

****Spring Community Ride Event – Engagement Overview****

The annual Spring Ride in Rogers Park is our highest impact brand visibility event. Registration is complimentary, but paid upgrades include a ****\$25 tuneup package**** (normally \$40) and ****10% off any day of ride accessories****. The event typically yields ****150–220 riders****, with an average merchandise conversion rate of ****34%****. Last year, day of sales exceeded ****\$6,400****, with the most popular items being hydration packs, reinforced chains, and LED night ride kits. Sponsorship from local businesses covered 72% of the event's operational costs, making it budget neutral while driving significant goodwill and community reach.