



Thank you for your interest in Addicted2Dirt PR and Media Management (A2D)!

We would like to provide you with more information to consider and we would love to talk about how we can help you and your team increase your visibility and present a polished, professional image that is desired by potential marketing partners. Our mission is to provide personal and powerful dirt motorsports public relations.

About us:

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

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

Below you will find information about the services we offer, but we are open to creative ideas and opportunities, so don't be afraid to discuss your ideas, and vision with us!

Visibility:

- Releases are published on our **website**, shared via A2D **social media**, and shared to numerous special interest Facebook Groups dedicated to dirt track racing. Teams can share our posted releases to their social media accounts and any additional desired outlets
- Our press releases are sent to numerous **media outlets & website** covering dirt track racing where they are published on a regular basis
- Our reach statistics continue to grow rapidly since we started in February 2020
 - Our **website** has a reach of over **35,000**
 - Our **social media platforms** have a combined reach of over **100,000**
 - We are establishing a growing, additional audience via our **email newsletter** [new in '21]

Services & Pricing:

- **We have packages at any level to match your needs!**
 - Please see the "A2D Price Matrix" on the following page to see our available services and package options for Drivers/Team and Business/Partners
 - Invoices are emailed monthly at the end of each month in which services were performed
 - Payments can be made via PayPal or by check

We encourage you to browse our website to learn more and see the quality of our work.

Please contact us via email or phone to discuss how we can help you.

Thank you for your time and consideration!

Rich Watts

Addicted2DirtPR.com

Personal and Powerful Dirt Motorsports Public Relations

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Service Description	DRIVER / TEAM PACKAGES			BUSINESS / PARTNER PACKAGES	
	Bronze	Silver	Gold	Titanium	Platinum
monthly press releases (minimum 6/year)	included				
weekly press releases		included	included		
inclusion of press releases, partner promotions and team schedule in A2D's Pit-Side Report email newsletter		included	included		
communicate partner reads to tracks and series		included	included		
edited/long form video interviews/appearances		includes 1/year	includes up to 3/year		
live/short form video interviews/interviews			included		
create, host & maintain a bio/media info page for client on A2D website			included		
create marketing materials to solicit marketing partners			included		
coordinate promotional activities/appearances			includes up to 2	included	included
coordinate design/creation of client apparel/souvenirs			included	included	included
manage email audience & campaigns via MailChimp to distribute press releases & other news			included	included	included
create/provide/post client social media content (max 2 posts/week/platform; does not include in-race updates)			included	included	included
develop strategy for client complete online presence					included
create/provide content for client-managed website					included
client website design consultation					included
Monthly Package Cost:	\$100	\$250	\$400	\$500	\$700
Annual Package Cost if Paid Monthly:	\$1,200	\$3,000	\$4,800	\$6,000	\$8,400
Annual Package Cost if Paid in Full in Up Front:	\$1,000	\$2,700	\$4,500	\$5,500	\$7,500