



MOTORSPORT MARKETING EXPERTS

# DRIVE REVENUE

THE **PITT RACE** STORY

JASON  
**ZICKLER**

JASON  
**BALES**

GENE  
**COTTINGHAM**

In 2020, Pitt Race invited mix to review their current brand advertising and marketing strategy and to prepare for an evolution using modern and relevant digital techniques to reach customers in a predictable, repeatable, and organized way.

**The goal was obvious:** to attribute advertising and marketing activity to increasing track rentals, event signups, connecting the brand with the on-track experience and increasing overall customer satisfaction.




**NOT** JUST FOR MOTORSPORT

At mix, we are laser focused on maximizing revenue for businesses through digital advertising and marketing.

We run high impact and highly targeted ad campaigns across popular digital media **channels**. Our proprietary advertising campaign strategy reaches ideal customers faster than any other type of marketing, especially when they are searching for your product or service.

Racetrack operators have seen a big financial explosion from the mix approach to digital advertising and marketing.



Mix has been developing a proprietary digital advertising formula for motorsport over the last few years .....**And it's exploding!!**

The marketing formula mix has created focuses on one single goal;  
**using one repeatable strategy for growth.**

Measuring results in one ongoing manner, mix builds a predictable  
revenue generating machine for racetrack operators.

# SEE IT FOR YOURSELF!

A F O R M U L A F O R E X P L O S I V E G R O W T H

CASE STUDY



LEARN HOW **PITT RACE** USES **MIX™** FOR MARKETING & ADVERTISING

BRANDING | BRAND GUIDELINES | ONLINE EXPERIENCE | EMAIL MARKETING | MARKETING PLAN CREATION | GOOGLE PPC |  
FACEBOOK ADS | INSTAGRAM ADS | SPOTIFY ADS | PINTEREST ADS | EBOOKS | MERCH | YELP ADS | WAZE ADS



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VISIT US ONLINE AT [MIXITOUT.COM](http://MIXITOUT.COM)

# BRAND

IT ALL STARTS WITH A MIND  
BLOWING BRAND EXPERIENCE

SINCE 2020 THE PITT RACE  
CUSTOMER SATISFACTION HAS  
EXPLODED AS A RESULT OF THE MIX  
ONLINE BRAND MARKETING AND  
ADVERTISING STRATEGY.

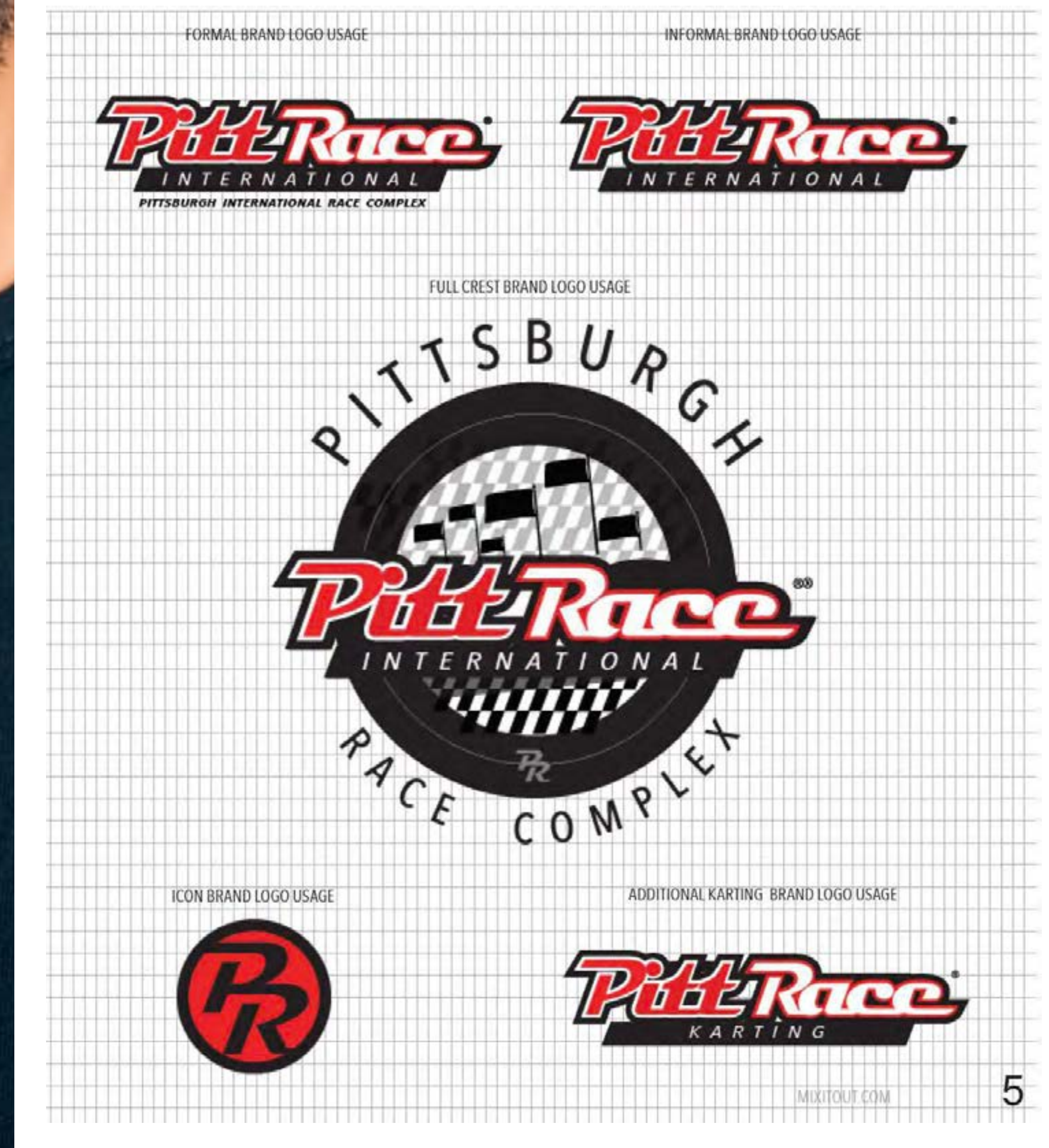


A BRAND IS MORE THAN A LOGO

# JAW DROPPING IDEAS



HUNDREDS OF OPTIONS WERE CONSIDERED BEFORE LANDING ON THE FINAL BRAND.



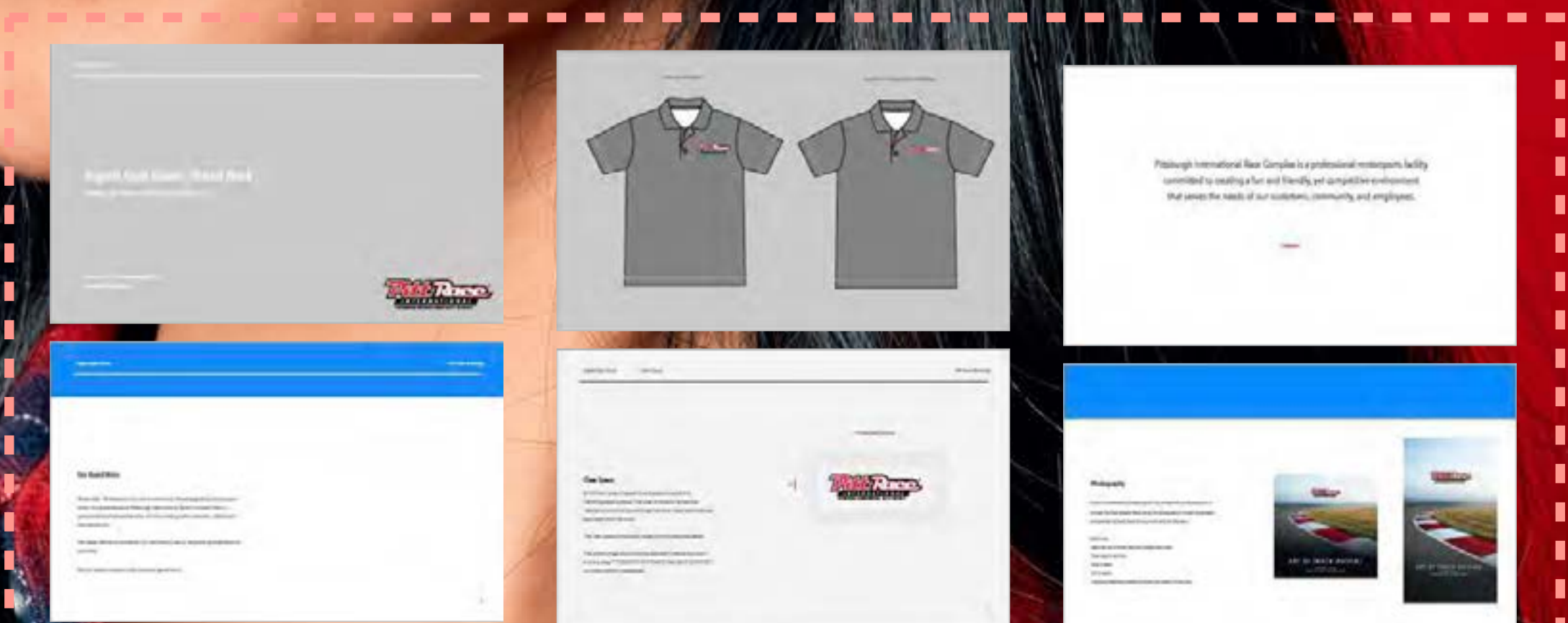
STAYING FOCUSED ON THE BIGGEST  
BRAND DRIVERS OF THE BUSINESS IS KEY



# THE RULES

THE OVERALL STRATEGY IS BUILT UPON A NEW BRAND  
GUIDELINES BOOK DEVELOPED BY MIX.

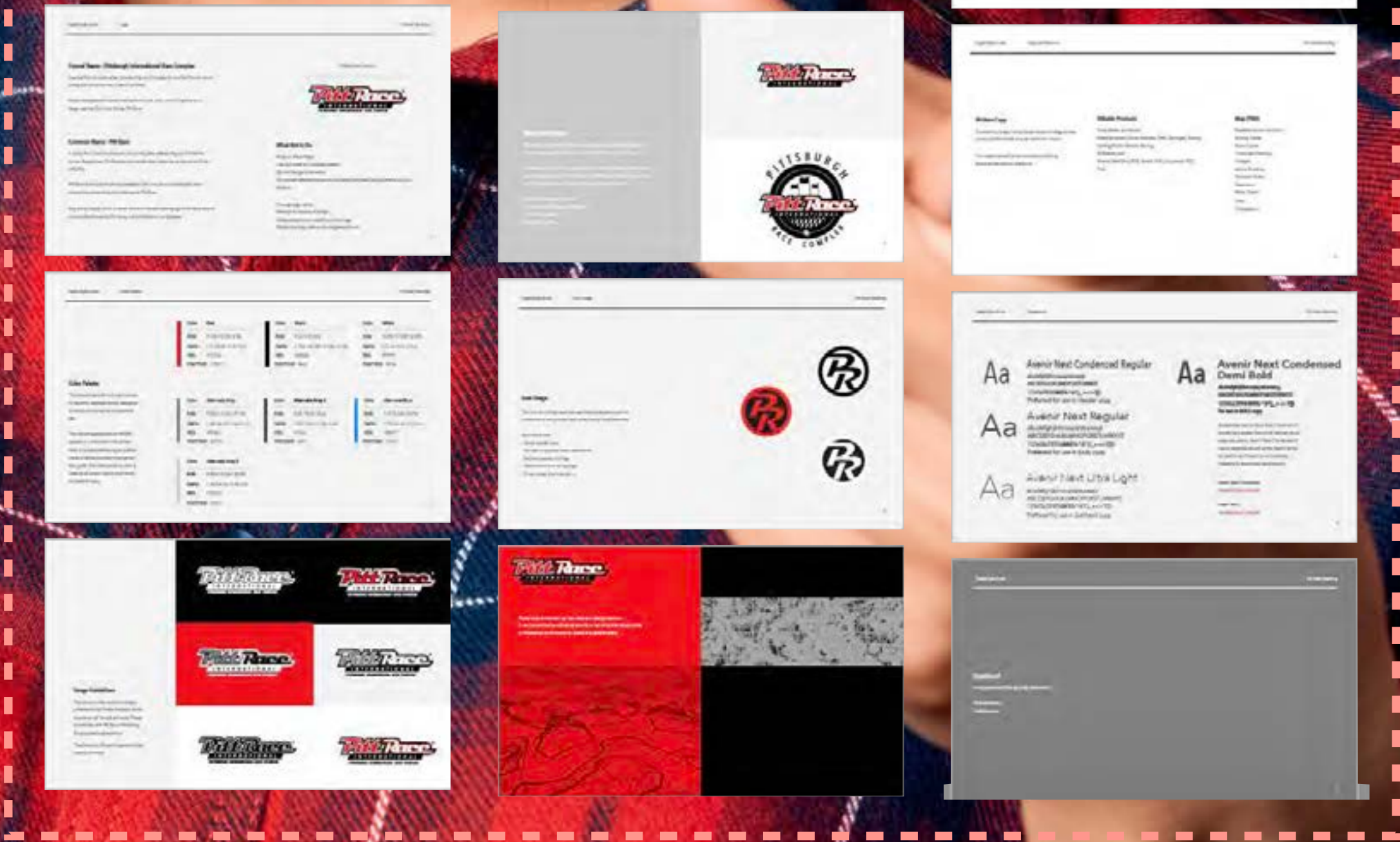
BRAND GUIDES DON'T JUST MAGICALLY APPEAR. THEY TAKE TIME AND  
EFFORT TO CREATE, AND TIME IS A PRECIOUS THING.



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BRAND GUIDES SAVE TIME  
AND SAVE MONEY



# DIGITAL STYLE GUIDE AND BRAND BOOK

But how much time does it take to explain to a designer how much space you need around your logo at all times? And how they're not supposed to change any of the colors? What about finding every font you use and having to relay that to them as well? Not to mention any iconography you've got circulating. Then when you hire a second designer since your business is booming, you'll have to explain it all over again.

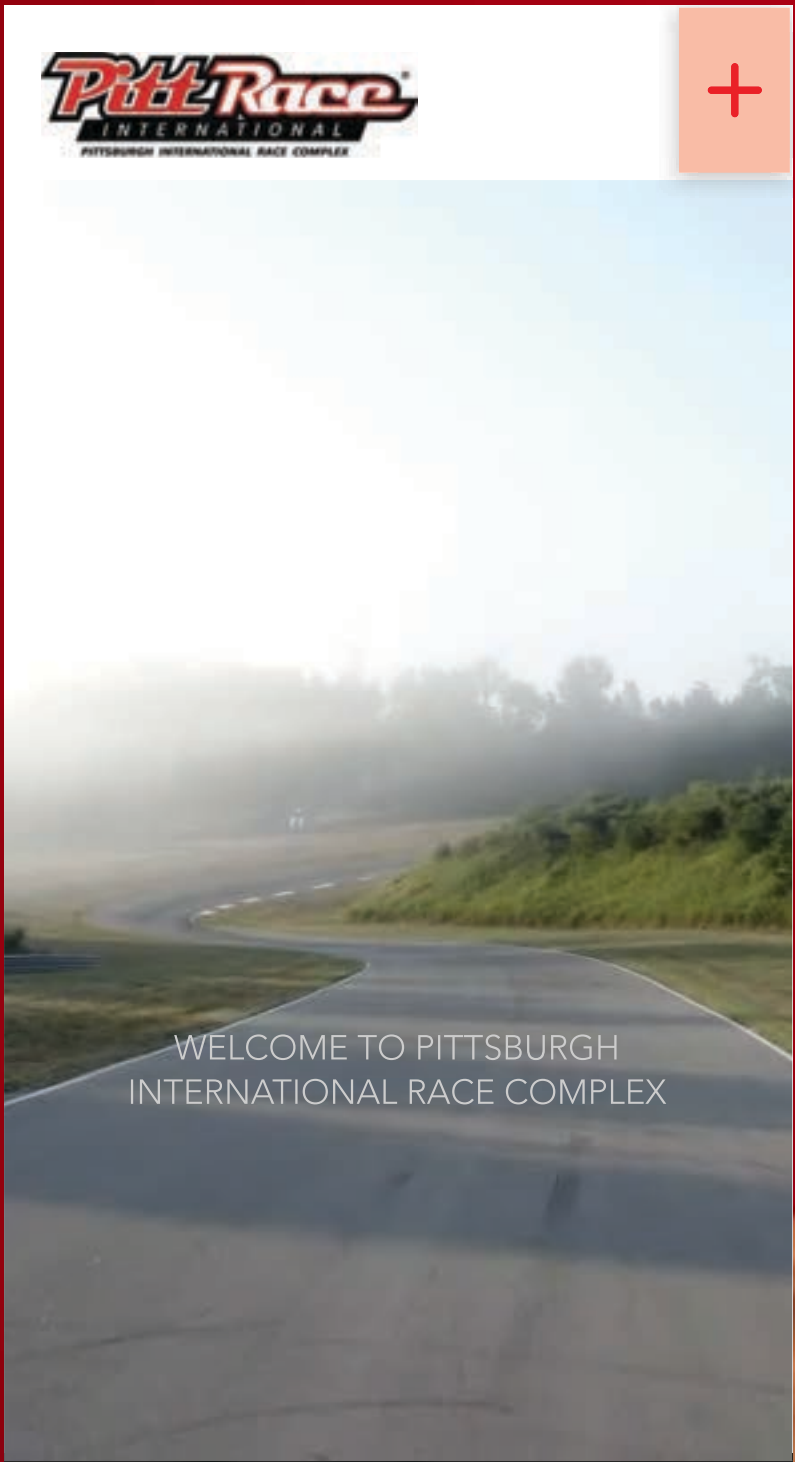


# THE ONLINE EXPERIENCE IS HOME FOR EVERYTHING

THE ONLINE EXPERIENCE IS AT THE CORE OF EVERYTHING WE DO

A BRAND IS MORE THAN A LOGO

MOBILE AND DESKTOP



THANK YOU FOR MAKING 2020  
ANOTHER GREAT YEAR!



CHECK THE 2021 PITT  
RACE TRACK  
CALENDAR AND SEE  
WHAT'S FOR YOU

TRACK CALENDAR

THERE'S A LOT TO DO AND SEE  
Pittsburgh International Race Complex is  
located in scenic and quaint Beaver County –  
home to many shops, restaurants, bed and  
breakfast's, state parks, and attractions. We're  
located just 45 miles northwest of Pittsburgh,  
just off the Pennsylvania Turnpike, I-76 exit 13  
(Beaver Valley), and easily accessible from  
Interstates 79, 376, and 80.



You might think that racetracks  
don't change much. You pave  
them and then you race on  
them - but that's not the case  
with Pittsburgh International  
Race Complex. Since Jim and  
Kathy took ownership a decade  
ago it gets bigger and better  
each year.

Dan DelBianco  
Executive Director  
Pittsburgh Vintage Grand Prix

# A BRAND IS MORE THAN A LOGO ONLINE EXPERIENCE

The online experience is  
especially helpful if you are  
embarking on a revenue  
generation strategy.

The goal of the online  
experience is the same as all  
other marketing that a  
company does. It should grab  
the user's attention, make a  
lasting impression and create  
enough interest that they will  
conduct business with ease.

pittrace.com

The second is run in conjunction with the Steel Cities Region of SCCA.

SCHEDULE  
LEARN MORE

REGISTER TODAY  
TEST & TUNE

Get some track time at Pitt Race! Perfect for testing that new build, scrubbing some tires, testing a new brake compound, and fine tuning your qualifying and race setups.

SCHEDULE  
LEARN MORE

NEWSLETTER SIGNUP  
TRACK CALENDAR

**Pitt Race**  
INTERNATIONAL  
racing entertainment and events

201 Penndale Road  
Warren, PA 16157

Email Us  
Phone: (724) 535-1000  
Fax: (724) 740-1046

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Powered by MX

FACILITY RULES  
MEDIA CREDENTIAL REQUEST  
NEWS  
JOBS

THE EMERGENCY RESPONSE DRIVER TRAINING (ERDT) PROGRAM

The emergency response driver training (ERDT) program is geared toward law enforcement and emergency responders who are operating vehicles during their service.

Classes are customizable to fit your team's needs and requirements.

GET NOTIFIED  
LEARN MORE

INSURANCE SAVINGS

Some insurance providers offer a discount if safe driving classes meet certain time requirements.

Check with your insurance provider to see if you could receive a discount for participating in our classes, or you can have your provider contact us with the information about our clinics!

Call Us At: (724) 535-1000 or Email Us

ACCIDENTS AND PREMIUM COSTS

\$1,567  
NATIONAL AVERAGE COST OF AUTO INSURANCE

40%  
PERCENT OF PREMIUM DEVOTED TO LIABILITY

ONTRACK TOTAL VEHICLE CONTROL PROFESSIONALS

These certified instructors bring years of knowledge to help you learn new ways to gain control of your vehicle in different situations.

KARTING

Pitt Ra...  
Pitt Race Karting

Rev up your group outing with the real thrills in a safe environment equipped with racing-inspired Birel Chassis and Honda Engines. This is your chance to experience a racing event. Our karts cannot be rivaled by any "family fun park" or indoor center. Our karts can reach speeds up to 45 mph! Our team levels the playing field by grouping people of diverse skill and thrill levels into teams. A brief classroom session will start things off by introducing the attendees to racing and race-craft.

FREE RESERVATION

BATTLECROSS

Pitt Ra...  
Pitt Race Battlecross

Utilizing the six acres of professional pavement area is the ideal location for a timed event. It's a high-energy activity that never fails to keep both participants and spectators laughing. Battlecross pits co-workers against each other in a timed event on a single Autocross course through a challenging set of cone obstacles.

FREE RESERVATION

BACKSEAT DRIVER

Pitt Ra...  
Pitt Race Backseat Driver

We know you've practiced this – now show us how good you are at driving from the backseat. Teams of three are assigned to cars on our Pitt Race Karting Track. The driver of each car is blindfolded, while two teammates are in the back seat giving verbal direction on how to keep the car on the track. There is plenty of grass runoff along in the passenger seat to keep everyone safe. Driving aptitude has nothing to do with getting around the course in the shortest amount of time – it's communication skills that make the difference!

FREE RESERVATION

CHRISTOPHER LONGO

Chris is a PCA and NASA high-performance certified driving instructor. He has over 10 years of high-performance driving instruction, specializing in winter and adverse driving conditions, driving dynamics, and military and law enforcement driver training.

Most at home on the track, Chris is dedicated to helping drivers better handle their vehicles in extreme situations.

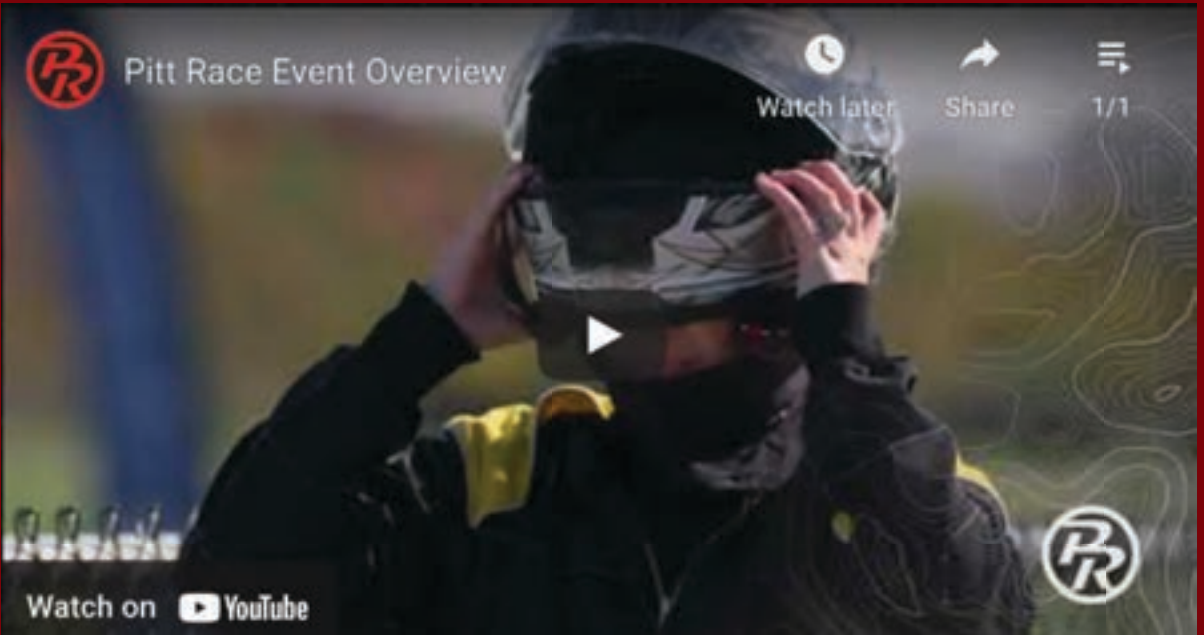
JACK NEFF

Chief instructor Jack Neff is responsible for developing the TVC curriculum using his 750+ hours of combined classroom and in-car coaching experience.

Jack is a member of the Porsche Club of America (PCA), the Sports Car Club of America (SCCA), and is certified by the National Auto Sport Association (NASA). He has over 20 years of high-performance driving instruction and five years of military/tactical and law enforcement driver training experience. He is frequently called upon to assist corporations and security personnel in defensive driving techniques throughout the United States.

CAROL NEAL

As a PCA and NASA high-performance driving certified instructor, Carol has instructed teams for "Drive to Stay Alive" and B.R.A.K.E.S. In addition, she works extensively within the corporate community,



FREE RESERVATION KARTING

Rev up your group outing with the real thrill in a safe environment equipped with racing-inspired Birel Chassis and Honda Engines. This is your chance to experience a racing event. Our karts cannot be rivaled by any "family fun park" or indoor center. Our karts can reach speeds up to 45 mph! Our team levels the playing field by grouping people of diverse skill and thrill levels into teams. A brief classroom session will start things off by introducing the attendees to racing and race-craft.

FREE RESERVATION

FREE RESERVATION BACKSEAT DRIVER

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FREE RESERVATION

FREE RESERVATION BATTLECROSS

Utilizing the six acres of professional pavement area is the ideal location for a timed event. It's a high-energy activity that never fails to keep both participants and spectators laughing. Battlecross pits co-workers against each other in a timed event on a single Autocross course through a challenging set of cone obstacles.

FREE RESERVATION

BOOK ONLINE

\$32  
SINGLE SESSION  
TWO SEATER KART

BOOK ONLINE

BOOK ONLINE

\$59  
TWO PACK SESSION  
TWO SEATER KART

BOOK ONLINE

FREE RESERVATION ROOMS

FREE RESERVATION CATERING

Pitt Race can assist you in selecting a local catering and hospitality service to provide the ideal food and beverage services for your event at our Event Center or trackside. We work with a number of experienced caterers, each offering a wide variety of menu and beverage options.

FREE RESERVATION

VISIT US ONLINE AT MIXTOUT.COM

Catering to sports cars, formula cars, motorcycles and more, our main track complex offers three different configurations. The North Track, originally opened in 2002, is 1.6 miles long and the South Track, which was added in 2011, covers 1.2 miles. Combined, the full course is 2.78 miles in length and features significant elevation changes, following the natural terrain that winds throughout the 427-acre property. Both courses have been completely resurfaced and can be combined or run independently.

In addition to the main racing surfaces, Pitt Race also boasts the 0.82 mile kart track designed by Alan Wilson, and a six-acre skid pad used for driver training and autocross.

LIVE  
TRACK CALENDAR

RETURNING  
CUSTOMER FAVORIT...

31 Write a comment

NEWSLETTER SIGNUP

TRACK CALENDAR



201 Penndale Road  
Wampum, PA 16157

Email Us

Phone: (724) 535-1000  
Fax: (724) 740-1046

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7:56

pittrance.com



Garages

Garages are available for rent  
on a first come first serve basis.  
Please contact Pitt Race to  
schedule a rental.



TRACK GEOMETRY MAP

TRACK GEOMETRY MAP

8:00

pittrance.com



REGISTER

STARTING AT  
\$200

Registration and payments can be  
completed at Motorsportreg.com. Pricing  
will vary by length of event and track  
configuration but generally starts at \$200.  
There will be full and/or half day events.  
See Motorsportreg.com for date specific  
schedules.

Test & Tune Daily Protocol:

The schedule, permitted drivers, and  
eligible cars for Pitt Race Test and  
Tune events can vary. Please see the  
specific event information on  
[Motorsportreg.com](http://Motorsportreg.com) for details and  
schedules.



Rev up your group outing with the real thrills in a safe  
environment equipped with racing-inspired Birel Chassis  
and Honda Engines. This is your chance to experience a  
racing event. Our karts cannot be rivaled by any "family fun  
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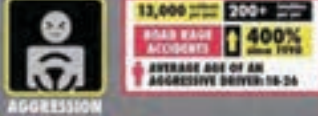
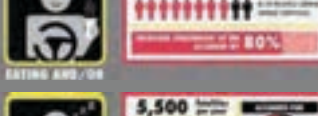


We know you've practiced this -- now show us how good you  
are at driving from the backseat! Teams of three are assigned  
to cars on our Pitt Race Karting Track. The driver of each car  
is blindfolded, while two teammates are in the back seat  
giving verbal direction on how to best the car on the track.  
There is plenty of grass runoff room you'll need it! and an  
instructor roles along in the passenger seat to keep  
everyone safe. Driving upside down has nothing to do with  
getting around the course in the shortest amount of time --  
it's communication skills that make the difference!



Utilizing the six acres of professional pavement area is the  
"battl" location for a timed event. It's a high energy activity  
that serves to keep both participants and spectators  
laughing. Battl is a competitive event against each other in a  
timed event on a single obstacle course through a  
challenging set of timed obstacles.

FREE  
RESERVATION



NEWSLETTER SIGNUP

TRACK CALENDAR



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FACILITY RULES

MEDIA CREDENTIAL REQUEST

NEWS

JOBS



Pittsburgh International Race Complex has  
many available spaces to conduct your  
company meeting or training. All of our  
rooms in our event center are full  
customizable with complete audio visual  
capabilities. Guest wireless access is  
available throughout all of our buildings  
and most of the facility. Contact us today  
and let us help you customize and  
experience that is top-notch and will  
provide you with a unique and memorable  
experience!

FREE RESERVATION



Car Control is designed to educate drivers  
on how to minimize panic reactions and  
replace them with rational car control skills.  
Today's roads have faster cars, more traffic,  
and more distractions. Unpredictable  
situations can occur in a split second and  
rational, reactionary responses can help  
minimize and prevent accidents. Car  
Control is a program that is equipped to  
give drivers real-world practice that can  
save lives. This course is designed to  
introduce drivers to situations that require  
learned reactionary responses.

FREE RESERVATION

STEP 1/2  
FREE RESERVATION

Select a date

Select a date

Group size

Enter a number

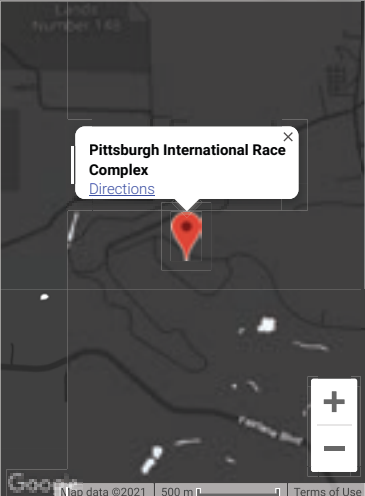
What activities do you  
like?

- ☐ Karting
- ☐ Back Seat Driver
- ☐ Battl
- ☐ Car Control
- ☐ Catering
- ☐ Rooms

Continue to step 2/2

LOOKING FOR A  
UNIQUE AND  
MEMORABLE  
EXPERIENCE?

Do you want an interesting space to  
conduct your company meeting or  
training?



NEWSLETTER SIGNUP

TRACK CALENDAR



REGISTER  
TODAY  
LO206  
SERIES

\$65

Have a kart? Get ready!

Race against other  
enthusiasts for points  
throughout the season.

10 Minute Practice Session  
5 Minute Qualifier  
15 Minute Pre-Final  
10 Minute + 2 Lap Final Race

REGISTER

LO206 SERIES

Pre-registration Driver Entry (Includes Drivers Pit Pass)

LO206 SERIES

SENIOR STANDINGS

DOWNLOAD

LO206 SERIES

JUNIOR STANDINGS

DOWNLOAD

LO206 SERIES

CADET/KID STANDINGS

DOWNLOAD

Race Day Registration (Includes Drivers Pit Pass)

\$70 LO206 Entry

Extra Pit Passes (1 included with each registration for driver)

\$15/day

Transponder Rental \$15/day

LO206 SERIES

RULE

BOOK

DOWNLOAD

REGISTER  
TODAY

KART & MOTO  
PRACTICE  
\$40 PER PASS

REGISTER

Register online or call ahead

Drivers and their guests must register  
in advance. A digital waiver will be  
made available during the registration  
process. You and your guests must fill it  
out before arrival. Please check your  
spam or junk folder to ensure you don't  
miss this critical form!

Pitt Race Kart and Moto  
practice will run in 10-  
minute rotations based on  
those in attendance.

REGISTER

A BRAND IS MORE THAN A LOGO

# BRANDED SALES MATERIAL

The all new sales materials are powered by Proposify and give the Pitt Race sales team the power to turn out high impact proposals that close business and showcase the best features of Pitt Race.



DIGITAL SALES BROCHURE - 12 PAGE





24 PAGE DIGITAL MARKETING PLAN

## A BRAND IS MORE THAN A LOGO **MARKETING PLAN**

To grow your business, you need a marketing plan. The right marketing plan identifies everything from who your ideal customers are to how you will reach them, to how you will retain your customers so they repeatedly buy from you.



THE 2021 PITT RACE  
**LIVE**  
TRACK CALENDAR

ALL ADVERTISING IS BASED ON EVENTS IN THE CALENDAR  
**TRACK CALENDAR**

THANK YOU FOR MAKING 2020 ANOTHER GREAT YEAR!


THE 2021 PITT RACE  
**LIVE**  
TRACK CALENDAR

**CHECK THE 2021 PITT RACE  
TRACK CALENDAR AND SEE  
WHAT'S FOR YOU**

TRACK CALENDAR

THERE'S A LOT TO DO AND SEE

Pittsburgh International Race Complex is located in scenic and quaint Beaver County – home to many shops, restaurants, bed and breakfast's, state parks, and attractions. We're located just 45 miles northwest of Pittsburgh, just off the Pennsylvania Turnpike, I-76 exit 13 (Beaver Valley), and easily accessible from Interstates 79, 376, and 80.

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	<div><p><b>LOWKEY AUTOCROSS</b></p><p><b>Lowkey Autocross</b></p><p>📅 Saturday, April 17, 2021</p><p>🕒 11:00am-4:00pm</p><p>📍 Pittsburgh International Race Complex</p><p>🔗 Register</p><p>📖 A Lowkey autocross is a low-pressure event for novice drivers, those not ready to go against the clock competitively, or for those tuning their vehicles for a competitive SCCA</p></div>			12	13	14
15				19	20	21
22				26	27	28
29						
5	6	7	8	9	10	11
Driving Dynamics				American Endurance Racing (AER)		
Screenshot						

PITT RACE TRACK CALENDAR

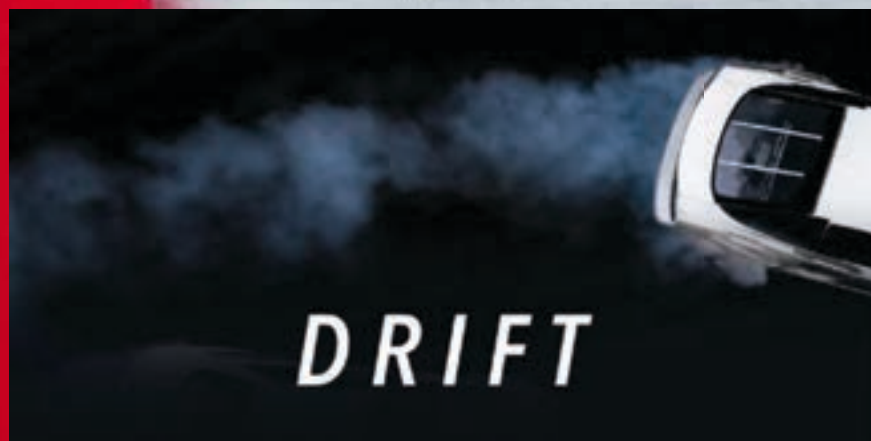
**mix**  
sell. save. smart.

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VISIT US ONLINE AT MIXITOUT.COM

THE 2021 PITT RACE  
**LIVE**  
TRACK CALENDAR

VISIT US ONLINE AT MIXITOUT.COM



A Track Calendar is a living online calendar that outlines the track's overall event marketing effort. It is a blueprint that outlines how the track will implement its marketing strategy, and use a combination of resources to achieve business objectives including sales targets or customer acquisition.

Due to the ever-changing environment and marketing tools that become available, the modern day Track Calendar tends to be relatively short in nature, covering from one to two years.

WE'RE  
HIRING

JOIN OUR TEAM

**Pitt Race**  
INTERNATIONAL  
PITTSBURGH INTERNATIONAL RACE COMPLEX

STARTING NOW YOU CAN APPLY ONLINE

A BRAND IS MORE THAN A LOGO

## DIGITAL AD CAMPAIGNS

You've heard the term digital marketing, but what does it mean? Meeting your business objectives and moving a customer through the customer journey from ice-cold prospect to raving fan requires actions. Those actions, if coordinated properly, are called **campaigns**.

Digital marketing campaigns have a set of specific characteristics.

Digital marketing campaigns are coordinated actions intended to achieve a specific business goal. Every digital marketing campaign requires assets like content and landing pages, as well as tools like email software or web forms.

But those assets aren't enough to ensure the success of your campaign; you need the ability to make those assets visible. In other words, you need traffic. Yet another part of every campaign is the measurements you track so that you can determine how it is performing.

**mix**  
sell. save. smart.

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# ONE COORDINATED ADVERTISING AND MARKETING APPROACH ACROSS MULTIPLE CHANNELS

THAT'S WHAT WE DO AT MIX



VISIT US ONLINE AT MIXITOUT.COM

**mix**  
sell. save. smart.

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We run high impact and highly targeted ad campaigns across popular digital media **channels**. Our proprietary advertising campaign strategy reaches ideal customers faster than any other type of marketing, especially when they are searching for your product or service.

Results have proven to be cost efficient, lowering our clients cost per conversion while increasing revenue.



MOTORSPORT MARKETING EXPERTS

THANK YOU

FOR QUESTIONS OR A BRIEF DEMO PLEASE CONTACT:

JASON C. ZICKLER, M.S.

CO-FOUNDER

MIX

JZ@MIXITOUT.COM | 317-698-1309 | WWW.MIXITOUT.COM



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