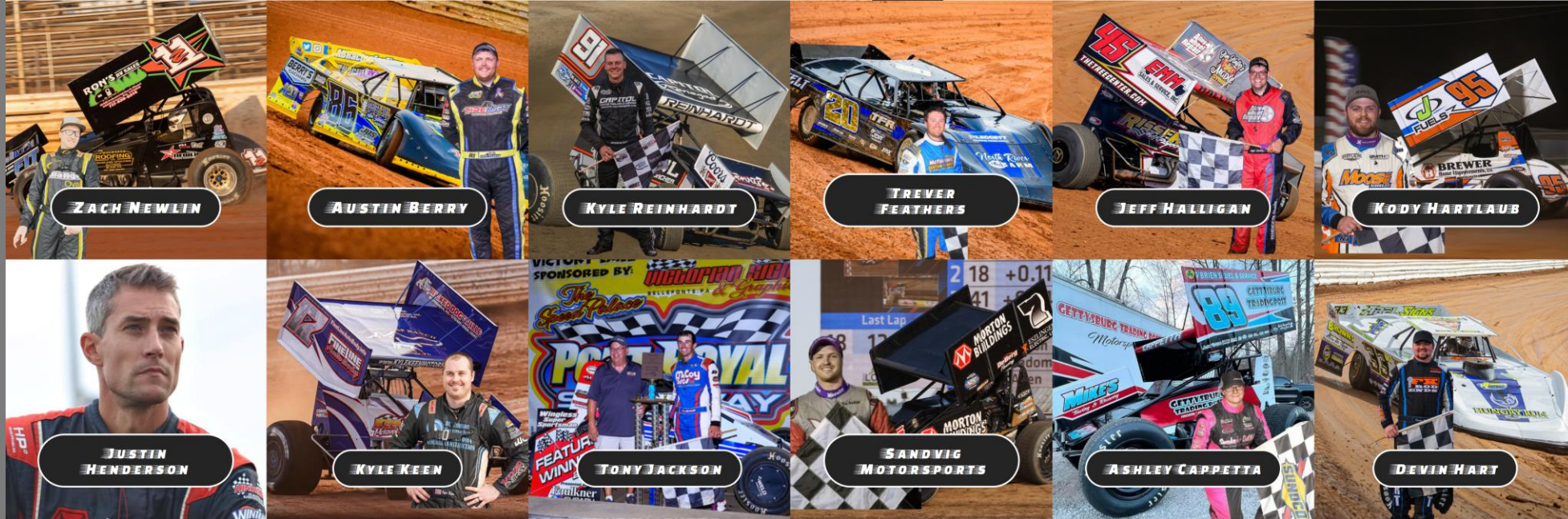


# ***IS GROWING YOUR LOYAL CUSTOMER BASE A PRIORITY FOR YOUR COMPANY?***

**ADDICTED2DIRT PR & MEDIA MANAGEMENT**  
can offer you an affordable, unique and exciting  
way to accomplish your growth goals!



# PERSONAL AND POWERFUL DIRT MOTORSPORTS PUBLIC RELATIONS



With our wide array of clients, we can match you up with the ideal race team to help your business reach the right audience and grow your customer base.

Our teams race in a variety of areas of the United States and reach different viewing audiences through live streaming of events.



# FIVE REASONS TO WORK WITH



Increase your visibility to educate fans about your product or service to create more potential customers



A2D PR and our teams present a polished, professional image to represent your business with class



Keeping fans engaged with our teams through our personalized press releases & social media content means we reach fans with information about your business



We promote your business through a wide variety of outlets to give you the value you deserve for your investment



We listen to you, understand your goals and leverage our audience and business model to achieve all the above



OUR UNIQUE  
PHILOSOPHY

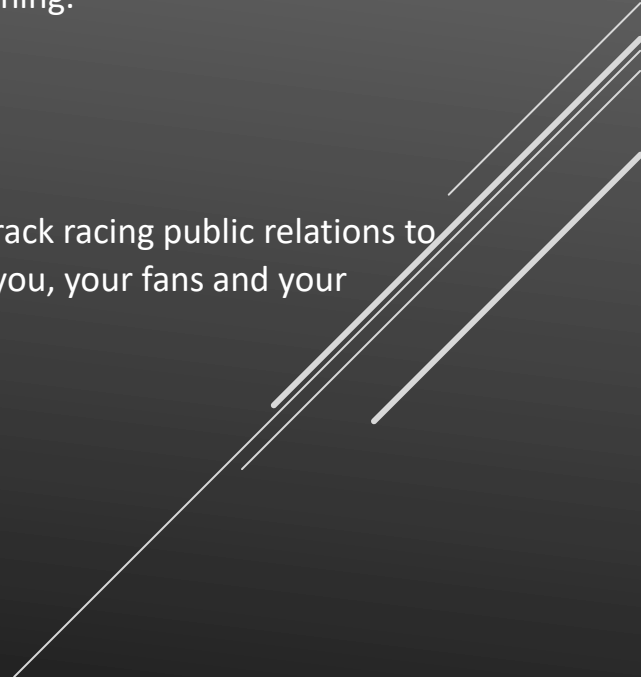
CONNECTING  
WITH FANS

### **MEANINGFUL CONNECTION**

Why do people take an interest in something or someone? It's because of a sense of familiarity, a sense of something in common, wanting to know how the story ends, or wanting to be a part of something.

### **PERSONAL TOUCH**

We bring a personal touch to the world of dirt track racing public relations to establish and further that connection between you, your fans and your marketing partners.



*“Rich and Jody of A2D provide excellent PR publications that keep fans and sponsors up to date with my race team. They add the personal touch that most PR companies lack with cookie-cutter press releases.”*

-- Kyle Reinhardt, 410 Sprint Car Driver

*“Working with A2D this past season I learned that Rich and his team provided everything I was looking for to promote myself and my team in a professional manner. I wanted to set myself apart from the rest of my competitors and that’s exactly what Rich helped me do.”*

– Kody Hartlaub, 410 Sprint Car Driver

*“I never thought 5 years ago when I first met Rich that your relationship would grow to what it has turned into. Rich has done things for me that I never would have thought been possible. Since getting A2D involved with our team our fan base and out-reach has grown at a pace that on-track performance alone could not equal.”*

-- Austin Berry, Dirt Super Late Model Driver

# TESTIMONIALS



INCREASED  
VISIBILITY

GET YOUR  
STORY OUT  
THERE

## **NAME RECOGNITION**

Simply getting your name out there through today's online mediums such as websites, social media, and video outlets, can put you ahead of the competition. Readers and viewers get to know your name and your story, which builds a sense of familiarity, interest and connection.

## **PERSONALIZATION**

Making sure readers and viewers see your face and get to know you as a person, is also a critical element in establishing and strengthening that connection.

## **GROWTH**

Businesses can grow their customer base by partnering with the right race team who reaches the target audience by leveraging a personalized and thorough public relations service like Addicted2Dirt PR & Media Management.

# RICH WATTS,

FOUNDER,  
ADDICTED2DIRT PR  
& MEDIA MGMT



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. That experience helped me realize I wanted to do more, and that there was a need for a more personalized flavor of public relations.

Dirt track racing has been a life-long passion for me. Today it is an expensive sport and teams rely heavily on marketing partnerships to be competitive.

## WHY PUBLIC RELATIONS?

Teams that invest in public relations to promote themselves AND their partners properly, not only connect with fans, but they also have happy businesses who continue to provide support.

Connecting with fans and potential partners is critical to sustain success and growth. A2D PR is ready and able to support teams who recognize this need and want a personal touch.

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

# REV UP YOUR IMAGE

## FAST FACTS

Our website, *ADDICTED2DIRTPR.COM*, received visitors from more than 10 countries and netted over 37,000 views by nearly 31,000 visitors in 2023. Our social media outlets and website have a **total reach of over 400,000 people per year.**

We specialize in the promotion of dirt motorsports teams and their partners to make sure everyone involved benefits from the partnership.

## SEE OUR PORTFOLIO

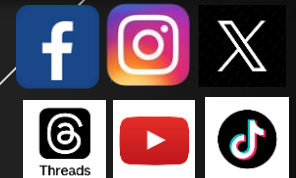
We use our **PRESS RELEASES, SOCIAL MEDIA OUTLETS, NEWSLETTER, VIDEOS** and **MUCH MORE** to reach fans and potential partners.

**[CLICK HERE](#)** to see samples of the broad array of products and services we have in our portfolio!

*(<https://addicted2dirtpr.com/portfolio-of-services-and-products/>)*



Follow  
**@Addicted2DirtPR**  
on all of these  
social media  
outlets!





# THANK YOU!

Thank you for your time and consideration!

We believe we can provide a partnership that will benefit your business at a surprisingly affordable price.

Call or send us an email today!

We are happy to answer your questions and discuss partnership options!

[Rich@A2DPR.com](mailto:Rich@A2DPR.com) 

717-439-4063 

[Addicted2DirtPR.com](http://Addicted2DirtPR.com) 

