

2007 Sponsorship Packet



WHEELWORKS
The New England Bicycle Source

POWERED BY SRAM

NEW ENGLAND CYCLOCROSS & ULTRA CYCLING TEAM



MAUREEN BRUNO ROY

Cyclocross / Mountain Bike



MATT ROY

Endurance Cyclist

Maureen Bruno Roy and Matt Roy
New England Cyclocross and Ultra Cycling Team

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New England Cyclocross and Ultra Cycling Team

Maureen Bruno Roy and Matt Roy have joined forces as New England's cyclocross and Ultra cycling team.

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 30-35 National Championship, 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.

Sixteen months ago, Matt Roy broke his femur in a bicycle race. The break was required immediate surgical repair and hospitalization. He used a walker for six weeks, crutches for three months, and endured fourteen months of physical therapy. During the months that followed, an idea began to crystallize; a mission: to set the first-ever cross-state cycling record for the state of Maine. On Sunday, August 26th at 3:35am he crossed the New Hampshire border from Kittery, ME following 22 hours and 25 minutes of riding and 382.24 miles that included more than 22,000 feet of climbing, nasty headwinds, porcupines, looming thunderstorms and 96-degree temperatures. His average speed, including stops, was 17.06 mph, with a rolling average of 18.4 mph. The record has been recognized officially by the UltraMarathon Cycling Association.

Team goals for the 2007/2008 racing seasons

- Acquire financial sponsorship to help off-set costs of racing, training, travel and equipment.
- Maureen will participate in the Verge New England Cyclocross Series, the US Gran Prix of Cyclocross Series, the Verge MAC Series, US Cyclocross National Championships and regional UCI ranked races.
- Maureen's racing goals are to place top 3 in the Verge New England Series, top 5 in the US Gran Prix of Cyclocross Series, top 5 in Elite Nationals and to qualify for the 2008 U.S. World's Team.
- Matt will participate in the Boston Brevet series rides, the Saratoga 12 hour race and other regional ultra-cycling races and events.
- 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.

Sponsorship Packages

Level I: Title sponsor - \$2500 and up

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

Level II: Co-Sponsor - \$1000-\$1500

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

Level III: Contributing Sponsor- \$500-\$1000

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

Level IV: Sponsor product or pro-deal

- Product, shop discount or pro-deal
- Weekly team newsletter with race reports and photos

The spreadsheet below outlines average 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	\$ 3,500.00
Coaching	\$ 1,800.00
Food / supplements	\$ 600.00
Parts / equipment / tools	\$ 1,800.00
Race Entries	\$ 1,350.00
Wellness (massage/chiropractic)	\$ 2,560.00
TOTAL	\$ 11,610.00

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, ifbikes.com as well as regional newspapers and magazines. Media coverage also included a full-page ad for Stella Azzurra bar tape in both Velonews and ProCycling magazines, an article in The Boston Globe North-West edition and a feature in The Ride Magazine's "Rider of the Month."

See media coverage below:

- www.cyclingnews.com posted over 30 race photographs including name and sponsor title in over 20 race reports
- www.velonews.com posted over 20 race photographs including name and sponsor title in over 15 race reports
- www.necyclocross.com posted over 20 race including name and sponsor title in over 10 race reports
- www.jmcelvery.com posted over 20 race photos

Additional media coverage includes interviews with Maureen on WBUR "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.

US National Demographics of bike racers and spectators

US Cycling Demographics:

- Over 80,000 licensed racers
- Median age of racers is 34
- Median household income of racers is \$75,000
- 81% of racers have a college degree
- 27% have a post-graduate degree
- 87% are male
- 57% work in a professional or managerial capacity
- The mean price of a racing bike is \$3,500

Source: National Association of Sporting Goods Retailers & USA Cycling

Overall attendance of bike-racing events includes the racers, their families, volunteers, and spectators. The age population has a range from under 18 to over 65, with the majority between 20-50 years of age. The education levels and job status of bike racers and their followers can vary wildly, however bike racing can be an expensive sport. Bike racing attracts participants and spectators that are health conscious and physically active on a regular basis. In general, these race events have 300-400 racers per day with an additional 300-400 spectators, volunteers and staff with two events per weekend.

Thank you again for considering us for sponsorship. 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, or email maureen.bruno.roy@gmail.com

Sincerely,




Matt Roy and Maureen Bruno Roy



2005photo@jismcelvery.com



Maureen Bruno Roy

617.921.5715

maureen.bruno.roy@gmail.com

Date of birth: 10/11/75

Hometown: Arlington, Ma

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

Education: Muscular Therapy Institute,
diploma 1998

Massachusetts College of Art, BFA, sculpture
2002

Discipline: cyclocross, mountain, road

Top racing results

- 1st** Cyclocross Masters 30-34 **National Champion**, 2005
- 3rd** Cyclocross Elite Women's National Championships, 2005
- 1st** Overall Verge New England Cyclocross Series, 2005
- US Cyclocross World Championship Team Member, 2006
- 1st** Mountain Bike Expert 30-34 **National Champion**, 2007

- UCI Cyclo-Cross World Cup #9, Lievin, FRA, 28th
- UCI Cyco-Cross World Cup, #10, Hoogerheide, NED, 36th
- UCI Cyclo-Cross World Championships, Zeddum, NED, 36th

Cyclocross Results 2006

Verge New England Cyclocross Series

- Downeast Cyclocross Verge New England Series 3rd
- Downeast Cyclocross Verge New England Series 4th
- Gearworks Bay State Cyclocross Verge Series 3rd
- W.E.Stedman Verge Series 4th
- Casters Cyclocross, Verge Series Final 4th

Crank Brothers US Gran Prix of Cyclocross Series

- Gloucester Gran Prix #2, 11th
- Gloucester Gran Prix #1, 13th
- Xilinx Cup #3, 14th
- Boulder Cup #4, 14th
- Rad Cup #5, 14th
- Scion Stumptown Cup #6, 11th

Verge MAC Race Series

- Granogue Cyclocross 5th
- Wissahickon Cyclocross 5th
- Lower Allen Classic 2nd
- Highland Park Cyclocross 1st
- Capital Cross 2nd

UCI Regional Races

- Whitmore's Landscaping #1, UCI Cyclocross, 3rd
- Whitmore's Landscaping #2, UCI Cyclocross 3rd

US Cyclocross Nationals Elite 14th

Verge New England Cyclocross Series Overall, 4th

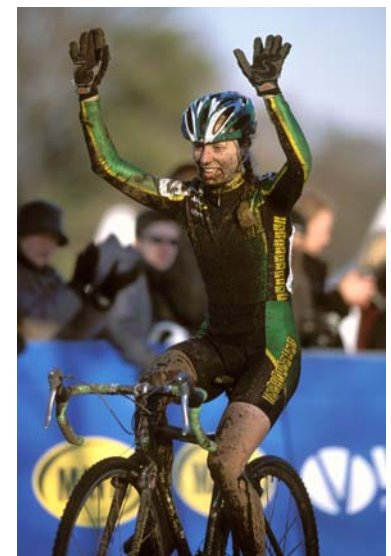
Verge Mid-Atlantic Cyclocross Championship Series Overall, 4th

US Gran Prix of Cyclocross Overall, 12th

Mountain Bike Race Results 2007

Root 66 Race Series, New England

- Winding Trails, CT 3rd pro/expert
- Brialee Ramble 2nd expert
- Coyote Hill Classic 3rd pro/expert
- Putney Mountain Bike Race **1st** pro/expert
- Winsted Woods, **1st** pro/expert
- Pat's Peak **1st** pro/expert
- **US MTB National Championships 1st Expert 30-34**
- Hodges Village Dam **1st** pro/expert



Mo Bruno-Roy,
photo: J.S. McElvery



Mo Bruno Roy

Can you say "Mean Green Machine"? In only her third year of racing 'cross Mo Bruno Roy left an indelible mark on the scene with her double podium at this year's Liberty Mutual U.S. National Cyclo-Cross Championships. Let's not forget overall victory in the Verge New England Championship Cyclo-Cross series. Bruno-Roy revenged her second place in last year's women's masters 30-35 race by putting over two minutes into the rest of the field, but the bigger question was the women's elite race. Here she proved up to the task, managing to grab the hole shot and only giving ground to Ann Knapp and Katie Compton, two of the reigning queens of 'cross. Bruno-Roy total haul for the weekend was one stars and stripes jersey and a bronze medal from the women's elite race, which ought to be just enough for her title as part of 'cross royalty.

Runner-Up Jonny Bold

One of the scariest old men (erm...masters) racing in New England today, Bold only missed ROM because of Bruno-Roy's amazing performance. This year Bold was the scourge of the master's field, proving near untouchable on the road and in the mud. He only found his match racing in the Pro/1/2 fields where he still ended up standing on the podium. Better yet, Bold added another Verge New England Championship Cyclo-Cross series title to his belt. Finally there was Nationals. In conditions that actually required later races to be cancelled, Bold not only survived, but thrived and placed 4th in the field.



Johnny Bold,
photo: J.S. McElvery



Team Harris Cyclery, photo: J.S. McElvery

Go Team Harris Cyclery Racing Team

What do messengers and cyclo-cross racers have in common? Beyond a general lack of common sense, they can also ride their bikes pretty damn fast. Or at least these can. New this year, the Harris Cyclery Racing Team took both the New England and Mid-Atlantic Verge Series by storm racking up almost 20 podium places including second and third place in the Verge New England Championship Cyclo-Cross "Killer Bs." Not bad for a few crazy couriers.

Log onto www.ridezine.com and vote for your rider of the month.

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Matt Roy

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Date of birth: 02/16/1973

Hometown: Arlington, MA

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

Education: Harvard University, Division of Medical Science, Program in Immunology, September 2004 through present - Ph.D. candidate
Middlebury College, Middlebury, Vermont, Bachelor of Arts, Honors: *Cum Laude*, February 1996.

Discipline: endurance road and mountain, road racing, cyclocross.

Began racing: 2002; Captain; Essex County Velo Development Team 2002-2006

Pro Team Mechanic: 1999-present; Saturn Cycling Team- 99, 2001-2003, Timex Women's Professional Cycling Team- 2000, Quark Professional Cycling Team- 2004, TIAA-Cref Professional Cycling Team- 2005, SRAM Neutral Race Service- 2004-present, Mavic Neutral Race Service - 2006, Professional Cyclocross Mechanic, Independent Fabrication/Wheelworks- 2004-present

2007 season goals

- **SEASON PRIORITY:** 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 380 miles.

The record attempt will be run as a fundraising event for a division of the Spaulding Rehabilitation Hospital, the Dr. Charles H. Weingarten Adaptive Sports & Recreation Program. (UPDATE! - Official Record Holder! 382 miles in 22 hours 24 minutes)

- **Complete full Brevet Series:** (100k, 200k, 300k, 400k, 600k) incorporating Boston Brevet and Berkshire Brevet Series events.
- **Saratoga 12-hour Ultra bicycle race:** - July 7 (UPDATE! - 2007 Winner! - 246 miles in 12 hours)



North to South Maine State Record Solo Attempt Testimonials



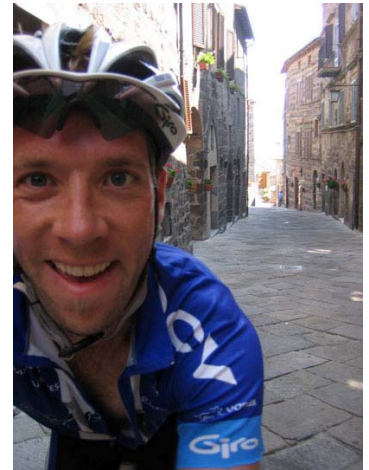
Sanctioned by the UltraMarathon Cycling Association
August 25-26, 2007
380 miles - 24 hours



April 9, 2006 -
Beanpot Crit at Tufts



August 6, 2006 -
First ride, 15 minutes



August 2007 -
380 miles in 24 hours?

Twelve months ago, I fractured the biggest bone in my body. I used a walker for six weeks, crutches for three months, and endured twelve months of physical therapy. Despite a few setbacks, I'm back on the bike and starting to feel like an athlete once again. When I asked a few friends, colleagues and mentors what they thought about my attempt to establish the North to South record for the state of Maine, this is what they had to say:

-Mark McCormack, Professional Cyclist, Team Clif Bar

"I was lucky to have Matt working on my race bike when I won the US PRO Road Race championships in 2003, I always had the utmost confidence that my equipment was going to be running perfectly when Matt was my mechanic. When Matt gets involved with something, no matter how small or large, he is extremely committed. And for some reason, he is always in a good mood... go figure."

-Kevin Roy, MBA, brother

"I have known Matt as long as Matt has known Matt. He has set daunting goals and exceeded them throughout his entire life with an enviable passion. I have no doubt in my mind that Matt will tear through Maine in less than 2 days!"

-Chris Horner, Professional Cyclist, Team Predictor-Lotto

"Matt Roy is a great person to know. He has always been there with a helping hand whenever I've needed it, whether it is as a team mechanic or as a friend. He is upbeat, helpful and meticulous in his work - always there to make sure the bike and body are going at 100%. This sport is all about the buddy system, and Matt has always done his part and more to keep things going and help me along the way. I'll be cheering for him in his attempt and hope he succeeds! Stopping to eat at McDonald's on the way would probably help... :-)"

-Peter F Smith, friend and former teammate, Team Essex County Velo, PT, CSCS, USCF Coach

"Matt's comeback thus far has been awe inspiring. He has made tremendous strides towards his ultra cycling goals. I have no doubt that Matt will excel in his new cycling venture as he has in all other aspects of his life. It's difficult to put into words Matt's contribution to the New England cycling scene. He has taught me so much already."

-Lindsay Bateman, MSPT

"Matt is a physical therapist's dream. Although we initially met with a long road ahead, it was immediately apparent Matt was willing to fully dedicate himself to whatever it would take to achieve his goals. Matt came into each and every treatment session with more focus, motivation and determination than I've ever seen before in my career. I could always count on Matt to perform his home programs, come early/stay late practicing the prescribed exercises and communicate with me his progress or even any temporary setbacks. He even inspired me as a therapist to design more challenging and creative aquatic and land-based treatment programs to address specific physical limitations. His inquisitive nature, brilliant analytical mind, sense of humor combined with an inherent athletic presence will all contribute to his ultimate success in reaching any cycling event challenge. I am honored to have been teamed-up with such an incredible person, patient and athlete."

-Nir Hacohen, Ph.D., Assistant Professor of Medicine, Harvard Medical School

"Matt is a consistent person: in every walk of life, he identifies what really matters, makes a strategy to address the key issues, and follows through to get the job done. In the lab, he has focused his intellectual energies on solving how autoimmunity is initiated and its relationship to viral infections. This is a long-standing mystery in the field, and one that Matt is not afraid to take on as a challenge. As he makes progress in solving this problem for lupus or arthritis, he will provide us with new clues that will help us develop better diagnostics and therapies for these and other immune diseases. For such a purpose-driven person, it is not surprising that he has chosen to match his considerable technical and endurance skills in cycling with a worthy cause. For those who know him in the world of science, it will not at all be surprising to see him cycle end-to-end across Maine. Matt - we'll be waiting for your speedy arrival on the South side of Maine!"

-Butch Balzano, SRAM Neutral Support, Program Manager

"One of the great benefits of being involved in cycling is the people...you get to meet on a weekly basis some of the hardest working, dedicated, and friendliest folks...and I have met many who I can call on as friends, one of these individuals is Matt Roy...Matt is first to help out, always with a smile."

-Janda Ricci-Munn, USA Cycling Level II Coach, CSCS

"I will never forget the day that a mutual friend informed me of Matt's crash on the Tuft's criterium course in the early spring of 2006. My heart sank in learning the degree of Matt's injuries and the long road to recovery that he faced. However, when I was able to reach him by phone in his hospital room, it was Matt Roy per usual; he spoke about how good he felt during the race, the fact that he'd recover from the accident quickly, and how much he was looking forward to being back in the saddle by summer. For a guy who's femur was snapped in half, I couldn't get over the degree of optimism that Matt was exuding. I hung up the phone thoroughly impressed by his outlook on the situation and felt the utmost respect and admiration for the man."

"I am happy to report that Matt is not only back in the saddle, but that we are actively preparing for an assault on the Maine brevet record this coming summer: A daunting 380 mile, non-stop cycling trek that will stress both the body and

mind in ways that most people cannot even begin to imagine. An athletic undertaking of this magnitude requires that the athlete possess the unique combination of an ultra-positive attitude, an extremely high degree of physical fitness, and a willingness to persevere when body and mind have been pushed to their outer limits. Matt Roy is where he is today because of these aforementioned mental and physical qualities, and I am confident that they will carry him to the coveted Maine record that he hopes to establish come late August 2007."

-Stan Jurga, friend and former teammate, Cat 2 cyclist, TEAM FAST/Independent Fabrication powered by Lionette's "I've learned a lot from Matt... how to race bikes, how to be a team player, and the "6 P's" (Proper Prior Planning Prevents Piss-poor Performance). But Matt is more than a teacher and exquisite planner, he is a real inspiration."

"Only days after his surgery and still stuck in a hospital bed, Matt leaned over to tell me his new plan. It was clear that he would not be able to ride a bike any time soon. Bear in mind that Matt is a super commuter who religiously commutes by bike to and from work throughout the entire year. In his head, he was devising a new commuting strategy... he was going to attempt to commute by kayak! I was shocked! I actually thought he was a little crazy. By kayak? Yes. He had already planned it out in his head. He could launch from the shores of the Mystic River near his apartment in Arlington, and through various locks and canals, he was sure that he could make it over to his research lab in Charlestown. I couldn't believe it! I don't think Matt ever made it all the way to Charlestown (due to some logistics with the locks), but within mere weeks of his surgery he was out on the Mystic River paddling a kayak! While most individuals would be wallowing in self pity, he was out getting a workout and keeping the most unbelievably positive outlook!"

"I don't mean to belittle Matt's recovery. It has certainly been very difficult at times, both physically and emotionally. However, throughout it all Matt has maintained the most positive of attitudes imaginable. Once he has a goal in mind, his drive and ambition is unstoppable."

"For this, and many more reasons, I know that Matt will succeed in his attempt to set the Ultra Cycling record for the State of Maine. I've trained with Matt for years, I've witnessed his determination and rebuilding after his injury, and I know Matt as a master orchestrator and planner. Matt also has the best support staff in his wife, Mo, not to mention the numerous friends that will support him as he prepares and executes his Ultra Cycling feat. "