



Addicted2Dirt PR & Media Management

Personal & Powerful Dirt Motorsports Public Relations

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

We would like to provide you with more information to consider 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, 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.
- 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

- Press releases, race recaps and stories 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, or A2D can do that for you if you arrange social media support with us.
- Our press releases are also sent to numerous media outlets & websites where they are published on a regular basis.
- Our reach statistics continue to grow rapidly since we started in February 2020:
 - Our website received visitors from 10 countries and netted over 31,000 views by nearly 24,000 unique visitors in 2022.
 - Our combination of social media outlets, website and email newsletter provide a total reach of over 400,000 people per year.

Services & Pricing

- Race Teams - We have packages at any level to match your needs! Please see the price matrix below for our available services and package options for Drivers/Teams.
- Businesses - Please contact us for customized services and pricing.
- Invoices are emailed monthly at the end of each month in which services were provided.
- While payment by check is preferred, payments can also be made via PayPal or Venmo.

Service Description	RACE TEAM PACKAGES			
	Bronze	Silver	Gold	Platinum
press releases - monthly	included			
basic presence on A2D web site (image, schedule, press releases)	included			
inclusion of press releases, partner promotions & team schedule in A2D's Pit-Side Report email newsletter	included	included	included	included
press releases - weekly or bi-weekly (minimum 6 months)		included	included	included
full presence on A2D web site, which can include a bio/media info page		included	included	included
create/provide/post content on team social media		included	included	included
communicate team and partner info to tracks and series as needed		included	included	included
short form video - unedited (e.g. live or recorded clips during events)		included	included	included
long form video - edited (e.g. interviews, event coverage)			2/year	up to 4/year
coordinate promotional activities/appearances for partners			included	included
create marketing materials to solicit marketing partners				included
conduct meetings/conversations with potential marketing partners [A2D will retain 5% of any funds obtained]				included
coordinate design/creation of client apparel/souvenirs				included
manage team email audience & campaigns via MailChimp to distribute press releases & other news				included
Monthly Package Cost:	\$100	\$300	\$400	\$500
	minimum 8 mos	minimum 8 mos	minimum 8 mos	minimum 8 mos

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

Please contact us via email or phone if you have questions. We will be happy to discuss how we can help you!

Thank you for your time and consideration!

Sincerely,

Rich

Rich Watts