



## Contact Information

The Hirt Locker LLC

412-735-6839

504 McNeilly Rd

Pittsburgh, PA 15226

[hirtlockerllc@gmail.com](mailto:hirtlockerllc@gmail.com)

Hours: Monday - Friday: 3:00 PM - 9:00 PM

Saturday: 8:00 AM - 12:00 PM

Sunday: Closed

website: <https://www.hirt-locker.com/>

Owner: Christian Hirt

Marketing Coordinator: Christian McDowell

[MCDOCM52@westminster.edu](mailto:MCDOCM52@westminster.edu)

## Business Description

The Hirt Locker LLC is located in the South Hills of Pittsburgh and is an athletic training gym built to push limits, help people develop a championship attitude, and be a strong part of the community. Every athlete who walks through the doors lives by the motto WAKE UP TODAY, which is Christian Hirt's reminder that greatness starts the moment you decide to put in the work.

The Hirt Locker focuses on helping athletes and individuals become better every day. No matter what the fitness goal is - increase performance, build strength, or gain confidence - Hirt Locker trainers lead with discipline, accountability, and motivation.

## Target Audience

The primary audience is athletes from 14-24. They are high school and college students who are serious about sports and want to be in a training situation that is disciplined and helps them get results. The secondary audience is the parents of young athletes who pay for training and are looking for a professional trainer they can trust to deliver results.

## **Competition**

Competitors to the Hirt Locker are other performance training places in the same area that focus on youth athletes from 14-24, like Become Better Sport Performance & Personal Training, Athletic Republic Pittsburgh, Next Level Athletic Fitness, and Essential Strength PGH.

## **Branding Elements**

Logo, website, rack cards, flyers, merchandise (t-shirts, hats, water bottles, lanyards)

## **Branding Guidelines and Preferences**

Create a strong look with black, gray, and red. The tone is serious and disciplined. Stay away from bright and cheerful colors.

## **Timeline**

Month 1: creative brief, sketches, photos, competitor information

Month 2: create digital assets, social posts, and mockups