



## PERSONAL AND POWERFUL DIRT MOTORSPORTS PUBLIC RELATIONS

We can help you and your team increase your visibility and present a polished, professional image that is desired by potential marketing partners.

A2D provides professional-grade exposure for you, your team, and your marketing partners through a variety of online content.

In addition to our website, which is full of useful information, we have a presence on Facebook, Twitter, Instagram, YouTube and TikTok, where we publish a variety of content to keep fans informed about your story, schedule, results, and marketing partners.



Click [HERE](#) to watch this short video to learn about A2D PR's unique philosophy and our services



Keep fans engaged with your story through our personalized press releases & social media content



Promote your marketing partners to give them the value they deserve for their investment



Increase driver & team visibility to reach more fans and potential marketing partners



Present the polished, professional image marketing partners want



Leverage our audience and business model to achieve all the above

# FIVE REASONS TO WORK WITH



# 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

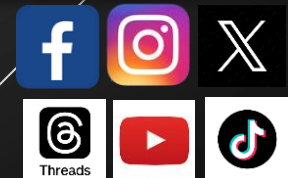
We use our **PRESS RELEASES, SOCIAL MEDIA OUTLETS, NEWSLETTER, VIDEOS** and **MUCH MORE** to reach fans and potential partners.

**[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!



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.



105% increase since we were hired to manage the team's Facebook page content creation in 2023



141% increase since we were hired to manage the team's Facebook page content creation in 2018



73% increase in last 12 months; amassed 1.9k followers in 2 years since creation

SANDVIG  
MOTORSPORTS

42% increase in last 12 months; amassed 1.7k followers in 2 years since creation



38% increase in last 12 months; amassed 1.1k followers in 2 years since creation



68% increase since hired to provide press releases 2 years ago

# PROVEN FACEBOOK PAGE GROWTH





## **WEBSITES & MORE!**

*Get a professional website from MyRacePass that's easy to update with features like schedules, results, news, photos, videos, points, driver bios and more!*

*A2D PR can guide you through it all and coordinate your use of the numerous services available at a discount!*

**Want more info and pricing?**

**[CLICK HERE!](#)**

*“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

*“Rich and his crew have provided a great service at a fair price for our business. He is very attentive and has great ideas to help us achieve our goals.”*

-- Wayne Quackenbush, General Manager, Capitol Custom Trailers & Coaches

*“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



# 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.**



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**

Drivers and teams who rely solely on race fans seeing their car on the track and an occasional mention by the track announcer, will not grow their fan base or attract marketing partners nearly as effectively or quickly.

PROFESSIONAL  
IMAGE

FORMING  
PARTNERSHIPS

## RELATIONSHIPS

A relationship with a marketing partner must be about an arrangement that benefits both the partner and your team. The key to establishing a relationship is demonstrating to the potential marketing partner that working with you and your team can benefit them, and that you will represent them with a professional image.

## IMAGE

That image starts with an online presence through press releases, social media posts, video and other content that are professional in both presentation and content. Partners don't want to be associated with, or represented by, content with poor grammar, misspellings, or a negative message.

## AUDIENCE

We can share statistics and other information with potential partners that will show the potential customers they can reach through dirt track racing. Today's audience is much larger than just the people in the seats at the track. Streaming services and social media have evolved the sport into a highly connected global community.

# THANK YOU!

Thank you for your time and consideration!

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

**Call or send us an email today!**

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

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