



An official partner and authorized
retailer of MRP websites
& marketing products!



Addicted2Dirt PR & Media Management

Personal & Powerful Dirt Motorsports Public Relations

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✉ rich@a2dpr.com
🌐 addicted2dirtpr.com



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 tools and content. Full details under Services on the next page!
- In addition to our website, which is full of useful information, we have a presence on Facebook, X (formerly Twitter), Instagram, YouTube, Threads and TikTok, where we publish a variety of content to keep fans informed about your story, schedule, results, and marketing partners.
- We are always 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.
- Our reach statistics continue to grow rapidly since we started in February 2020:
 - Our website received visitors from 10 countries and netted over **37,000 views** by **nearly 30,000 unique visitors** so far in 2023.
 - Our combination of social media outlets, website and email newsletter provide a **total reach of over 400,000 people** per year.



Available Products & Services

- **Press Releases** - Our press releases keep fans and partners up to date with your race team. We add a personal touch that helps engage readers with your team's story.
- **Social Media Mgmt** - We leverage social media channels for partner promotion and team updates with a professional touch
- **Marketing Videos** - We have a top-notch video production partner who we can leverage to produce a professional grade tool that allows you to show potential partners why they should work with you.
- **Marketing Presentations** - We can create high quality digital or print presentations that help you show potential partners how they will benefit from partnering with and advertising through your team.
- **Info-graphics** - Promote partners and keep fans informed of your schedule with a visual for social media!
- **Interviews & Appearances** – Connect you with podcasts, radio shows and other interview opportunities to promote yourself and your partners!
- **MyRacePass Profile Management** - Take advantage of the entire MRP network for maximum exposure
- **Website Development via MyRacePass** - Showcase your sponsors, inform your fans, show off your racing history and biography, and display your season schedule.
- **Drop-Ship Apparel via MyRacePass** - Do away with spending thousands up front and being stuck with unsold inventory!
- **Hero Cards** - Take care of those young fans by having a hero card ready to autograph for them!
- **Partner Thank You Letters** - Say a simple 'thank you' to your partners and supporters with a professional-grade letter that shows them you handle every detail with the highest quality.
- **Media Sheets** - Distributed to tracks, series and media to ensure they have the information to promote you and your partners accurately at the track and in the media.
- **Email Marketing** - Send press releases, schedules and other insider team info directly to your partners and fans email inbox!

On the following pages, you will find samples of many of our products and services. We encourage you to browse our website to learn more and see the quality of our press releases and email newsletters (in the Pit-Side Report archive).



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Packages & 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.
- Easy, online payment methods are available (Bank ACH, Visa, Mastercard, Discover, Apple Pay, PayPal and Venmo). Checks and cash are also accepted.

Addicted2Dirt PR's 2024 Driver/Race Team PR Packages		Bronze	Silver	Gold	Platinum
PRESS RELEASES					
press releases - monthly		included			
provide driver/team fact sheet to tracks and series (includes personal info, career highlights, partner info, etc.)		included	included	included	included
inclusion of press releases, partner promotions & team schedule in A20's Pit-Side Report email newsletter		included	included	included	included
Link from A20PR.com to your online presence		included	included	included	included
inclusion of driver/team primary partners in rotating partner spotlights on A20 social media		included	included	included	included
manage driver profile on MyRacePass, including upload of press releases		included	included	included	included
press releases - weekly as needed			included	included	included
SOCIAL MEDIA					
create weekly/raceday schedule/info-graphics			included	included	included
content creation on driver/team social media				included	included
MARKETING					
produce highlight reel, interview, etc. videos					included
create driver/team media kit/marketing presentation (digital & print)					included
addition of driver/team media/info page to A20PR.com					included
seek out and negotiate with potential marketing partners (A20 will receive a 10% commission)					included
coordinate promotional appearances					included
Monthly Package Cost:		\$150	\$300	\$400	\$500
		contract minimum length is 8 months			

Addicted2Dirt PR's 'Pick N Choose' Services	Cost
manage team email audience & campaigns (paid monthly)	\$50/month
manage team email audience & campaigns (paid annually)	\$500/year
custom thank you letters for marketing partners	\$50/half dozen
create weekly/raceday schedule/info-graphics	\$10-\$25/each
create driver/team media kit/marketing presentation (current A20 PR client)	\$100/each
create driver/team media kit/marketing presentation (non A20 PR client)	\$150/each
8.5"x5.5" 2-sided hero cards design & print	contact us for pricing
create driver/team marketing video	contact us for pricing
websites designed and built by MyRacePass	see websites brochure
dropship apparel by MyRacePass	contact us for pricing
marketing print products (e.g. banners, flags, etc.) by MyRacePass	contact us for pricing

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

Press Releases

LATEST NEWS



ABR Addressing Motor Issues, Looking for Qualifying Speed in 2024

🕒 November 22, 2023

ABR Addressing Motor Issues, Looking for Qualifying Speed in 2024
[Read More](#)



Kyle Reinhardt Showcased Abilities on and off the Track During Successful 2023 Season

🕒 November 17, 2023

Kyle Reinhardt showcased his abilities on and off the track during a successful 2023 season...
[Read More](#)



Audition Aced: Justin Henderson Secures Kreitz Racing Ride for 2024 Racing Season

🕒 November 10, 2023

Audition Aced: Justin Henderson Secures Kreitz Racing Ride for 2024 Racing Season
[Read More](#)



Kody Hartlaub's Successful 2023 Could Be a Turning Point in Young Career

🕒 November 7, 2023

Kody Hartlaub's successful 2023 season could serve as a turning point in the Pennsylvania driver's...
[Read More](#)



Kyle Reinhardt Showcased Abilities on and off the Track During Successful 2023 Season

November 17, 2023 / in Kyle Reinhardt, Sprint Cars / by mraddicted2dirt

New Oxford, PA – November 17, 2023

by Addicted2Dirt PR & Media Mgmt

Photo Credit: Derick Kriner Photography

Kyle Reinhardt approached the 2023 season as a rebuilding year. With fewer resources at his disposal, than he had during the previous two seasons, the plan was to focus on Central Pennsylvania and other key events that made the most sense for his team.

His goals were to perform at the highest possible level on the track and work hard off the track to find partnerships that would allow him to expand his schedule.

Social Media Mgmt

Partner Promotion and Team Updates



Kyle Keen Motorsports

Published by Rich Watts · November 21 at 8:43 AM · 🌐



PARTNER SPOTLIGHT! **HRF Heishman Racing Fuel**

HRF delivers high quality pure untouched Methanol to the customer for racing applications.

Call them today at (717) 226-1814!



Kyle Reinhardt

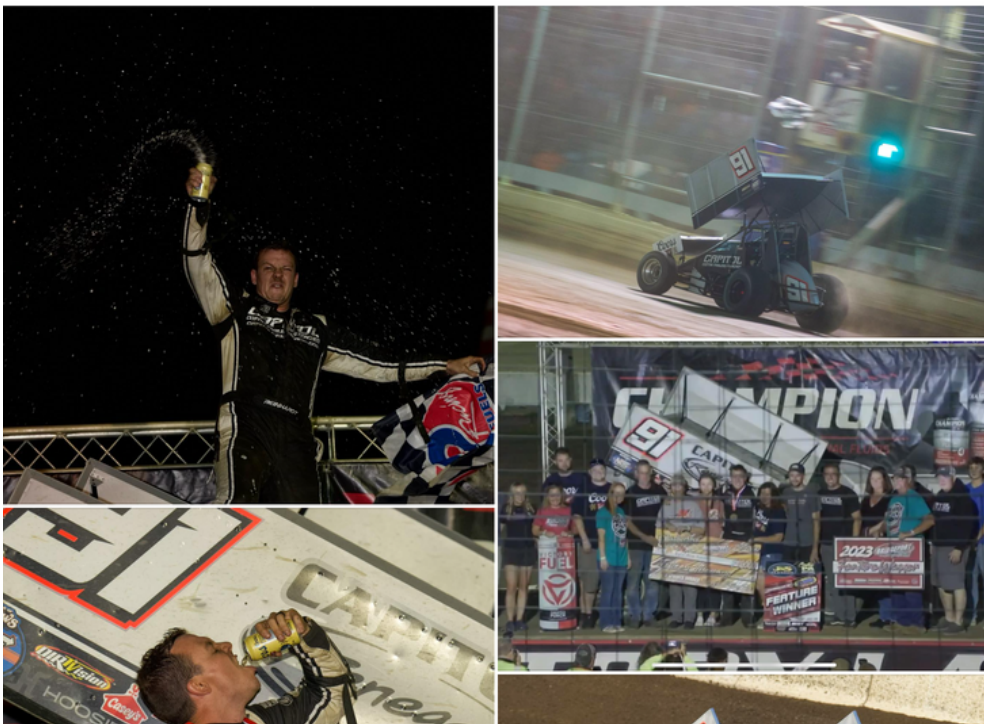
October 28 · 🌐



WINNER WINNER! Kyle gets it done tonight at Bridgeport and collects the \$15k at Oktoberfest!

That's win #3 on the season! Huge thanks to [Capitol Renegade](#), [Coors Banquet](#), [Ace Distributing](#) and [Henry's Wrecker Service](#)!

📷 [Jeremy Zarfes Photography](#)



Marketing Videos



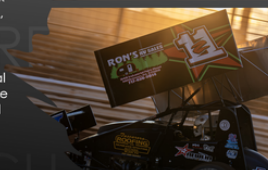
Marketing Presentations

DID YOU KNOW?

Over 90% of fans will support a dirt 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.



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

ZACH NEWLIN RACING CAN OFFER YOU AN AFFORDABLE AND EXCITING WAY TO ACCOMPLISH YOUR GOALS!



REACHING POTENTIAL CUSTOMERS THROUGH MOTORSPORTS

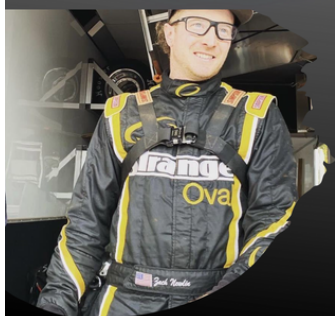
Target Audience

- ▶ 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
- ▶ 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

ZACH NEWLIN RACING CAREER HIGHLIGHTS



410 Sprint Car

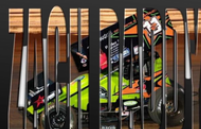
- ▶ 2021 Qualified for first career World of Outlaws A-main at Port Royal Speedway
- ▶ 2020 and 2021 Labor Day Classic Hard Charger at Port Royal Speedway

358 Sprint Car

- ▶ 2020 Williams Grove Speedway Rookie of the Year
- ▶ 2020 Feature Winner at Williams Grove Speedway
- ▶ 8 top-ten and 4 top-five finishes in just 11 races at Williams Grove Speedway in his first season (2020)

305 Sprint Car

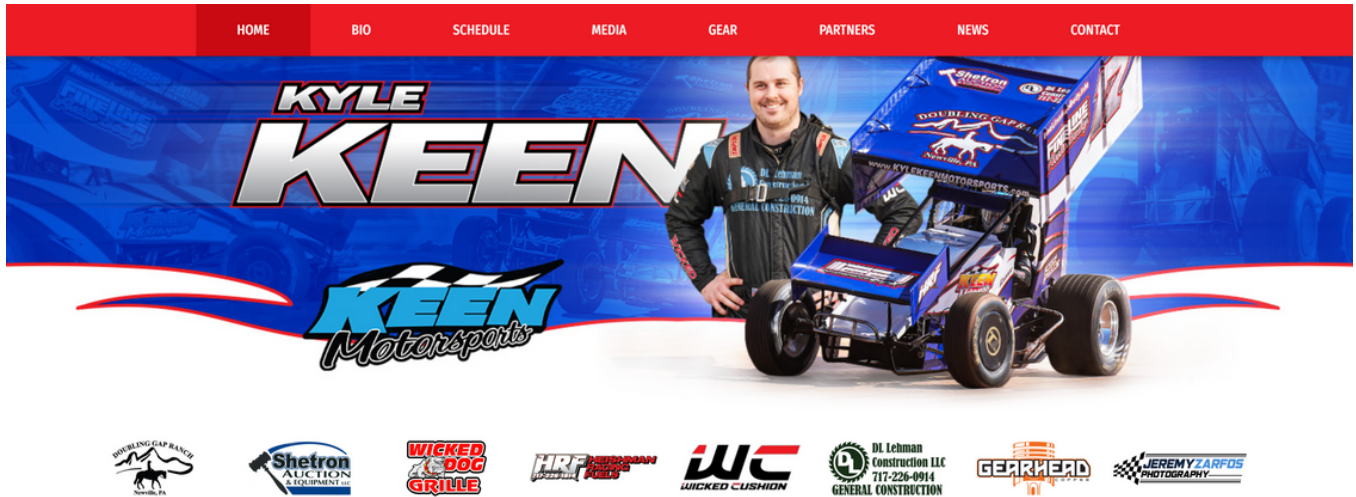
- ▶ 2-time PA Sprint Series (PASS) Champion (2015 & 2018)
- ▶ 2-time PA RaceSaver IMCA Champion (2015 & 2018)
- ▶ 4-time BAPS Motor Speedway Champion (2016, 2017, 2018 & 2019)
- ▶ 15 wins and 100 top-ten finishes from 2016-2019



Info-Graphics



MyRacePass Websites



LATEST NEWS



KEEN'S ROLLER COASTER



LATEST NEWS

Austin Berry Picks Up Top Ten at Small Car Nationals

10/1/2023

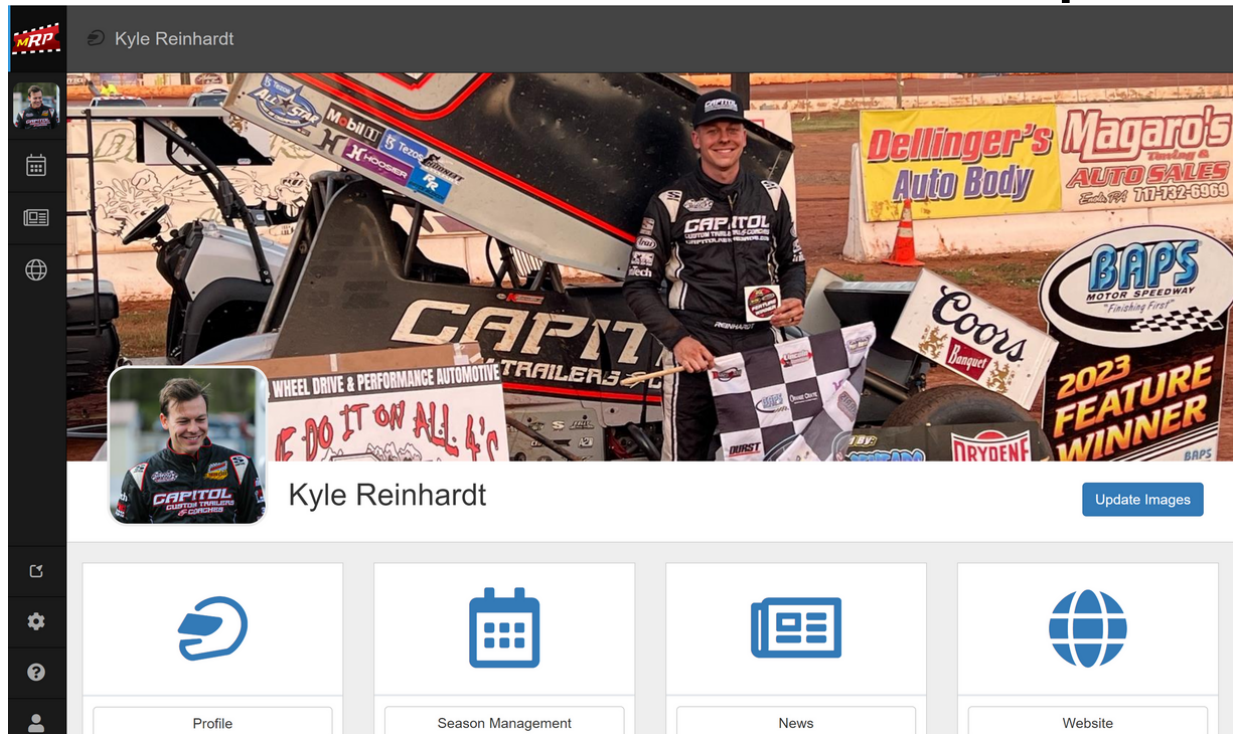
Berry Scores Top Ten Finish in Last Minute Schedule Addition

9/12/2023

Berry Wins Success and Fun



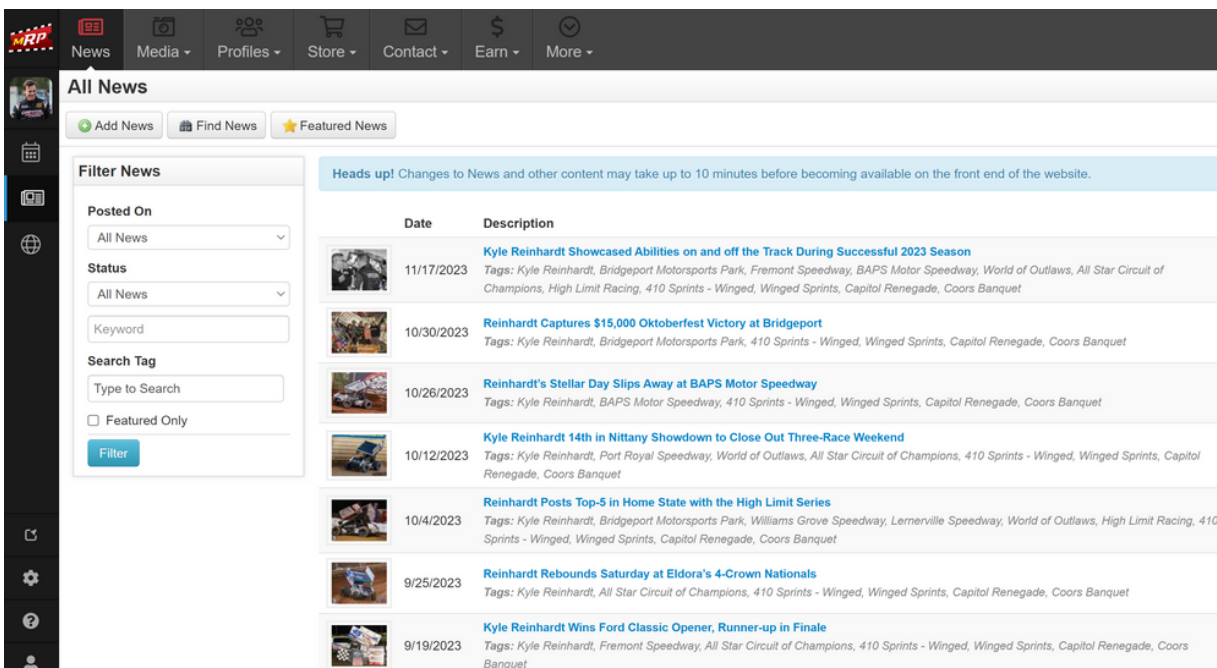
MyRacePass Profile Mgmt to take advantage of the entire MRP network for maximum team exposure



Kyle Reinhardt

Update Images

Profile Season Management News Website



News Media Profiles Store Contact Earn More

All News

Add News Find News Featured News

Filter News

Posted On: All News

Status: All News

Keyword:

Search Tag: Type to Search

☐ Featured Only

Filter

Heads up! Changes to News and other content may take up to 10 minutes before becoming available on the front end of the website.

Date	Description
11/17/2023	Kyle Reinhardt Showcased Abilities on and off the Track During Successful 2023 Season Tags: Kyle Reinhardt, Bridgeport Motorsports Park, Fremont Speedway, BAPS Motor Speedway, World of Outlaws, All Star Circuit of Champions, High Limit Racing, 410 Sprints - Winged, Winged Sprints, Capitol Renegade, Coors Banquet
10/30/2023	Reinhardt Captures \$15,000 Oktoberfest Victory at Bridgeport Tags: Kyle Reinhardt, Bridgeport Motorsports Park, 410 Sprints - Winged, Winged Sprints, Capitol Renegade, Coors Banquet
10/26/2023	Reinhardt's Stellar Day Slips Away at BAPS Motor Speedway Tags: Kyle Reinhardt, BAPS Motor Speedway, 410 Sprints - Winged, Winged Sprints, Capitol Renegade, Coors Banquet
10/12/2023	Kyle Reinhardt 14th in Nitany Showdown to Close Out Three-Race Weekend Tags: Kyle Reinhardt, Port Royal Speedway, World of Outlaws, All Star Circuit of Champions, 410 Sprints - Winged, Winged Sprints, Capitol Renegade, Coors Banquet
10/4/2023	Reinhardt Posts Top-5 in Home State with the High Limit Series Tags: Kyle Reinhardt, Bridgeport Motorsports Park, Williams Grove Speedway, Lernerville Speedway, World of Outlaws, High Limit Racing, 410 Sprints - Winged, Winged Sprints, Capitol Renegade, Coors Banquet
9/25/2023	Reinhardt Rebounds Saturday at Eldora's 4-Crown Nationals Tags: Kyle Reinhardt, All Star Circuit of Champions, 410 Sprints - Winged, Winged Sprints, Capitol Renegade, Coors Banquet
9/19/2023	Kyle Reinhardt Wins Ford Classic Opener, Runner-up in Finale Tags: Kyle Reinhardt, Fremont Speedway, All Star Circuit of Champions, 410 Sprints - Winged, Winged Sprints, Capitol Renegade, Coors Banquet

Hero Cards



DRIVER BIO:

- HOMETOWN: WINCHESTER, VA
- BORN: SEPTEMBER 26, 1992
- FAMILY: EMILEY [WIFE], KOLLIN & CALLIE [KIDS]

CAREER HIGHLIGHTS:

- HAS 45+ CAREER WINS IN LIMITED & SUPER LATE MODEL COMPETITION
- WINCHESTER SPEEDWAY TRACK CHAMPIONSHIPS IN LIMITED (2010) & SUPER LATE MODELS (2013)
- 2017 SEVEN-WIN SEASON
- 2018 NORTHEAST ULTIMATE SUPER LATE MODEL WINNER @ HAGERSTOWN SPEEDWAY
- 2020 & 2021 PORT ROYAL OPENING DAY WINNER
- 2023 PORT ROYAL SPEEDWAY WINNER (2), LINCOLN SPEEDWAY WINNER (1)



Season-End Partner Thank You Letters



With the 2022 racing season behind us, I wanted to take a moment to thank you for your support of our team!

Thanks to your involvement, we were able to perform at a high level consistently all season long, achieving 19 top ten finishes in 23 races.

That consistency led to finishing second in the 358 sprint car championship points at Lincoln Speedway and the 358 Summer Series. At Williams Grove Speedway we won the Rookies of the Year award while finishing fifth in points.

We have done our best to represent your business with class and promote it at the high level it deserves.

We look forward to growing our partnership in a way that leads to victories for everyone involved.

Sincerely,

Kody Hartlaub



Media Sheets

Distributed to tracks, series and media

MEDIA SHEET: Please find below information for your organization's announcers and/or public relations staff for our client for the 2024 season. If you have any questions, please contact us.

TEAM: TREVER FEATHERS RACING

DRIVER: TREVER FEATHERS

CAR #: 20

AGE: 31

HOMETOWN: WINCHESTER, VA

RESIDES: WINCHESTER, VA

YEARS RACING: 15

STARTED RACING: 2009

CURRENT DIVISION: SUPER LATE MODELS

YEARS IN DIVISION: 16

WEBSITE: ADDICTED2DIRTPR.COM/TREVERFEATHERS

 @TFEATHERSRACING

 @TFEATHERSRACING

 @TFEATHERSRACING

INTRO: TREVER FEATHERS IS A CHAMPIONSHIP WINNING DIRT LATE MODEL DRIVER FROM WINCHESTER, VA., RACING IN THE MID-ATLANTIC REGION WITH ASPIRATIONS TO TOUR WITH A NATIONAL SERIES. TREVER IS A THIRD GENERATION RACER, SUCCEEDING GRANDFATHER WAYNE FEATHERS AND FATHER, BO FEATHERS, WHO WON FIVE WINCHESTER SPEEDWAY TRACK TITLES AND MORE THAN 100 FEATURES FROM 1986 TO 2012.

CAREER HIGHLIGHTS:

- SINCE HIS FIRST FULL SEASON IN 2010, TREVER HAS COLLECTED 2 TRACK CHAMPIONSHIPS AND 42 TOTAL LATE MODEL WINS, INCLUDING VICTORIES AT WINCHESTER (VA), PORT ROYAL (PA), HAGERSTOWN (MD) AND POTOMAC (MD).
- SEVEN-WIN SEASON IN 2017, INCLUDING LEE STULTZ MEMORIAL & RED NININGER MEMORIAL RACES AT WINCHESTER (VA) SPEEDWAY
- 2020 & 2021 PORT ROYAL SPEEDWAY (PA) OPENING DAY WINNER
- 3-TIME WINNER IN 2023

PARTNERS: MCFARLAND CUSTOM PAINTING & WALL COVERINGS
GEORGE'S USED CARS
MARTINS PUMPING SERVICE
NORTH RIVER FARM

EQUIPMENT: TEAM ZERO RACE CARS
FOX SHOX
LEGGETT ENGINE RESEARCH

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