

Maureen Bruno Roy 2010 Sponsorship Packet

Maureen "Mo" Bruno Roy began racing cyclocross in 2004 (with a background in track and field; hurdles, sprinting and longjump) and quickly moved up the ranks with some big wins. Highlights include the overall winner of the USA Cycling National Cyclocross Calendar 2009, 23rd at the Roubaix World Cup and Hoogerheide World Cup 2009 and 25th at the CX World Championships, Tabor Czech Republic 2010.

In addition, Mo won four UCI races and stood on the podium twelve times in 2009. She competed in 25 races this year and never finished outside the top 10. She won the overall USA Cycling Cyclocross National Calendar and placed second in the Verge New England Series and Mid Atlantic Series.

Mo has also been a two-time podium finisher in the Elite Cyclocross National Championships, three time Master's 30-34 National Champion, 2005, 2007, 2008, fifth place overall in the 2008 US Gran Prix Cyclocross Series, winner of the 2007 Verge New England and Verge Mid-Atlantic Cyclocross Series, and US Cyclocross World Championships Team member in 2006 and 2010.

Cyclocross racing goals for the 2010 season through 2013 World Championships

- Place top 3 in the US Gran Prix of Cyclocross Series
- Place top 3 in Elite Cyclocross Nationals
- Place top 10 in World Cup events
- Qualify for the 2011, 2012 and 2013 U.S. World's Team

Mountain bike and Road racing goals for the 2010 season

- Win the Root 66 regional mtb series
- Place top 10 in USA Pro XC and UCI Pro Canada Cup mtb events
- Place top 5 in regional road race events
- Place top 15 overall in Fitchburg Stage Race

Sponsorship goals for the 2010 cyclocross season

- Equipment for two complete cyclocross bikes
 - Frames, wheels, forks, drive train, brakes, tires, saddles, bar tape, handlebars, stems, seatposts, pedals, shoes, helmets, glasses and clothing*
- Financial support to cover costs of racing (approximately \$15,000) for full 2010/2011 cyclocross season
 - Race entry fees, airfare, airline fees, housing, car rentals, additional parts and equipment*
- Support staff and mechanic at National and International level races

Media/Press

Maureen raced 27 events in the 2009/2010 season with weekly online coverage including name, results and photos and videos. The successes of the past few cyclocross seasons were recognized with extensive media coverage in cyclingnews.com, velonews.com, cyclingdirt.com, podiuminsight.com, cyclocrossworld.com, sevencycles.com, wheelworks.com, theroaddiaries.com as well as print articles in Velonews, Embrocation Cycling Journal and The Boston Globe.

Recent Media Coverage

In the 2009 season there were more than 100 online and print photos with mention of name and sponsors

In the 2009 season there were more than 90 online race reports with mention of name, sponsors and photos

Embrocation Cycling Journal Volume Three feature article www.sevencycles.com/articles/090402_embrocation.php

2008 Masters National Championships article www.sevencycles.com/press/Team20081212.php

69 mentions/photos/videos on www.cyclingdirt.com

10 videos on www.cyclingdirt.com

36 mentions on www.podiuminsight.com

10 USAC National Cyclocross Calendar standings results and reports posted on www.usacycling.org

Interviews:

www.teamchampionsystem.com/interviews

www.podiuminsight.com/11/11/another-level-for-mo-bruno-roy

Weekly Newsletter and Race Reports

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

Events Participation / Interests

Maureen proudly participates in various sponsor events throughout the year including on-site events held by race promoters and various events throughout the local, regional and national cycling community and promotes an eco-friendly lifestyle through bicycle commuting, vegetarianism/veganism, organic-local foods and products, recycling, composting and supporting local business.

Mo has been working as 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 as a soigneur with several of the top ranked domestic and international cycling teams since 2000.