is a 3-day round-trip cycling event from Los Angeles to Ojai, winding through scenic canyons and down California’s iconic coastline. This ride brings together cyclists of all levels and backgrounds, along with dedicated volunteers for an unforgettable experience. It’s more than just cycling, Center Ride Out is a celebration of community, joy, and the power of collective action.

Center Ride Out raises vital funds for the Los Angeles LGBT Center, supporting critical services that advance health, safety, and equity for LGBTQ+ people.

FAST FACTS

- 300 Cyclists
- 125 Volunteers
- 250+ Miles over 3 days



WHO WE SERVE

EACH YEAR, THE LOS ANGELES LGBT CENTER WELCOMES MORE THAN 35,000 CLIENTS OF ALL BACKGROUNDS—from youth under 24 to Older Adults in their golden years—all seeking care, connection, and community.

The Center is the largest and most experienced provider of LGBTQ+ health and mental health care, offering:

- One of the few Federally Qualified Health Centers in the nation specializing in primary care for LGBTQ+ people, including the Audre Lorde Health Program for all who have identified as women or girls on their journeys, and a dedicated transgender health care program
- HIV and AIDS specialty care, including testing, treatment, and prevention
- Mental health services, including individual and group counseling
- Addiction recovery services
- Pharmacy

Rooted in inclusion and belonging, our comprehensive programs and services provide a vital social safety net for LGBTQ+ community members, including:

- **Housing:** The Center operates the nation's most comprehensive continuum of housing for LGBTQ+ youth and Older Adults, with emergency, transitional, and permanent supportive options that provide stability and a foundation for brighter futures
- **Youth Services:** Drop-in support for unhoused youth, educational programs, youth development and mentoring, and vocational training
- **Older Adult Services:** Case management, veterans' assistance, and a wide array of social and cultural activities
- **Transgender Services:** Employment support, educational and cultural workshops, cultural competency trainings, legal assistance, and other life-enriching programs
- **Legal Services:** Consultations and referrals, advocacy and legal assistance, support for survivors of hate crimes and intimate partner/ domestic violence, asylum assistance, and transgender-specific legal services



View the Center Zine [here](#).

SOCIAL MEDIA REACH

CENTER ANALYTICS

INSTAGRAM

Total Following: 101K
2026 Impressions: 15.4M
2026 Reach: 6.8M

RIDE ANALYTICS

INSTAGRAM

Total Following: 956
2026 Impressions: 337.8K
2026 Reach: 56.3K

FACEBOOK

Total Following: 121.5K
2026 Impressions: 9.2M
2026 Reach: 4.2M

FACEBOOK

Total Following: 79
2026 Impressions: 256K
2026 Reach: 195.9K

THE CENTER’S OVERALL SOCIAL REACH

217,500

Total Following Across Social

25M

Total Impressions

11M

Total Reach

THE RIDE’S OVERALL SOCIAL REACH

1,035

Total Following Across Social

593.8K

Total Impressions

764,782

Total Reach

THE CENTER’S ONLINE REACH

2026 Total Page Views: 515K

THE RIDE’S ONLINE REACH

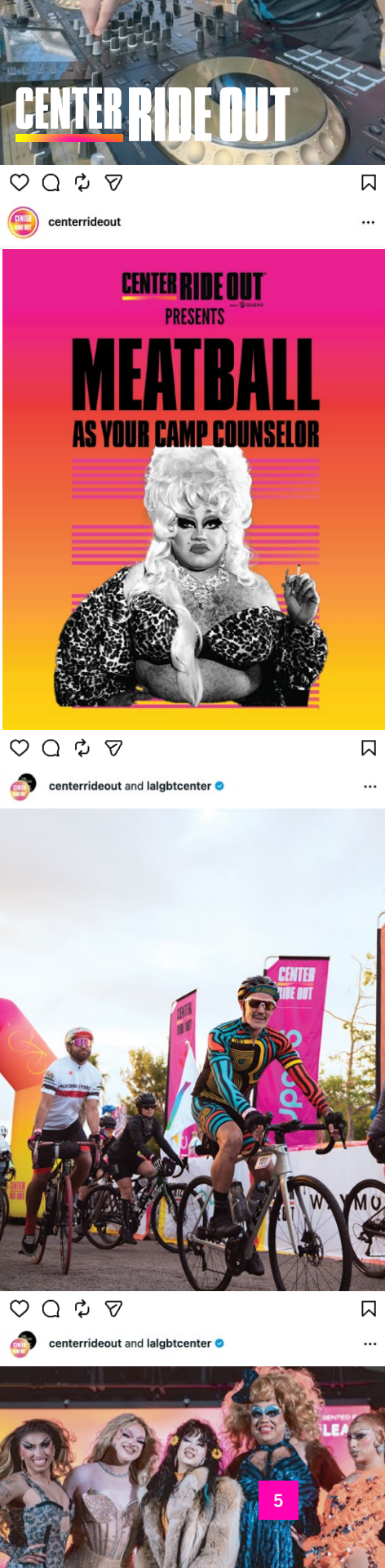
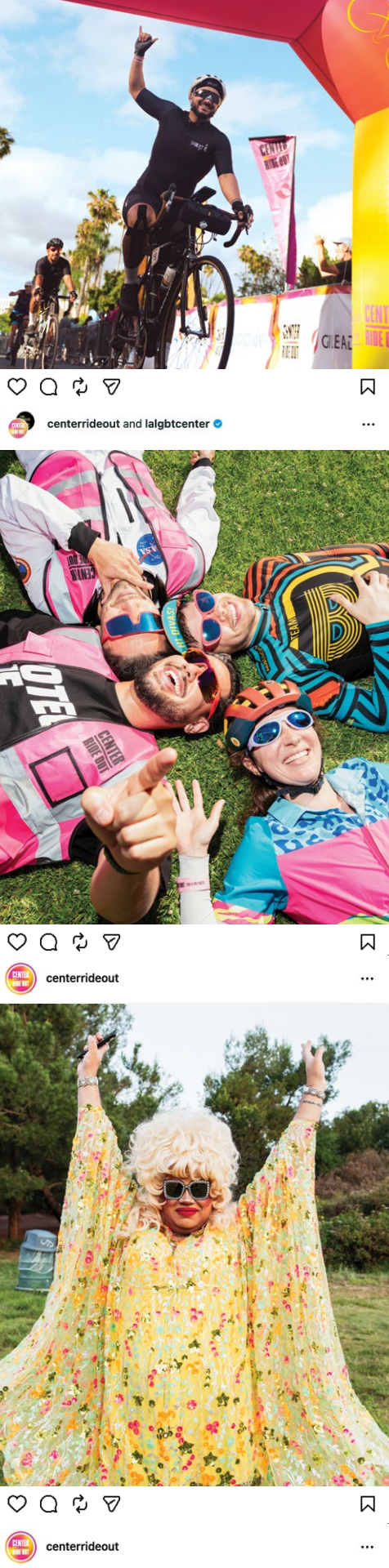
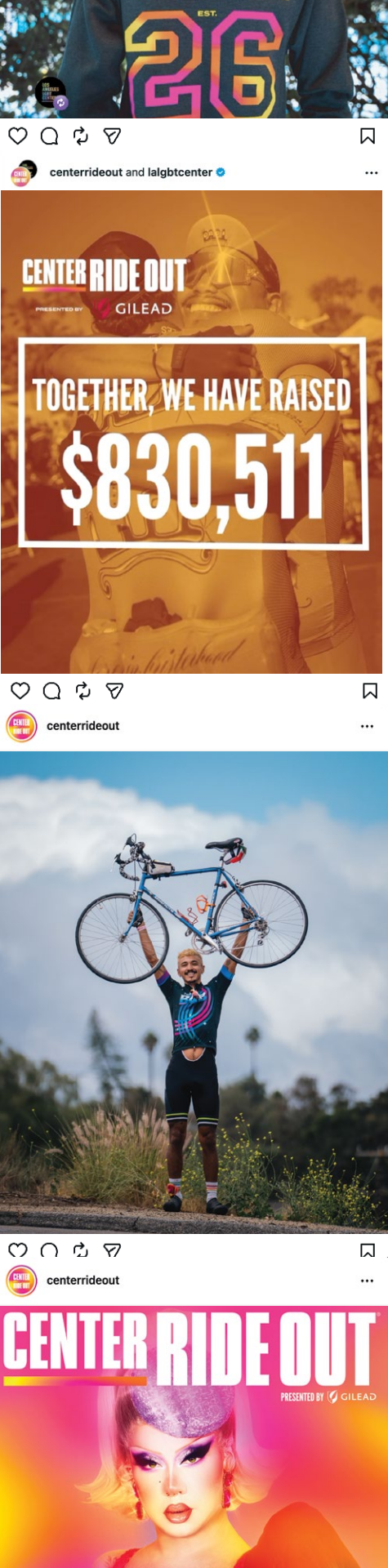
2026 Total Page Views: 25K

FOLLOW THE CENTER

Instagram @lgbtcenter
Facebook facebook.com/lgbtcenter

FOLLOW THE RIDE

Instagram @CenterRideOut
BlueSky @centerrideout.bsky.social
Facebook facebook.com/centerrideout



RECOGNITION OPPORTUNITIES

Partners receive prominent logo visibility across our high-impact, omnichannel marketing campaigns. With broad reach and lasting engagement, your brand will be integrated throughout event promotions, digital content, on-the-ground materials, and community touchpoints.

OPPORTUNITIES	PRESENTING \$100,000	PLATINUM \$50,000	GOLD \$25,000	SILVER \$10,000
Recognition as Presenting Sponsor in all event collateral (exclusivity)	X			
Logo on outdoor marketing	X			
Opportunity to contribute quote in official press release(s)	X			
Dedicated social media post(s)	X	X		
Dedicated email blast(s) to ride participants	X	X	X	
Logo inclusion on email blasts to ride participants	X	X	X	
Listed recognition in press release(s)	X	X	X	X
Hyperlinked logo on event website	X	X	X	X

*Custom benefits packages available upon request



ON THE RIDE (APRIL 23–25, 2027)

Over 300 cyclists and volunteers will set out on a three-day journey from Los Angeles, through Ojai and down into Santa Monica—tackling hills, winding roads, coastal stretches, and city streets along the way. The Ride becomes a moving community, with multiple rest stops and daily lunch stops fueling the miles and sparking connection. Each night, everyone gathers at Basecamp, which transforms into an LGBTQ+ summer camp with drag shows, dancing, arts and crafts, and plenty of space to recover from the day’s ride.

Sponsorships make this journey possible—powering rest stops along the route and fueling unforgettable nights at Basecamp.

OPPORTUNITIES	PRESENTING \$100,000	PLATINUM \$50,000	GOLD \$25,000	SILVER \$10,000
Dedicated on-stage moment from Camp Stage (60 sec)	X			
Opportunities to brand showers, vehicles, camp charging tent, or bike parking	X	X		
Logo inclusion along the Route or Camp Stage	X	X	X	
Opportunity to brand a Rest Stop	X	X	X	
Logo inclusion in Participant Itinerary Guide	X	X	X	
Verbal recognition from Camp Stage	X	X	X	
Logo inclusion on signage in camp	X	X	X	
Opportunity to host a booth during Participant Check-in (Thurs, April 22)	X	X	X	X
Opportunity to provide branded goody bags	X	X	X	X
Opportunity for single on-event activation	X	X	X	X
Guaranteed participant slots with no registration cost <i>(fundraising minimum by deadline(s) still required)</i>	20	10	5	1

*Looking for more? Custom packages (e.g., hosting a rest stop, sponsoring drag night at camp, putting your brand on the road) are available upon request.



FINISH LINE FESTIVAL (APRIL 25, 2027)

After three incredible days, cyclists and volunteers will be welcomed back into LA with cheers from friends, family, and community members, celebrating their journey and the powerful impact of their efforts.

OPPORTUNITIES	PRESENTING \$100,000	PLATINUM \$50,000	GOLD \$25,000	SILVER \$10,000
Opportunity to brand main photo activation	X			
Dedicated on-stage moment during closing ceremony (60 sec)	X			
Exclusive VIP viewing area for you and guests	X			
Opportunity to brand Cyclist Chute	X	X		
Verbal recognition during the event	X	X	X	
Opportunity to provide branded items to Cyclists and attendees	X	X	X	
Opportunity to host a booth/activation during Finish Line	X	X	X	X
Recognition on event banners	X	X	X	X

*Custom benefits packages available upon request



IN-KIND PARTNERSHIPS

In-kind donations are vital to the success of Center Ride Out! In-kind partners receive sponsorship benefits valued at 50% of the declared donation. See the opportunity grids on Pages 6 and 7 for full details.

THE “FUEL THE RIDE” SPONSOR (MEALS & SNACKS)

Keeps riders and volunteers energized with grab-and-go breakfast the morning of Day 1 and packaged snacks at rest stops (3–4 stops each day).

THE “LUNCH BUNCH” SPONSOR (DAILY LUNCHES)

Delivers hot, hearty lunches on the route—two days of meals that keep the community moving.

THE “COFFEE FIRST” SPONSOR (COFFEE & MORNING BEVERAGES)

Because no queer summer camp (or long ride) starts without caffeine.

THE “HYDRATION HERO” SPONSOR (BEVERAGES/WATER/ELECTROLYTES)

Keeps every mile powered and every rest stop refreshed.

THE “FIRST AID FRIEND” SPONSOR (MEDICAL SUPPLIES/SERVICES)

Supports safety on the road and at camp with essential care.

THE “WHEELS & WRENCHES” SPONSOR (OFFICIAL BIKE & BIKE TECH)

Keeps bikes tuned, tires rolling, and the journey smooth.

THE “RIDE READY” SPONSOR (VEHICLE PARTNER)

Powers the logistics—trucks, vans, and support cars to keep the community moving.

THE “CENTER CAMP OUT” SPONSOR (CAMP SPONSOR)

Transforms Lake Casitas into a queer summer camp with tents, lights, stages, and vibes.

THE “ACCESS FOR ALL” SPONSOR (ACCESSIBILITY & INCLUSION/COMMUNITY FUND)

Ensures the ride is open to everybody—funding adaptive gear, scholarships, and inclusive resources.



ADDITIONAL PARTNER ENGAGEMENT

None of the Center’s life-saving work would be possible without meaningful partnerships and the support of a robust and growing network of businesses, brands, and organizations.

ENGAGEMENT OPPORTUNITIES – CENTER RIDE OUT

START A CORPORATE TEAM

Building a corporate team is easy—it only takes one person to kick things off. We’ll provide the tools and guidance your team needs to be ride-ready, whether they’re cyclists or volunteers. Friends and family are welcome to join, too!

VOLUNTEER AS A GROUP

From supporting rest stops and serving lunch to setting up camp, marking the route, or joining specialty crews like medical—there are countless ways to get involved. Groups can lend a hand for just one day or be part of the full three-day experience.

ENGAGEMENT OPPORTUNITIES – YEAR-ROUND

TAKE A TOUR

Experience firsthand the life-saving services provided by the Center. We offer personalized tours to showcase the vital programs your partnership helps to sustain.

VOLUNTEER WITH THE CENTER

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

- Skill-Based Opportunities [HERE](#)
- Ongoing Opportunities [HERE](#)
- Event-Based Opportunities [HERE](#)

CUSTOMIZABLE ENGAGEMENT

We offer customizable volunteer experiences tailored specifically for our partners’ teams. These include Pride Month activations, holiday engagements, and special service days.



CONTACT

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