



**MAUREEN BRUNO ROY**

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2012-2013 SPONSORSHIP PACKET**

## 2012-2013 Sponsorship Packet

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, 25<sup>th</sup> at the 2010 Cyclocross World Championships, Tabor Czech Republic, 18<sup>th</sup> at the 2011 Tabor World Cup and 8<sup>th</sup> at the 2012 US Elite Women’s Cyclocross National Championships.

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 coming season 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 2012-2013 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 2013 U.S. World’s Team

### Sponsorship goals for the 2010 cyclocross season

- Financial support to cover costs of racing (approximately \$28,000) for full 2012-2013 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 three 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 2011 Cyclocross season we sent out a weekly newsletter/race report reaching more than 480 recipients with a nearly 50% open rate and 30% click 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. Newsletters can be seen on our website, [www.mmracing.org](http://www.mmracing.org).

### Newsletter highlights

- 487 recipients
- Open rate average: 48%
- Average number of clicks per newsletter: 47

In addition to the weekly newsletters, we frequently update our website, [www.mmracing.org](http://www.mmracing.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 (September 2011 through March 2012)

- Visits: 7,824
- New visitors: 64%
- Pageviews: 22,241
- Visitor demographics: 85% of visitors from US, followed by Canada, Belgium and UK
- Visitor demographics: 7,824 unique visits from 93 countries/territories
- Sponsor page: 5<sup>th</sup> most visited page on the site

We also have our own Vimeo page featuring highlights from our past three seasons. Our latest video compilation has been viewed more than 17,000 times since it was added in February 2012. You can see our videos by visiting [vimeo.com/mmracing](http://vimeo.com/mmracing).

Additionally, Mo and Matt are active on Twitter (>2000 followers for @mm\_racing and @meaux\_marie), Facebook (>2600 friends) and Instagram (>500 followers).

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](http://www.bobsredmill.com), 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. He recently set the new Saratoga 12-hour course record of 259.5 miles.



# MO BRUNO ROY



## Race Resume

mo@mrracing.org - twitter @meaux\_marie  
[www.mrracing.org](http://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
- 18<sup>th</sup> Tabor World Cup, Czech Republic 2011
- 2<sup>nd</sup> Jingle Cross Rock, Iowa City, IA 2011
- 4<sup>th</sup> USGP Planet Bike Cup, Madison, WI 2011
- 4<sup>th</sup> Internationale Centrumcross, Surhuisterveen, NL 2011
- 25<sup>th</sup> CX World Championships, Tabor Czech Republic 2010
- 1<sup>st</sup> Masters 30-34 Cyclocross National Champion, 2005, 2007, 2008
- 3<sup>rd</sup> Elite Women's Cyclocross National Championships, 2005
- 5<sup>th</sup> Elite Women's Cyclocross National Championships, 2007
- 8<sup>th</sup> Elite Women's Cyclocross National Championships, 2012
- US World Championship Team Member, 2006, 2010

## 2012-2013 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 2013 U.S. World's Team

## 2012-2013 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



seven  cycles

## 2011 Cyclocross Results

Quad Cross – 1<sup>st</sup>  
StarCrossed – 7<sup>th</sup>  
Rapha/Focus Gran Prix – 6<sup>th</sup>  
USGP Planet Bike Cup #1 – 12<sup>th</sup>  
USGP Planet Bike Cup #2 – 4<sup>th</sup>  
Midnight Ride of Cyclocross – 3<sup>rd</sup>  
Great Brewers Gran Prix of Gloucester #1 – 9<sup>th</sup>  
Great Brewers Gran Prix of Gloucester #2 – 8<sup>th</sup>  
Providence Cyclocross Festival #1 – 10<sup>th</sup>  
Providence Cyclocross Festival #2 – 7<sup>th</sup>  
UCI World Cup, Plzen Czech Republic – 20<sup>th</sup>  
UCI World Cup, Tabor Czech Republic – 18<sup>th</sup>  
Cyclesmart International #1 – 9<sup>th</sup>  
Cyclesmart International #2 – 5<sup>th</sup>  
USGP Louisville #1 18<sup>th</sup>  
Jingle Cross Rock #1 – 4<sup>th</sup>  
Jingle Cross Rock #2 – 4<sup>th</sup>  
Jingle Cross Rock #3 – 2<sup>nd</sup>  
NBX Gran Prix of Cross #1 – 7<sup>th</sup>  
NBX Gran Prix of Cross #2 – 5<sup>th</sup>  
USGP Bend #1 – 11<sup>th</sup>  
USGP Bend #2 – 9<sup>th</sup>  
GVA Trofee – GP Rouwmoer – 10<sup>th</sup>  
UCI World Cup, Namur Belgium – 24<sup>th</sup>  
Internationale Centrumcross, Surhuisterveen, NL – 4<sup>th</sup>  
Super Prestige Diegem – 9<sup>th</sup>  
UCI World Cup, Heusden-Zolder – 28<sup>th</sup>  
US Elite Women's National Championships – 8<sup>th</sup>



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