mix™

sell. save. smart.

MOTORSPORT MARKETING EXPERTS

DRIVE REVENUE

THE **PITT RACE** STORY

VISIT US ONLINE AT MIXITOUT.COM

NOT JUST FOR MOTORSPORT

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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.

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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!!**

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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 FORMULA FOR EXPLOSIVE GROWTH

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CASE STUDY

VISIT US ONLINE AT MIXITOUT.COM

Pitt Race INTERNATIONAL

PITTSBURGH INTERNATIONAL RACE COMPLEX

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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A BRAND IS MORE THAN A LOGO

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.

Pitt Race®
INTERNATIONAL
PITTSBURGH INTERNATIONAL RACE COMPLEX

ght Reserved

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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

PITTSBURGH

Pitt Race

INTERNATIONAL

RACE COMPLEX

ICON BRAND LOGO USAGE

ADDITIONAL KARTING BRAND LOGO USAGE

Pitt Race KARTING

MIXITOUT.COM

5

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

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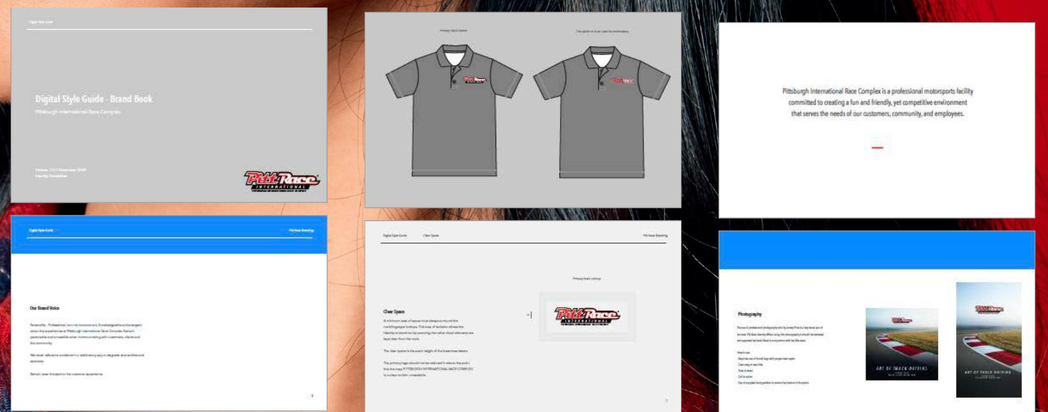
THE RULES

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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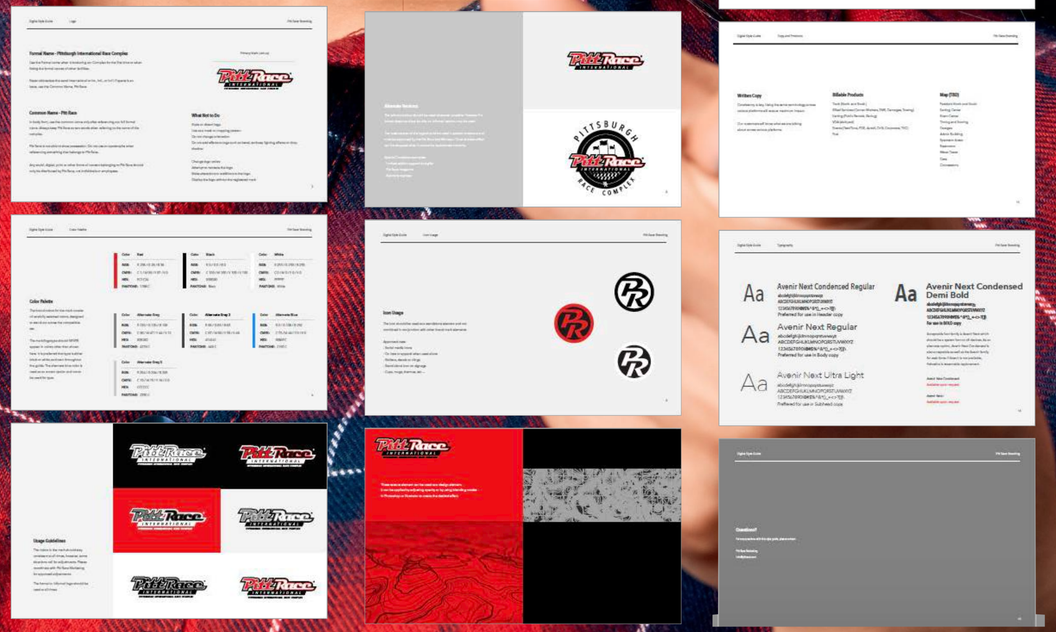
BRAND GUIDES SAVE TIME
AND SAVE MONEY



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.

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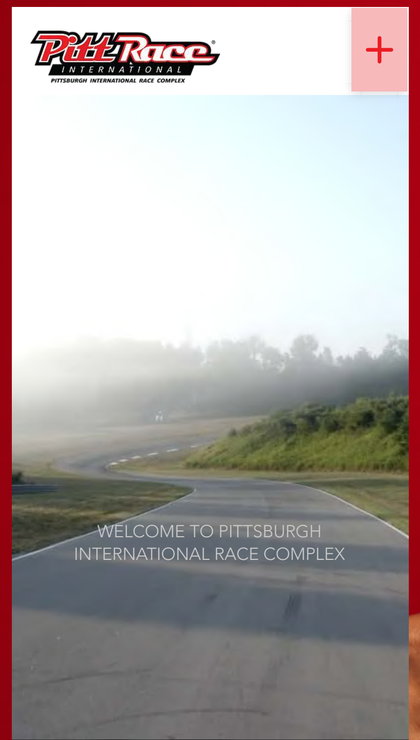
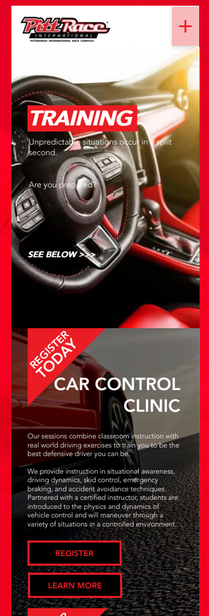
THE ONLINE EXPERIENCE IS HOME FOR EVERYTHING

THE ONLINE EXPERIENCE IS AT THE CORE OF EVERYTHING WE DO

A BRAND IS MORE THAN A LOGO

MOBILE AND DESKTOP





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THANK YOU FOR MAKING 2020 ANOTHER GREAT YEAR!

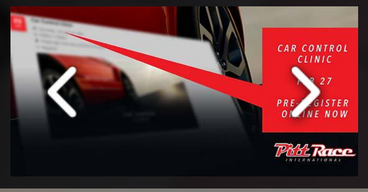
THE 2021 PITT RACE
LIVE
TRACK CALENDAR

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

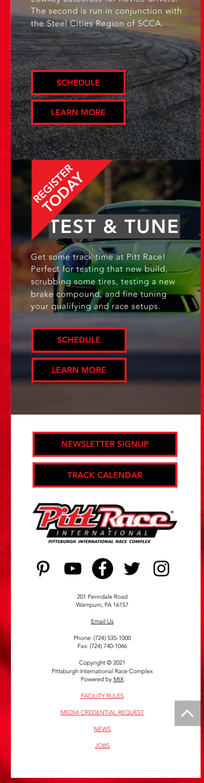
A BRAND IS MORE THAN A LOGO

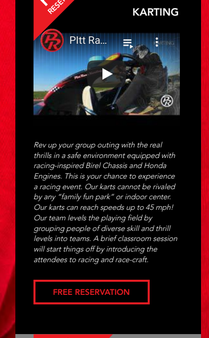
ONLINE EXPERIENCE

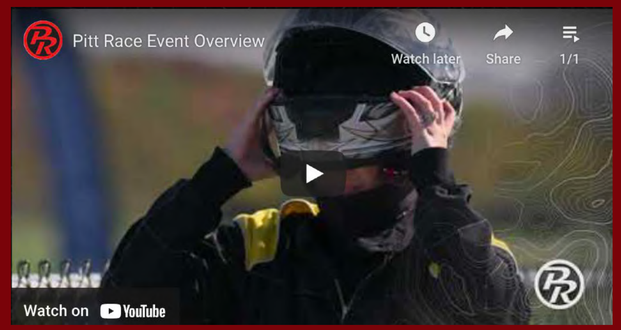
The online experience is especially helpful if you are embarking on a revenue generation strategy.

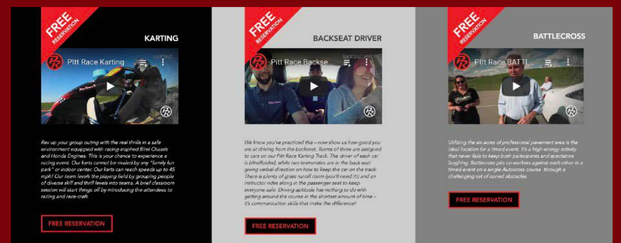
The goal of the online experience is the same as all other marketing that a company does. It should grab the user's attention, make a lasting impression and create enough interest that they will conduct business with ease.

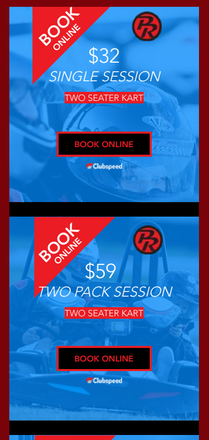
pittrace.com











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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

Email Us

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

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7:56

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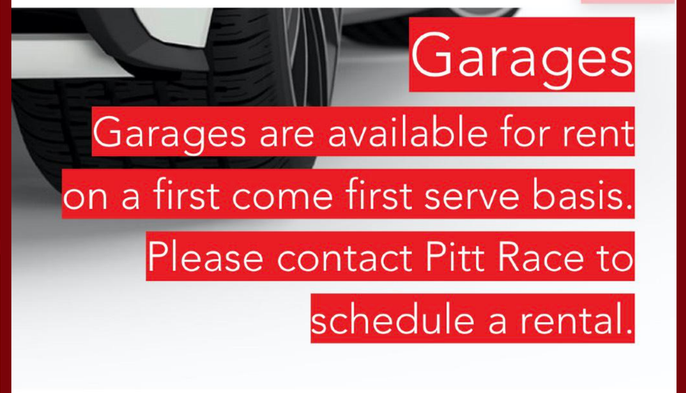
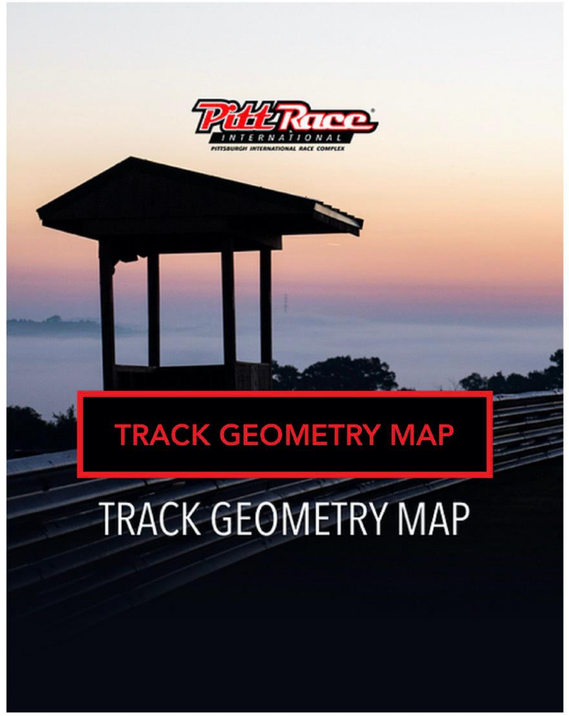


Garages

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



TRACK GEOMETRY MAP

TRACK GEOMETRY MAP

8:00

pittrace.com

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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 Motosportreg.com for details and schedules.

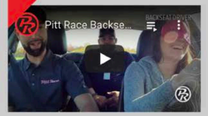
FREE RESERVATION

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



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

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 coned obstacles.

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.

NEWSLETTER SIGNUP

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201 Penndale Road
Wampum, PA 16157

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Phone: (724) 535-1000
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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

FREE RESERVATION

CAR CONTROL

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

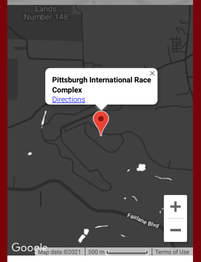
What activities do you like?

- *Karting*
- *Back Seat Driver*
- *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

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REGISTER TODAY

LO206 SERIES

$65

Have a kart? Get ready!

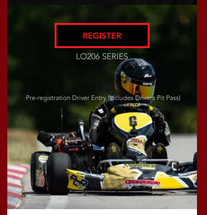
Race against other enthusiasts for points throughout the season.

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!

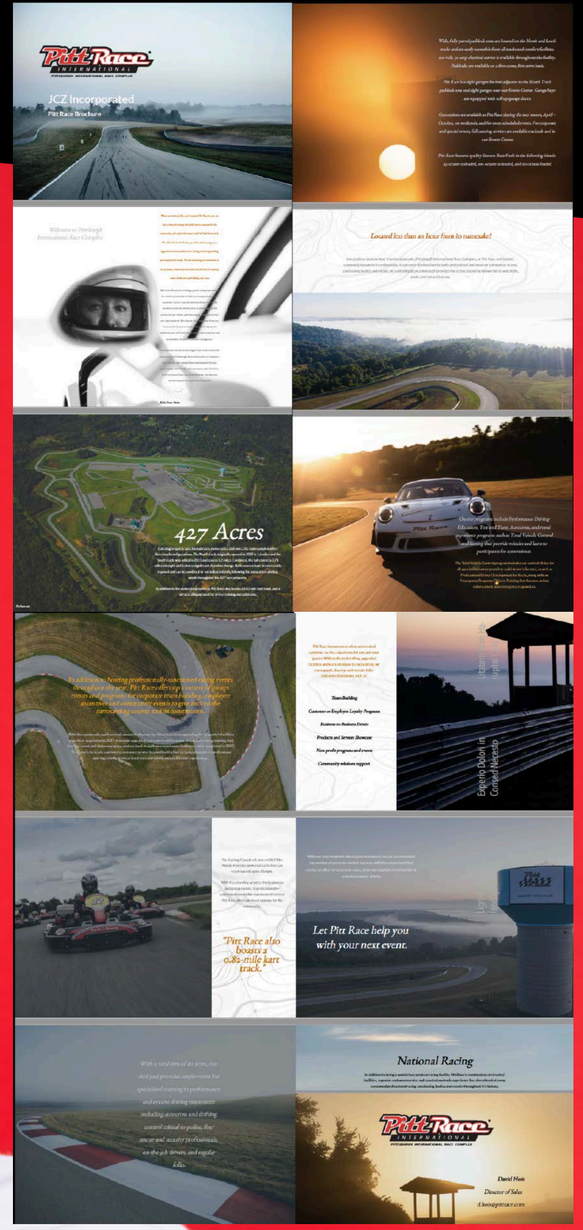
Pitt Race Kart and Moto practice will run in 10-minute rotations based on those in attendance.

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

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24 PAGE DIGITAL MARKETING PLAN

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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.

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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

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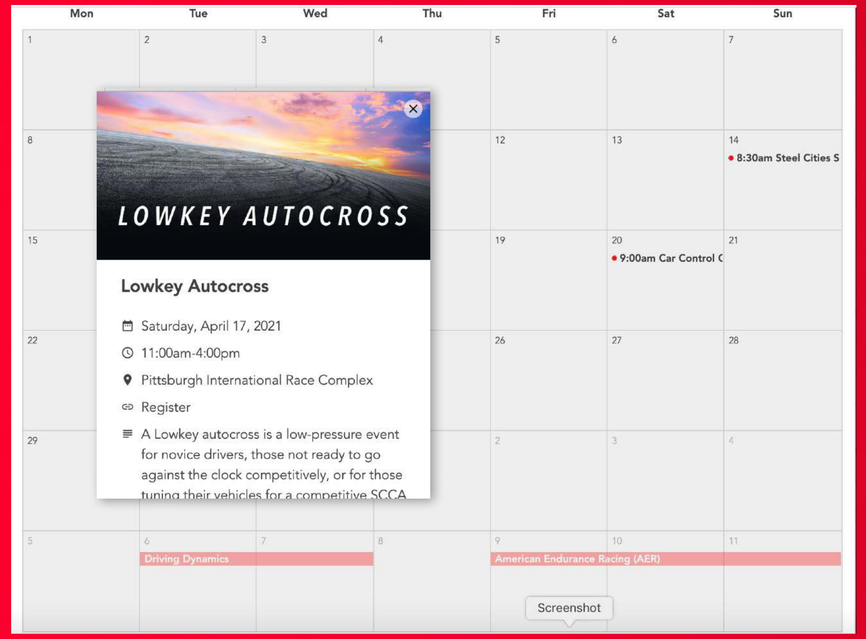

PITT RACE TRACK CALENDAR

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THE 2021 PITT RACE

LIVE

TRACK CALENDAR

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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.

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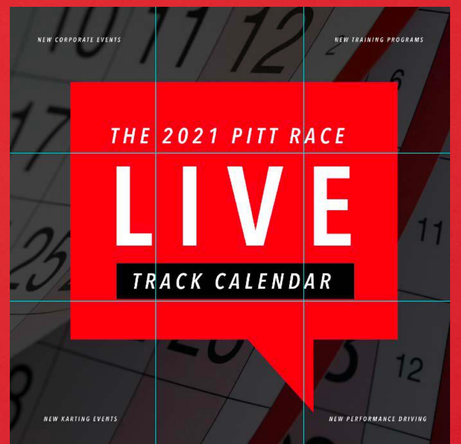

A BRAND IS MORE THAN A LOGO

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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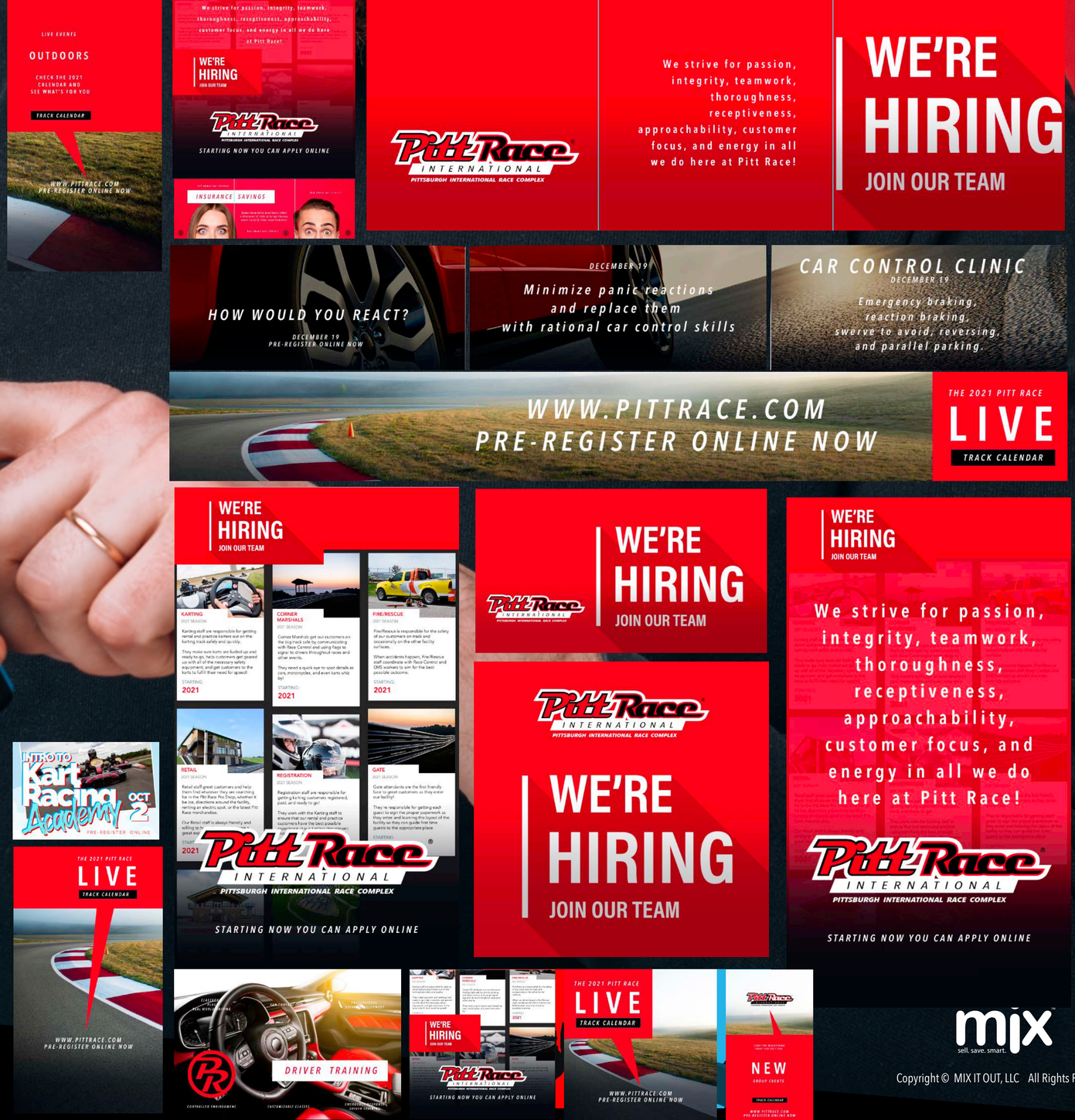
ONE COORDINATED ADVERTISING AND MARKETING APPROACH ACROSS MULTIPLE CHANNELS

THAT'S WHAT WE DO AT MIX



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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.

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

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