

# MO BRUNO ROY

## 2013-2014 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, 4<sup>th</sup> at the 2012 Gran Prix of Gloucester, 4<sup>th</sup> at the Soudal Cross Classic, Leuven, Belgium and 7<sup>th</sup> at the 2013 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.

Mo’s commitment to the sport of cyclocross goes far beyond racing. She devotes time and energy to develop up-and-coming female riders through clinics, group rides and race day pep talks. Mo loves connecting with fans and supporters at the races and through social media, becoming one of the most well-known and accessible racers in the US.

### Cyclocross racing goals for the 2013-2014 season through 2014 World Championships

- Shimano New England Pro Cyclocross Series
- Select UCI C1 & C2 US National Calendar events
- Select World Cup events
- 2013 Single-speed Cyclocross World Championships, Philadelphia, PA
- Top 5 at US National Championships

### Sponsorship goals for the 2013 cyclocross season

- Financial support to cover costs of racing (approximately \$29,000) for full 2013-2014 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 four 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
- Company logo on team website and link to sponsor home page
- Promotion via social media (Twitter, Facebook, Instagram, Vine etc...)
- 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
- Promotion via social media (Twitter, Facebook, Instagram, Vine etc...)
- 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
- Promotion via social media (Twitter, Facebook, Instagram, Vine etc...)
- Weekly newsletter/race report

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## 2012 Cyclocross season impressions

During the 2012 Cyclocross season we sent out a weekly newsletter/race report reaching more than 500 recipients with a nearly 50% open rate and 30% click rate. Along with photos, videos, links to sponsors, media coverage and information on upcoming events, newsletters frequently feature a Sponsor Spotlight, highlighting one of our sponsor products or brands. Newsletters can be seen on our website, [www.mmrcycling.org](http://www.mmrcycling.org).

### Newsletter highlights

- 512 recipients
- Open rate average: 46%
- Average number of clicks per newsletter: 41

In addition to the weekly newsletters, we frequently update our website, [www.mmrcycling.org](http://www.mmrcycling.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 Instagram feeds featured on the homepage.

### Website highlights (September 2012 through March 2013)

- Visits: 12,281
- New visitors: 71%
- Pageviews: 22,785
- Visitor demographics: 71% of visitors from US, followed by Belgium, Canada and the UK
- Visitor demographics: 12,281 unique visits from 101 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 four seasons and a short video featuring the development and build of Mo's latest Seven Cycles prototype, Codename #MoPRO2. Our videos have been loaded more than 40,000 times, including 21,000 embeds. You can see our videos by visiting [vimeo.com/mmrcycling](http://vimeo.com/mmrcycling).

Additionally, Mo and Matt are active on Twitter (>3500 followers for @mm\_racing and @meaux\_marie), Facebook (>2600 friends) and Instagram (>1500 followers).

The successes of the past few cyclocross seasons have been recognized with extensive media coverage in [cyclingnews.com](http://cyclingnews.com), [velonews.com](http://velonews.com), [cyclingdirt.com](http://cyclingdirt.com), [dirtwire.tv](http://dirtwire.tv), [podiuminsight.com](http://podiuminsight.com), [cyclocrossworld.com](http://cyclocrossworld.com), [sevencycles.com](http://sevencycles.com), [theroaddiaries.com](http://theroaddiaries.com) as well as print and photo articles in the 2013 Seven Cycles and Castelli Cycling Catalogs, Cyclocross Magazine, Peloton Magazine and The Boston Globe and advertisements in Cyclocross Magazine.

### 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://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 recent graduate of Harvard Medical School where he studied 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 and is a 3-time winner of the Green Mountain Double Century.

