

Maureen Bruno Roy 2011-2012 Sponsorship Packet



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Maureen "Mo" Bruno Roy began racing cyclocross in 2004 and quickly established herself as one of the top riders in the US. Highlights include winning the 2009 USA Cycling National Cyclocross Calendar, 25th at the 2010 Cyclocross World Championships, Tabor Czech Republic, 20th at the 2010 Heusden-Zolder World Cup and 9th at the 2011 Fidea Cross Classic, Belgium.

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

In 2013, the Cyclocross World Championships will be in Louisville, KY. It marks the first time the World Championships will be raced in the US. The next two years will see unprecedented growth in the participation and viewership of the sport. Mo's long-term goal is to compete in the 2013 World Championships. It will take a tremendous amount of sponsorship and support.

Cyclocross racing goals for the 2011-2012 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 2012 and 2013 U.S. World's Team

Sponsorship goals for the 2010 cyclocross season

- Financial support to cover costs of racing (approximately \$25,000) for full 2011-2012 cyclocross season (detailed budget available upon request)
Race entry fees, airfare, airline fees, housing, car rentals, additional parts and equipment, support staff/race mechanic
- Equipment for two complete cyclocross bikes
Frames, wheels, forks, drivetrain, brakes, tires, saddles, bar tape, handlebars, stems, seatposts, pedals, shoes, helmets, glasses, race clothing, casual clothing and tools
- Sports nutrition, training and wellness
Food, supplements, coaching, training, embrocation, etc.

Sponsorship Packages

Level I: Title Sponsor - \$10,000 and up in financial support

- Primary placement of company logo on team bikes, equipment or team clothing
- Participation in event promotion, clinics, workshops and social media
- Company logo on team website and link to sponsor home page
- Weekly newsletter/race report

Level II: Presenting Sponsor - \$4,000-\$10,000 in financial support and/or product

- Secondary placement of company logo on team bikes, equipment or team clothing
- Company logo on team web site with link to sponsor home page
- Weekly newsletter/race report

Level III: Sponsor - up to \$4,000 in financial support and/or product

- Company logo on team web site with link to sponsor home page
- Weekly newsletter/race report

2010 Cyclocross season impressions

During the 2010 Cyclocross season we sent out a weekly newsletter/race report reaching more than 450 recipients with a 50% open rate. Along with photos, links to sponsors, media coverage, an iTunes mixtape and information on upcoming events, each newsletter featured a Sponsor Spotlight, highlighting one of our sponsor products or brands.

Newsletter highlights

- 451 recipients
- Open rate average: 43%
- Average number of clicks per newsletter: 51

In addition to the weekly newsletters, we frequently update our website, www.mm racing.org, with the latest news, reports, links and videos. During the racing season, our content changes on a weekly basis and frequent visitors can view our latest info on our Twitter and Twitpic feeds featured on the homepage.

Website highlights

- Website visits per month: 2194
- New visitors: 73%
- Visitor demographics: 82% of visitors from US, followed by Canada, Belgium and UK
- Visitor demographics: 4,027 unique visits from 68 countries/territories
- Sponsor page: 5th most visited page on the site

We also have our own Vimeo page featuring highlights from our past two seasons. Our latest video compilation has been loaded for viewing nearly 3,000 times and viewed to completion more than 1,250 times. You can see our videos by visiting www.mm racing.org/vimeo.

The successes of the past few cyclocross seasons have been recognized with extensive media coverage in cyclingnews.com, velonews.com, cyclingdirt.com, podiuminsight.com, cyclocrossworld.com, sevencycles.com, theroaddiaries.com as well as print articles in Embrocation Cycling Journal and The Boston Globe.

What is MM Racing?

In 2007 when Mo Bruno Roy and Matt Roy found themselves without a title sponsor, they created the team name 'MMRacing' based on their first initials to illustrate their independence as a two person team and that they were actually their own financial sponsor. Since then, Mo and Matt have used the name MM Racing to brand themselves as New England's cyclocross and ultra cycling team. In 2010, Mo earned a title sponsor, Bob's Red Mill, a distinctive stone grinding miller of whole grains from Portland, OR.

In addition to racing cyclocross, Mo works as a professional massage therapist and has a full-time private practice in Arlington, MA. She has also worked as a soigneur with several of the top ranked domestic and international cycling teams since 2000.

Matt has worked as a professional team mechanic since 1999. He has worked with several of the top ranked domestic and international cycling teams and individual racers. He is the personal mechanic for MM Racing. Matt is also a graduate student at Harvard Medical School where he studies immunology. Matt currently holds two UltraCycling records, the Maine North to South and Maine West to East cross-state records.



Maureen Bruno Roy race resume

mo@mrracing.org - twitter @meaux_marie
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

- Overall winner USA Cycling National Cyclocross Calendar 2009
- 20th Heusden-Zolder World Cup, Belgium 2010
- 9th Threeland Cyclocross, Petange Luxembourg 2011
- 9th Fidea Cross Classic, Belgium 2011
- 25th CX World Championships, Tabor Czech Republic 2010
- 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, 2010

2011-2012 Season Goals

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 2012 and 2013 U.S. World's Team

2011-2012 Racing Schedule

US Gran Prix Of Cyclocross Series
New England Professional Cyclocross Series
Select National UCI races
US Cyclocross National Championships
Select World Cup and International UCI races



2010 Cyclocross Results

Nittany Lion Cross **2nd**
Catamount Cyclocross **3rd**
Cross Vegas **13th**
USGP Madison #1 **9th**
USGP Madison #2 **10th**
Great Brewers Gran Prix of Gloucester #1 **11th**
Great Brewers Gran Prix of Gloucester #2 **5th**
Ohio 3Day Festival #1 **4th**
Ohio 3Day Festival #2 **4th**
Ohio 3Day Festival #3 **6th**
USGP Louisville #1 **14th**
USGP Louisville #2 **10th**
Colorado Cross Classic **8th**
Boulder Cup **9th**
Cyclesmart International #1 **3rd**
Cyclesmart International #2 **4th**
USGP Fort Collins #1 **9th**
USGP Fort Collins #2 **7th**
Baystate Cyclocross #1 **4th**
Baystate Cyclocross #2 **2nd**
USGP Portland #1 **17th**
USGP Portland #2 **9th**
US National Championships **21st**
New England Elite Regional Championships **1st**
New England Masters Regional Championships **1st**
Heusden-Zolder World Cup **20th**
GVA Azencross **13th**
Threeland Cyclocross **9th**
Fidea Cross Classic **9th**



Promoting an eco-friendly lifestyle through bicycle commuting,
vegetarianism, whole grains, organic-local foods and products,
recycling, composting and supporting local business.