

MM racing

2009 Sponsorship packet



Meet the Team

Maureen Bruno Roy and Matt Roy have joined forces as New England's cyclocross, mountain bike and Ultra cycling team, MM Racing. We hope that you will consider becoming a part of the MM Racing team by sponsoring us for the upcoming season.

The MM Racing roster features the duo of Maureen Bruno Roy, two-time podium finisher in the Elite Cyclocross National Championships, 5th place overall in the US Gran Prix Cyclocross Series, winner of the Verge New England and Verge Mid-Atlantic Cyclocross Series, and 2006 US Cyclocross World Championships Team member and Matt Roy, pro mechanic and ultracyclist (Saratoga 12-hour and Connecticut River Double Century winner and UMCA Cross-state record holder for Maine North to South).

Maureen began racing cyclocross in 2004 and quickly moved up the ranks with some big wins. Highlights include the overall win in the Verge New England Series, winning the Master's 30-34 National Championship in 2005 and again in 2008, placing 3rd in the Elite Nationals and earning a spot on the US National Team to compete in the World Championships in Zeddum, the Netherlands in 2006.

In 2006, Matt Roy broke his femur in a bicycle race. After immediate surgical repair, he used a walker for six weeks, crutches for three months, and endured fourteen months of physical therapy. Sixteen months later he set the UltraMarathon Cycling Association cross-state record for the state of Maine, covering 382.24 miles in 22 hours and 25 minutes from Fort Kent to Kittery. Matt also utilized the record setting ride to raise over \$4000 for the Spaulding Rehabilitation Hospital's Adaptive Sports and Recreation Program.

MM Racing promotes an eco-friendly lifestyle through bicycle commuting, vegetarianism/veganism, organic-local foods and products, recycling, composting and supporting local business.

Team goals for the 2009 racing season

- Acquire financial and product sponsorship to help off-set costs of racing, training, travel and equipment
- Maureen's racing goals are to place top 3 in the Verge New England Cyclocross Series, top 5 in the US Gran Prix of Cyclocross Series, top 5 in Elite Cyclocross Nationals, qualify for the 2010 U.S. World's Team and place in the top 10 at national mountain bike races.
- Matt's ride/racing goals are to break the Saratoga 12 hour record, improve on his time in the Boston Brevet Series, attempt to break several New England Ultra Cycling state records and establish the record West to East for the state of Maine.
- Continue fundraising efforts towards the Spaulding Rehabilitation Hospital's Adaptive Sports and Recreation Program.

Thank you again for considering us for sponsorship. In the following pages are details for sponsoring MM Racing including sponsorship packages, media coverage and race resumes. We look forward to discussing the opportunities available. In the meantime, if we can provide you with any additional information, please feel free to contact us at 617-921-5715, email mo@mrracing.org or matt@mrracing.org, or visit www.mrracing.org for more information.

Sincerely,

Maureen Bruno Roy

Matt Roy

Sponsorship Packages

Level I: Co-sponsor - \$1000 and up in financial support or product

- Company logo on team bikes, equipment or team clothing
- Team participation in full day event promotion, clinic or workshop
- Company logo on team website and active link to sponsor home page
- Weekly team newsletter with race reports and photos

Level II: Sponsor - \$500-\$1000 in financial support or product

- Team participation in event or product promotion
- Company logo on team web site with active link to sponsor home page
- Weekly team newsletter with race reports and photos

Level III: Supporting Sponsor- up to \$500 in financial support, product, discount or pro-deal

- Company logo on team web site with active link to sponsor home page
- Weekly team newsletter with race reports and photos

The table below outlines annual racing expenses for a full year which includes cyclocross, mountain biking and ultracycling/randonneuring events.

Average Annual Racing Expenses September to August

Airfare / Hotels / Car Rentals	\$6,000.00
Race Entries	\$1,700.00
Parts / equipment / tools	\$5,800.00
Coaching	\$1,800.00
Sports medicine / training	\$5,500.00
TOTAL	\$20,800.00

Team Newsletter and Website

MM Racing regularly sends out an e-newsletter to nearly 400 subscribers. Each newsletter includes race reports and photos as well as links to sponsors, media coverage and information on upcoming events. On average, newsletter readers follow links to sponsor websites 31% of the time.

The team website, www.mmracing.org, contains recent race reports, team bios, photos, events, bicycle photos and descriptions, detailed sponsor pages, and archived newsletters.

Team Events

MM Racing proudly participates in various sponsor events throughout the years. In 2008 MM Racing participated in and/or organized the following events:

- MM Racing presented by Seven Cycles Team Launch at Belmont Wheelworks
- Spaulding Rehabilitation Hospital Set Sail Gala Event
- Chinook Midnight Madness
- Cyclocross Mechanics Clinic - hosted by Matt Roy and Pedros at Belmont Wheelworks
- SRAM Tour de Landry's
- Humana Freewheelin' Bikeshare event at the USGP Derby Cup

Media Coverage

The successes of the past few cyclocross seasons were recognized with extensive media coverage in cyclingnews.com, velonews.com, cyclocrossworld.com, necyclocross.com, sevencycles.com, wheelworks.com, theroaddiaries.com as well as regional newspapers and magazines. Online media coverage includes over 100 photos annually along with mention of team name and title sponsors.

Media coverage also included a full-page ad for Stella Azzurra bar tape in both **Velonews** and **ProCycling** magazines as well as a Champion Systems ad in **Velonews**. Maureen has been featured in articles in **The Boston Globe** North-West edition and a feature in **The Ride Magazine's "Rider of the Month"**, **Embocation Cycling Journal**, **Cyclocross Magazine**, **Masters' Athlete Magazine** and **Continental Airlines Magazine** and several on-line blogs. Additional media coverage includes interviews with Maureen on NPR's "Only a Game" and Brown University's "Bike Talk" radio show as well as highlights from the 2006 World Championships on Versus Network.

Matt's accomplishments were recognized on cyclingnews.com and by FirstGiving.com as Fundraiser of the Week for his fundraising efforts towards the Spaulding Rehabilitation Hospital's Adaptive Sports and Recreation Program.

Please see the enclosed media packet for more information.



Maureen Bruno Roy

617.921.5715 - mo@mrracing.org - www.mrracing.org

Date of birth: 10/11/75

Hometown: Arlington, Ma

Discipline: cyclocross, mountain, road

Ht: 5'4" **Wt:** 110 lbs.

Education: Muscular Therapy Institute, diploma 1998
Massachusetts College of Art, BFA, sculpture 2002



Top Racing Results

5th Overall USGP Cyclocross Series 2008

1st Masters 30-34 Cyclocross National Champion, 2005, 2007, 2008

3rd Elite Women's Cyclocross National Championships, 2005

5th Elite Women's Cyclocross National Championships, 2007

US World Championship Team Member, 2006

Mo has been a professional massage therapist for 11 years, specializing in deep tissue, sports massage, pre-natal massage and Thai yoga massage. She currently has a full-time private practice in Arlington, MA and is Nationally Certified. She has also worked with several of the top ranked domestic and international cycling teams since 2000.

2009 Season Goals

Place top 3 in the Verge New England Cyclocross Series

Place top 5 in the US Gran Prix of Cyclocross Series

Place top 5 in Elite Cyclocross Nationals

Qualify for the 2010 U.S. World's Team

Place in the top 10 at national mountain bike races

2009 Racing Schedule

Root 66 Mountain Bike Series, New England

Race several US Cup Kenda Cup East races, including USA Cycling's PRO XCT Tour events

USAC Mountain Bike National Championships

Verge New England Cyclocross Series

Mid Atlantic Cyclocross powered by SRAM Series

US Gran Prix Of Cyclocross Series

North American Cyclocross Trophy Series

US Cyclocross National Championship

2008 Cyclocross Results

Crank Brothers US Gran Prix of Cyclocross Series Overall 5th Place 2008

- Derby Cup Gran Prix #1, 8th
- Derby Cup Gran Prix #2, 6th
- Mercer Cup #3, 3rd
- Mercer Cup #4, 5th
- Portland Cup #5, 7th
- Portland Cup #6, 8th

Verge MAC Race Series Overall 7th place 2008

- Nittany Lion Cross, 2nd
- Granogue Cyclocross 3rd
- Wissahickon Cyclocross 4th
- Highland Park Cyclocross 2nd
- Whitmore's Landscaping Super Cross Cup #1, 7th
- Whitmore's Landscaping Super Cross Cup #2, 8th

Verge New England Cyclocross Series Overall 4th Place 2008

- Green Mountain Cross #1, 4th
- Green Mountain Cross #2, 3rd
- Eridinger Gran Prix of Gloucester #1, 7th
- Eridinger Gran Prix of Gloucester #2, 5th
- Cyclesmart International #1, 4th
- Cyclesmart International #2, 4th
- Bay State Cyclocross, 1st

Regional Races

- Plymouth Cyclocross 1st
- Amesbury Cyclocross 1st

2008 Mountain Bike Race Results

Root 66 Race Series, New England Overall 4th place Pro Open Women

- Putney/West Hill MTB Race, 1st
- Pat's Peak MTB Festival, 2nd
- Annual Hodges Village Dam MTB Race, 2nd
- Channel 3, 2nd
- Landmine Classic MTB Race, 2nd

EFTA New England Championship Series

- NECS #1, Gloucester Grind, 1st

US NMBS Series - Pro Race

- Windham Mountain, NY, 22nd

US Mountain Bike National Championships - Pro Race

- Mt Snow, VT, 16th



Matthew Roy

617.921.4783 - matt@mrracing.org - www.mrracing.org

Date of birth: 02/16/1973

Hometown: Arlington, Ma

Discipline: ultra endurance road and road racing

Ht: 5'10" **Wt:** 155 lbs.

Education: Harvard University, Division of Medical Science, Program in Immunology, Boston, Massachusetts, September 2005 through present, Ph.D. candidate.
Middlebury College, Middlebury, Vermont, BA, Honors: *Cum Laude*, February 1996.



Top Results

1st Place - 2007 Saratoga 12-hour race; 246.3 miles, 20.52 mph average

UMCA Cross State Cycling Record holder for the state of Maine, August 25-26th, 2007
382.2 miles, 22:24, 17.06 mph average

Matt is currently a full-time PhD candidate in Immunology at Harvard Medical School. He works in the lab of Nir Hacohen at The Broad Institute in Cambridge, MA. Matt's research explores the innate immune system and the detection of nucleic acids.

Matt has also worked as a professional mechanic since 1999 working with several of the top ranked domestic and international cycling teams and individual racers as well as being the personal mechanic for MM Racing.

2009 Season Goals

Complete full Brevet Series (100k, 200k, 300k, 400k, 600k) incorporating Boston Brevet and Berkshire Brevet Series events.

Establish the UMCA Record for the State of Maine West to East
Win and break record for the Saratoga 12-hour Ultra bicycle race
Compete in select USCF road races

2009 Schedule

Boston Brevet Series and select Berkshire Brevet Series events

New England Randonneur 107k and 350k RUSA Populaire

D2R2

Saratoga 12-hour

Connecticut River Double Century

Select New England USCF road races

2008 Results

RUSA Populaire 107k, 4:02

Boston Brevet Series 200k, 7:14

Boston Brevet Series 300k, 10:57

Boston Brevet Series 400k, 15:50

1st Place - 2008 Connecticut River Double Century

2007 Results

1st Place - 2007 Saratoga 12-hour race

246.3 miles, 20.52 mph average

UMCA Cross State Cycling Record holder for the state of Maine, August 25-26th, 2007

382.2 miles, 22:24, 17.06 mph average

RUSA Populaire 107k 4:01

Boston Brevet Series 200k, 7:23

Boston Brevet Series 300k, 11:09

Boston Brevet Series 400k, 14:34

Boston Brevet Series 600k, 25:04

RUSA Populaire 350k, 14:07

Additional Experience

Chief Mechanic, Timex Professional Women's Cycling Team 2000

Team Mechanic, Saturn Men's and Women's Pro Cycling Teams 1999-2003

Team Mechanic, Quark Professional Women's Cycling Team 2004

Team Mechanic, TIAA-CREF Professional Men's Cycling Team 2005

SRAM NRS and Mavic SSC Mechanic - 2004-present

Team Mechanic, Independent Fabrication/Wheelworks 2004-2007

Team Mechanic, Cyclocross World 2008

Team Mechanic, MM Racing - present



CONGRATULATIONS



Ryane Froese (KONA-PSA) 1st place - 6:10.19h

Custom CycleApparel

Champion System



photos: Chris Milliman



Get to Know Maureen Bruno Roy

by Kerry Litka

This is what I hope will be the first in a series of candid interviews with elite US cyclocross racers. First up is Maureen Bruno Roy, who happens to be an elementary school classroom of mine.

Maureen Bruno Roy, the 32-year-old Independent Fabrication rider, is perhaps best known for her meteoric rise to the top of the sport, following her brilliant third place finish at the Providence "Treason Must Run" national championship race in 2005. In only her third full season of racing "cross, she demonstrated fearless technical riding in what were arguably the toughest conditions imaginable for a "cross race. Bruno Roy went over frozen ruts and slippery mud covered with several inches of snow to an upset performance that landed her not only on the podium, but on the U.S. World Championship team. (Bruno's Note: She finished 4th in the Elite Women at the 2007 National Championships in Kansas City in similar conditions.) Unlike many of her competitors, Bruno Roy does not enjoy the life of a full-time pro-rider. Instead, she quietly makes a living in Fallington, Massachusetts, as a massage therapist, a career she began while working as a registrar with the Saturn Cycling team in the late 1990s.

Now in her fifth season of "cross (she third with title sponsor Independent Fabrication), and fresh off a win in the 30-M Expert division at the NORBA Nationals at Mt. Snow, Bruno Roy is enjoying tackling another season of racing in the heat, dust, mud, and snow that make up "cross in the US. I sat down with Maureen to discuss her career, her goals for "cross, and her thoughts about her interesting and unusual path to success in the sport.



embrocation



The little orange bike (cyclocross) station, was a good fit for the bike shop. The station is made of wood and is easy to move around. It's a great idea for a bike shop. The station is made of wood and is easy to move around. It's a great idea for a bike shop.

seven cycles
One bike. Yours.

[Contact Us](#) [Owner Login](#)
[Locate Retailer](#) [Retailer Login](#)

Bikes
Accessories
Building Your Bike
About Seven
How To Order
Career Opportunities

Press

Mo Bruno-Roy WINS today!

After finishing 5th overall in the Crank Brothers USCP Series with her performances in Portland, Oregon last weekend, Mo Bruno-Roy arrived at the US Cyclocross National Championships with every reason to feel confident about her chances. In her first race in Kansas City, Bruno-Roy demolished the Masters 30-34 field and finished in **FIRST PLACE**. Mo is now officially a Seven Cycles National Champion.

Her second opportunity for a national title this weekend comes in the Elite Women's race on Sunday. After today's win, watch out Katie Compton and Georgia Gould.



MM racing
media packet



finding the balance.

with
**maureen
bruno-roy**

words jackson weber
photos chris millman



on quite a few people's radar. "I saw this amazing raw talent that didn't know how good it was," explained her coach and friend, Adam Myerson. "I wanted to coach her even before we became friends — see if I could polish that rough stone and Ma was definitely one of those people." With the help of Myerson, Bruno-Roy started to work towards the next two years.

Those next two years set the stage for Bruno-Roy. Going from the cyclocrossworld.com team to becoming one of Independent Fabricator's showcase athletes, Bruno-Roy really improved under the tutelage of Myerson. "Ma [Bruno-Roy] had stated goals," explained Myerson. "She wanted to see what she was capable of." The 2007 season proved to be an eye opener in that regard. Bruno-Roy won the highly competitive Verge New England trix series, then in the fall that was the 2007 Cyclo-cross National Championships, Bruno-Roy won the Masters 30+ race and took a surprising 3rd in the Elite women's race. That third place earned her a spot to race in the European World Cup, but as Myerson explained, "she didn't really want to go." However, thanks to enough prodding, Bruno-Roy raced both the Hongerheide and Lieve World Cups finishing both races more than 5 minutes behind the leaders.

Those World Cup races highlighted a dilemma for which there was no simple solution. "I made it to the big show sort of unexpectedly without it being a big goal," reflected Bruno-Roy. The question then became "Now what? Do I have to continue being that good? Is someone I wasn't ready to be yet?" Even as she talks about it today, it is still a tender spot. When most racers speak of their accomplishments and victories a sense of pride and superiority emanates from them, usually along with a tone just during you to try them. It's that racer's instant surfacing. When Bruno-Roy speaks of her own accomplishments, that tone isn't there, at least not when she speaks of her own bike racing accomplishments. Instead the only time that she "picks back" with one attitude surfaces is when she speaks of the "back" with one other matter besides...

"I made it to the big show sort of unexpectedly without it being a big goal," reflected Bruno-Roy. ... "Now what?"

"as someone who starts a sport late in life, I'm not going to make a career out of this — this is something I do for fun."

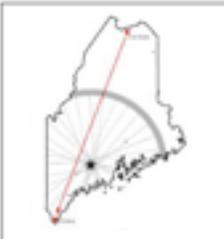
firstgiving™

1,006,448 people have helped raise \$86,778,907 for 22,138 nonprofits using Firstgiving

Fort Kent to Kittery - MAINE Solo Cross State Record Attempt

Event: Fort Kent to Kittery - MAINE Solo Cross State Record
Event Starts: Aug 25th 2007

Page Creator: Matt Roy



Fundraising target: \$3,820
So far I have raised: \$4,266.00



[SPONSOR ME NOW >](#)

[Share this page](#)

[I want to raise money too](#)

My personal message:

Thank you for visiting Matt's fundraising page!

Sixteen months after he broke his femur at the Tufts Criterion, Matt Roy is back and he's got a mission.

On the weekend of August 25-26 he aims to establish the first ever North to South Endurance Record for the state of Maine (following rules and guidelines provided by the UltraMarathon Cycling Association). Fort Kent to Kittery is approximately 362 miles and includes an estimated 22,000 feet of climbing. He hopes to cover the distance in less than 24 hours.

During the weeks Matt spent using a walker, the months on crutches and the 14-months of physical therapy, he came to realize just how important a part cycling plays in his life. Matt recognized how fortunate he was to have "only" broken his leg. Getting back on the bike wasn't a matter of "if" but a matter of "when."

To honor all of the support that he has had, he is ready to grow to everyone that he has made a spectacular comeback and with your help, he will bring hope and support to those who need it most. Matt hopes to raise \$10 for every mile he rides. Please help him reach that goal!

The record attempt will be run as a fundraising event for a division of the Spaulding Rehabilitation Hospital, the Dr. Charles H. Wiergant Adaptive Sports & Recreation Program. Please go to www.spauldingrehab.org/ourprograms/adaptive-sports for more information about their program.

MM racing
PRESENTED BY
MORRIS HAYES

NEW ENGLAND CYCLOCROSS & ULTRA CYCLING TEAM



LATEST RESULTS

Maureen Bruno-Roy

NEW ENGLAND CYCLOCROSS 2007-08 (Cyclocross) - 2nd Place

EVENTS

Rocky Mountain Trail Events

Columbia Mountain Club and Mountain Team Events

Full Race Schedule - Facebook Team Page - Race Reports - Photos