

**IS GROWING YOUR LOYAL  
CUSTOMER BASE A PRIORITY  
FOR YOUR BUSINESS?**

**WOULD YOU LIKE TO USE THE TRUE  
PERSONALITY OF YOUR BUSINESS TO  
HELP YOU CONNECT WITH  
CUSTOMERS?**

If you answered 'YES' to either of those questions,

**ADDICTED2DIRT PR & MEDIA MANAGEMENT**

CAN OFFER YOU AFFORDABLE, EFFECTIVE AND PERSONALIZED  
OPTIONS TO ACCOMPLISH BOTH!



# OUR UNIQUE PHILOSOPHY

## CONNECTING WITH CUSTOMERS

Why do people take an interest in or become loyal to something or someone? It's because of a sense of familiarity, a sense of something in common, the experience is fun, or they want to be a part of something.

How can most businesses expect someone to become a loyal customer, if the only thing that attracts them is a special deal? Sure, that deal gets the customer through the door once, but what will keep them coming back?

We bring a personal touch to public relations to help you establish and maintain that connection between you and your customers for the long term.

# RICH WATTS,

FOUNDER,  
ADDICTED2DIRT PR  
& MEDIA MGMT

**ADDICTED2DIRT PR  
& MEDIA MGMT  
IS DIFFERENT  
BECAUSE WE USE  
A PERSONAL  
TOUCH WHILE  
PROVIDING A  
PROFESSIONAL  
PUBLIC IMAGE  
FOR OUR CLIENTS.**

I founded Addicted2DirtPR & Media Management (A2D PR) in 2020 after I spent a year helping a friend promote a charity fundraiser through his race team. I continued to help promote his team the next year. That experience helped me realize I wanted to do more, and that there was a need for a more personalized flavor of public relations.

Through helping the marketing partners of those teams, the numerous similarities between race teams and businesses became apparent.

## WHY PUBLIC RELATIONS?

Businesses that invest in public relations to promote themselves properly, not only attract new customers, but they keep them coming back for more by connecting with them using their personality and values to build a relationship through trust.

Connecting with customers is critical to sustain success and growth. A2D PR is ready and able to support small businesses who recognize this need and want a personal touch.



# FAST FACTS



Follow  
**@Addicted2Di  
rtPR**  
on all of  
these

**social media**



## PUBLIC RELATIONS

While we specialize in the promotion of dirt motorsports teams and their partners, we can also work with your business to author **personalized content for your website and/or social media** to establish a true connection with your personality and your people, which will attract customers and make sure they remain customers.

If you choose to advertise through our race teams, we use our **PRESS RELEASES, SOCIAL MEDIA OUTLETS, NEWSLETTER and VIDEOS** to reach existing and potential new customers.

Our website, **Addicted2DirtPR.com**, received visitors from more than 10 countries and netted over 31,000 views by nearly 24,000 visitors in 2022. Our social media outlets, email newsletter and website have a combined **total reach of over 400,000 people per year.**

# REACHING CUSTOMERS

## USING PERSONALIZED CONTENT

### Brand Personality Benefits

- ▶ Communicate the positive traits of your brand
- ▶ Differentiate your brand from your competitors
- ▶ Build sustained relationships with your customers by forming an emotional attachment to your brand
- ▶ Set the tone for your brand's communications

### Leveraging Your Personality

- ▶ Telling a story...your story
- ▶ Using humor and wit
- ▶ The power of nostalgia
- ▶ Provoke thought using a point of view

# REACHING CUSTOMERS THROUGH MOTORSPORTS

## Target Audience

- ▶ Today's dirt racing culture has evolved right along with technology. Partners are not just marketing to local fans who attend racing in person, they are reaching thousands of fans who spend hours every week watching live streams and reading content online.
- ▶ Fans of dirt track racing have a proven history of being very loyal to the brands and businesses who support the racing community.

## Unique Marketing

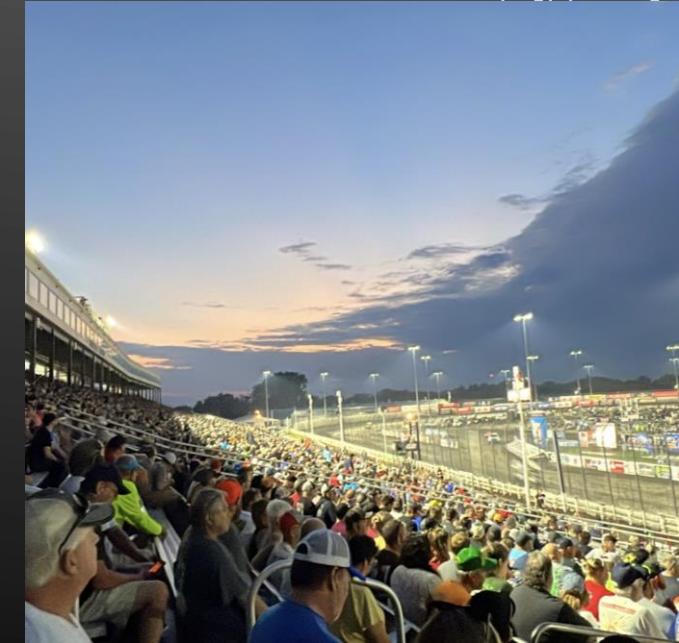
- ▶ Promotion of your company via press releases and social media
- ▶ Market your product to potential customers at the racetrack and other appearances
- ▶ Fans at the track and online will see your company name & logo on the car, in press releases, on team social media and more
- ▶ VIP experiences at the track for clients and/or employees
- ▶ Attract customers by having the car and/or driver appear at your business
- ▶ Team members can wear your company's apparel at the track
- ▶ Your company will be advertised by announcers during racing and by the team during interviews

# DID YOU KNOW?

Over 90% of motorsports fans will support a racing sponsor's products or services over others.

Dirt track racing is the most common form of auto racing in the U.S.A. Across the country there are more than 80,000 drivers racing on dirt in front of nearly 1.3 million fans every weekend. That represents 52 million dirt track tickets each year. That's more than the NBA, NFL, NHL & NASCAR combined!

In addition, live streaming services and social media channels dedicated to the sport have evolved the racing community into a global one. Fans watch, follow and communicate with drivers in other states and countries, which equates to a very broad exposure for sponsors.



# THANK YOU!

Thank you for your time and consideration!

We believe we can provide a partnership that will benefit both your business and ours.

Please contact us to discuss services and pricing customized to your needs!

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