

## **\*\*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 tune-up 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.