



MOTORSPORT MARKETING EXPERTS

# DRIVE REVENUE

THE **PITT RACE** STORY



**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

A BRAND IS MORE THAN A LOGO

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.





# JAW DROPPING IDEAS



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

FORMAL BRAND LOGO USAGE



INFORMAL BRAND LOGO USAGE



FULL CREST BRAND LOGO USAGE



ICON BRAND LOGO USAGE



ADDITIONAL KARTING BRAND LOGO USAGE



MIXITOUT.COM

5

**mix**  
sell. save. smart.

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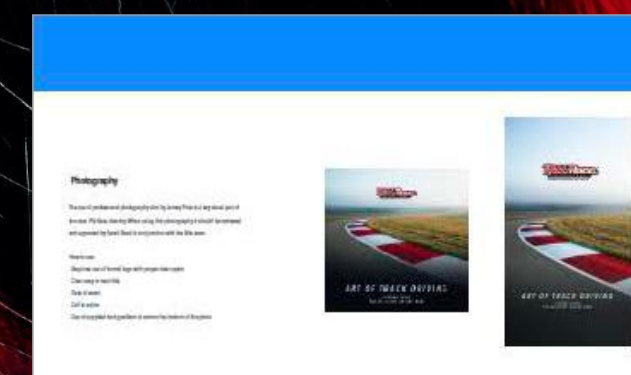


STAYING FOCUSED ON THE BIGGEST  
BRAND DRIVERS OF THE BUSINESS IS KEY

# 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.

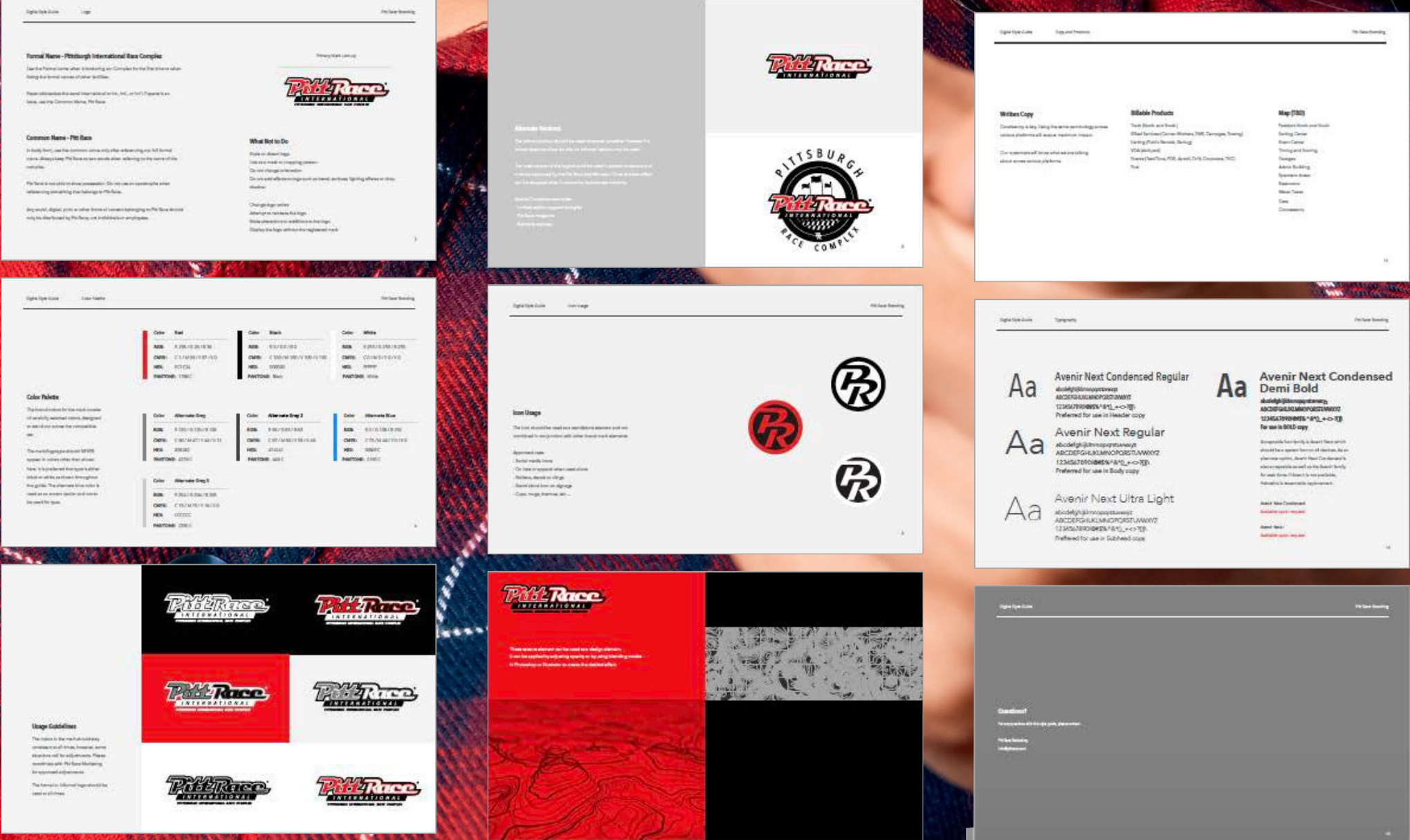


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sell. save. smart.

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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.



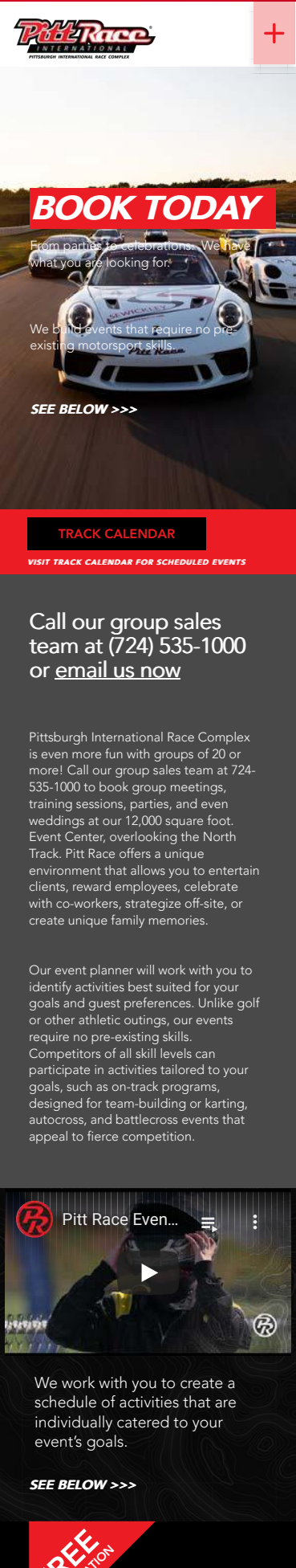
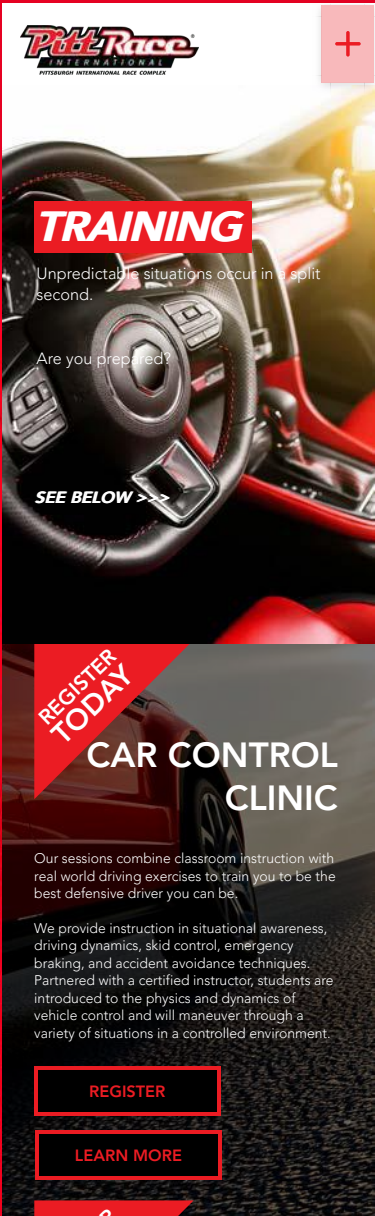


# THE ONLINE EXPERIENCE IS HOME FOR EVERYTHING

THE ONLINE EXPERIENCE IS AT THE CORE OF EVERYTHING WE DO

A BRAND IS MORE THAN A LOGO

MOBILE AND DESKTOP



VISIT US ONLINE AT MIXTOUT.COM



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.



*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.

pittrance.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  
PITTSBURGH INTERNATIONAL RACE COMPLEX

201 Penndale Road  
Wampum, PA 16157

Email Us

Phone: (724) 535-1000  
Fax: (724) 740-1066

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Powered by MX

FACILITY RULES

MEDIA CREDENTIAL REQUEST

NEWS

JOBS

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 questions about our clinics!

Phone: (724) 535-1000 or Email Us

**ACCIDENTS AND PREMIUM COSTS**

1 2 3 4

% INCREASE

NUMBER OF ACCIDENTS

**\$1,567**

NATIONAL AVERAGE COST OF AUTO INSURANCE

40%

PERCENT OF PREMIUM DEVOTED TO LIABILITY

1 IN 4 DRIVERS DO NOT HAVE INSURANCE

**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.

**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,

**KARTING**

Pitt Ra...

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...

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 coned obstacles.

FREE RESERVATION

**BACKSEAT DRIVER**

Pitt Ra...

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 room (you'll need it!) and an instructor rides 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

**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

**ROOMS**

FREE RESERVATION

Pitt Race Event Overview

Watch later Share 1/1

Watch on YouTube

**KARTING**

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

**BACKSEAT DRIVER**

Pitt Race Backseat

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FREE RESERVATION

**BATTLECROSS**

Pitt Race BAT

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 coned obstacles.

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

Pitt Race  
INTERNATIONAL  
PITTSBURGH INTERNATIONAL RACE COMPLEX



201 Penndale Road  
Wampum, PA 16157

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

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7:56

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Garages

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

Pitt Race  
INTERNATIONAL  
PITTSBURGH INTERNATIONAL RACE COMPLEX

TRACK GEOMETRY MAP

TRACK GEOMETRY MAP

8:00

pittrance.com

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INTERNATIONAL  
PITTSBURGH INTERNATIONAL RACE COMPLEX

REGISTER

STARTING AT  
\$200

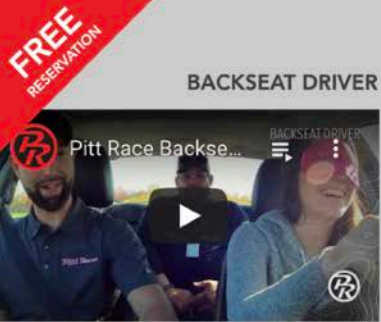
Registration and payments can be  
completed at Motorsportreg.com. Pricing  
will vary by length of event and track  
configuration but generally starts at \$200.  
There will be full and/or half day events.  
See Motorsportreg. com for date specific  
schedules.

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 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.



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FREE RESERVATION

where she leads various driver-training programs for Chevron, Shell Oil, and others. Carol's extensive corporate training background and knowledge of adult/teen learning theory help her connect with her students.

CELL PHONES  
24,000 INJURIES PER YEAR  
995 FATALITIES PER YEAR

INCREASE IN ACCIDENT LIKELIHOOD  
DRIVER REACTION TIMES  
7.2s vs 4.7s  
21% of drivers admit to texting while driving  
46% of teens admit to texting while driving

WEATHER  
1,561,430 weather-related accidents were reported annually  
673,000 injuries per year  
7,400 fatalities per year

ALCOHOL  
10,839 fatalities  
3+ YOUNGS KILLED DAILY  
100% of all crashes involve alcohol

UNINTENDED ACCELERATION  
2000 ACCIDENTS 82 FATALITIES SINCE 2001

EATING AND/OR  
13,000 injuries per year  
400+ ROAD RAGE ACCIDENTS SINCE 1990  
AVERAGE AGE OF AN AGGRESSIVE DRIVER: 18-26

DROWSINESS  
5,500 fatalities per year  
100% of all crashes involve drowsiness

AGGRESSION  
13,000 injuries per year  
400+ ROAD RAGE ACCIDENTS SINCE 1990  
AVERAGE AGE OF AN AGGRESSIVE DRIVER: 18-26

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

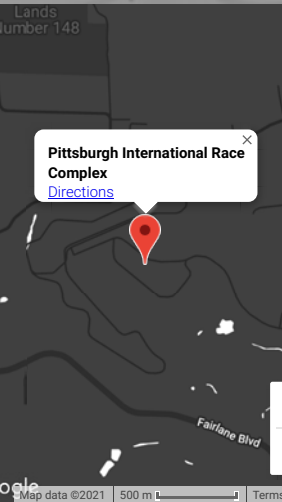


Car Control is designed to educate drivers on how to minimize panic reactions and replace them with rational car control skills. Today's roads have faster cars, more traffic, and more distractions. Unpredictable situations can occur in a split second and rational, reactionary responses can help minimize 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  
Group size  
Enter a number  
What activities do you like?  
Karting  
Back Seat Driver  
Battlecross  
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

Pitt Race  
INTERNATIONAL  
PITTSBURGH INTERNATIONAL RACE COMPLEX



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



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.

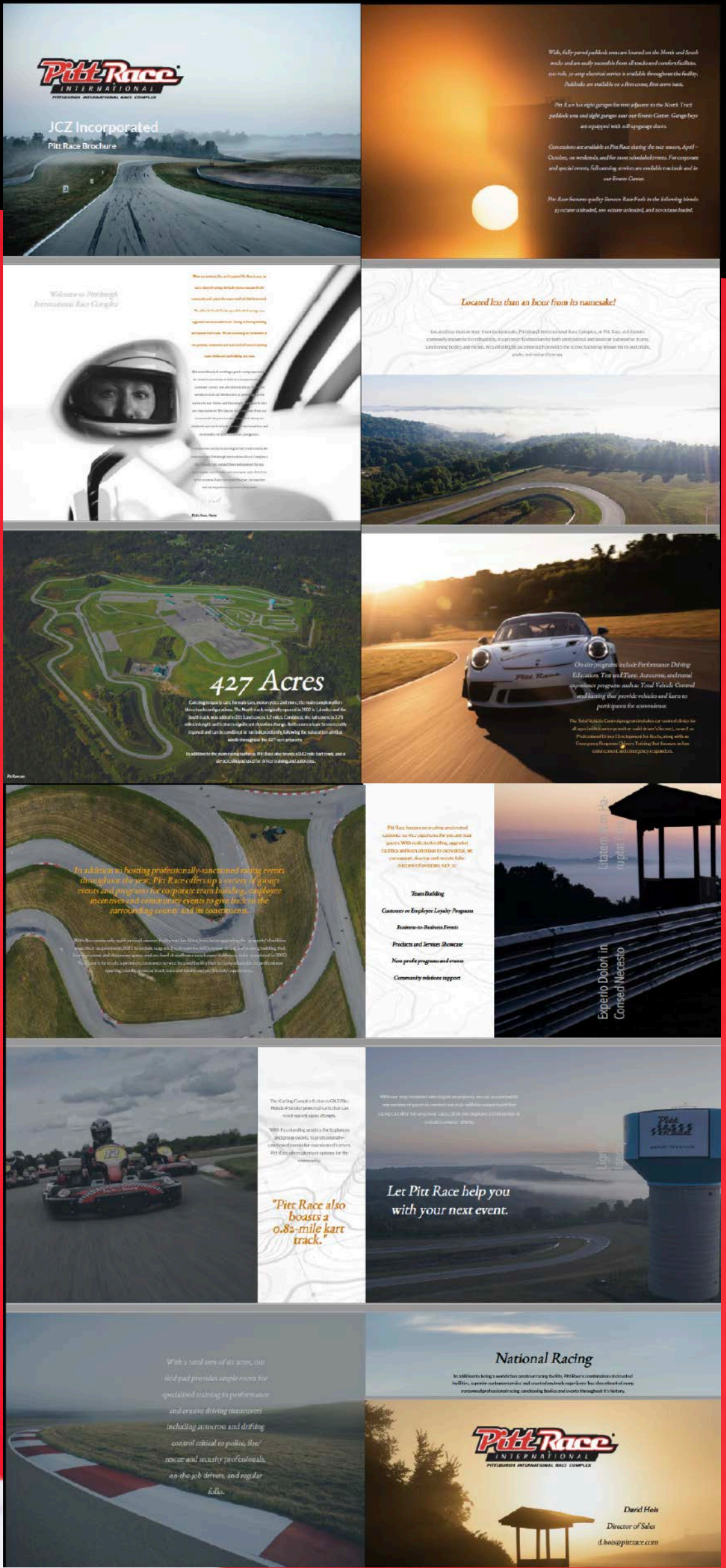
REGISTER



A BRAND IS MORE THAN A LOGO

# BRANDED SALES MATERIAL

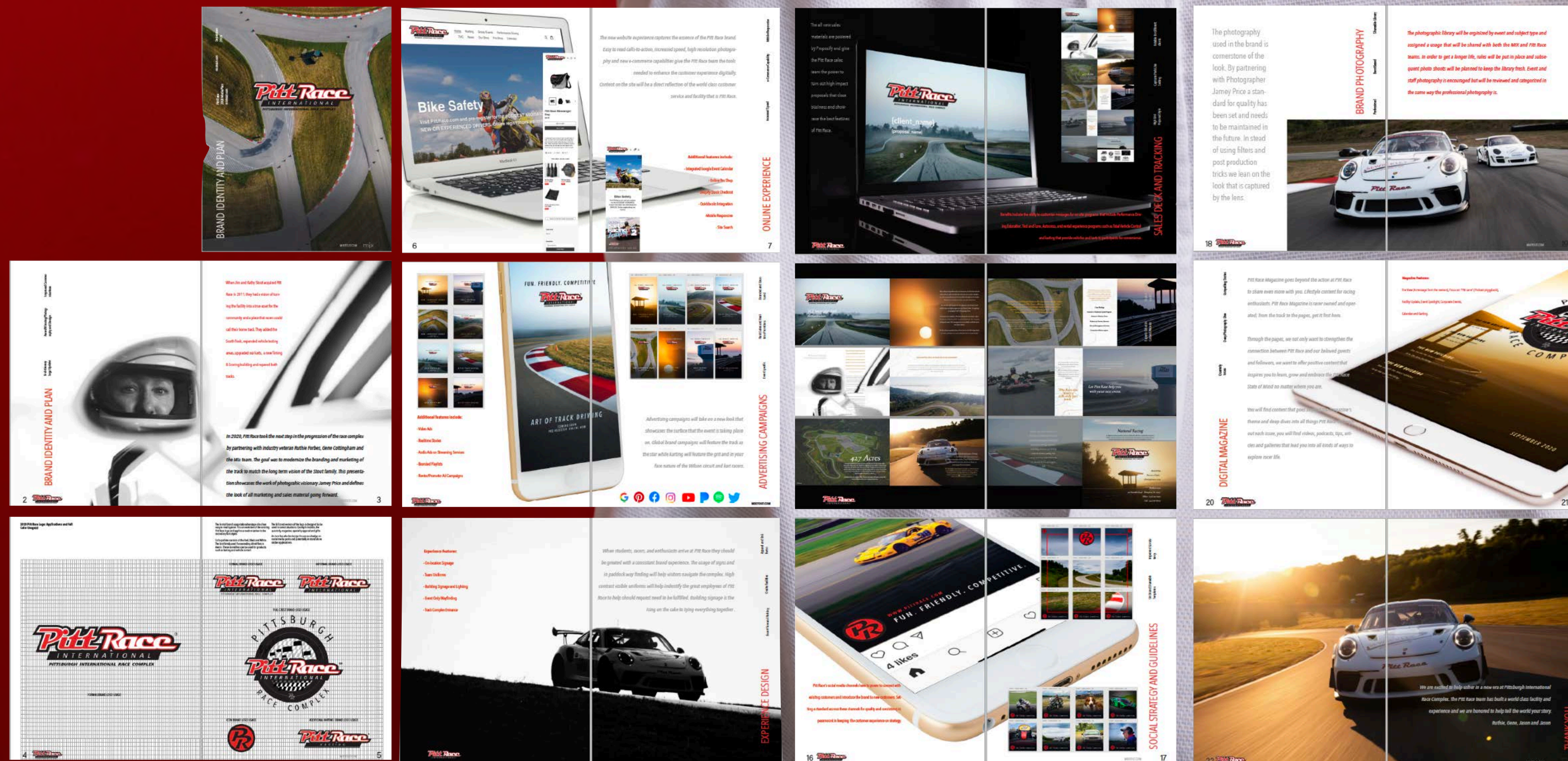
The all new sales materials are powered by Proposify and give the Pitt Race sales team the power to turn out high impact proposals that close business and showcase the best features of Pitt Race.



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.





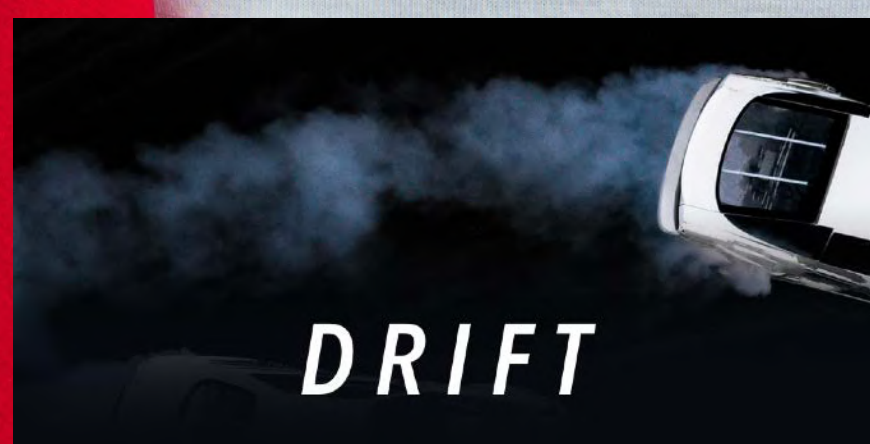
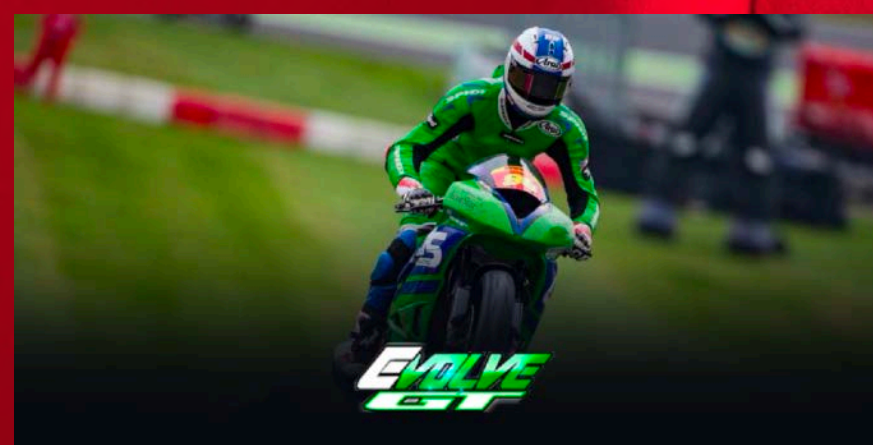


THE 2021 PITT RACE

LIVE

TRACK CALENDAR

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.

**Pitt Race**  
INTERNATIONAL  
PITTSBURGH INTERNATIONAL RACE COMPLEX

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**WE'RE  
HIRING**  
JOIN OUR TEAM

**Pitt Race**  
INTERNATIONAL  
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STARTING NOW YOU CAN APPLY ONLINE

PITTSBURGH INTERNATIONAL RACE COMPLEX We will see you on the track soon!  
We are now  
**Open**  
For Racing  
Book Now  
**\$28**  
Single Session

PITTSBURGH INTERNATIONAL RACE COMPLEX We will see you on the track soon!  
We are now  
**Open**  
For Racing  
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NEW CORPORATE EVENTS NEW TRAINING PROGRAMS

THE 2021 PITT RACE  
**LIVE**  
TRACK CALENDAR

NEW KARTING EVENTS NEW PERFORMANCE DRIVING

**Pitt Race**  
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NEW CORPORATE EVENTS NEW TRAINING PROGRAMS

CONTROLLED ENVIRONMENT CUSTOMIZABLE CLASSES EMERGENCY RESPONSE DRIVER TRAINING

A BRAND IS MORE THAN A LOGO  
↓  
**DIGITAL AD CAMPAIGNS**

You've heard the term digital marketing, but what does it means? 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.



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THAT'S WHAT WE DO AT MIX



**FIMM Race**  
www.fimmrace.com

LEAD YOUR MEETING/TOUR  
TODAY FOR 2017-2018

**NEW**

GROUP EVENTS

**TRACK CALENDAR**

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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.



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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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