

RACE LIKE A GRRL!

Get Funded!

Megan Meyer

2x Drag Racing World Champion | Motorsports Marketing Tips | Co-creator, AutoFluencer

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Ep01: Why You're Not Getting Sponsored & How to Improve Your Chances | Erica Sietsma

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(These timecodes are hot-linked to the video — click on the timecode to go to that moment in the video.)

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| 1:59 | Sponsorship marketing is always changing
Megan explains that sponsorship keeps changing. The old gold, silver, and bronze packages built around stickers and media coverage don't work the way they used to, so racers have to keep learning new platforms and methods. |
| 3:43 | Why long-term company relationships are disappearing
Because there's so much turnover at automotive and motorsports companies, the marketing contact you built a relationship with may move on or be let go, and you may have to start over with someone new who doesn't know your history. |
| 5:17 | The most common mistake racers make
Megan says the biggest mistake is assuming a race car alone earns sponsorship. Racers need to offer real value beyond the car, since traditional media coverage isn't guaranteed anymore. Your own social media, website, or newsletter can become that value. |
| 7:17 | Treat sponsorship like an actual business
Getting sponsored takes the same effort as running a business. Megan says to pick one product you already use and trust, rather than approaching every company in that category at once. |
| 8:11 | Be an extension of the marketing team, not just "sponsor me"
Rather than asking a company to fund a dream, Megan reframes the pitch around value: reaching audiences the brand doesn't currently reach, handing out samples, or collecting customer contact information through a survey or giveaway they can use. |
| 12:11 | The "courtship" analogy for sponsorship
Megan compares building a sponsorship to dating: get to know the company, let them talk about themselves first, and don't pitch a partnership in the first conversation. It typically takes at least a year to grow into a funded relationship. |
| 13:03 | What made it click: her mentor's book, Motorsports Marketing
Meeting her mentor, Alex Striler, and reading his book Motorsports Marketing was the turning point where sponsorship finally made sense, after years spent designing outdated tiered packages and emailing them to anyone she could find. |
| 14:44 | Megan's roots in drag racing
Megan grew up around her dad's nearly 50-year drag racing career, learning photography, press releases, and website coding to help promote the family team long before social media existed. |

16:52	Her first sponsorship mistake (the mass email) As a teenager, Megan sent an impersonal mass email to her dad's contact list ahead of a trade show, and one contact called her out on it in person, a lesson in why personalized outreach matters.
18:10	Working with agencies and talent managers Megan tried working with agencies and talent managers to find sponsors, but the ongoing retainer fees made those relationships too costly to be worthwhile long-term, so she eventually stopped using them.
20:26	Getting noticed and landing a six-figure deal After building a following on her own social media, a product supplier noticed her content and offered a multi-year, six-figure title sponsorship, without her ever pitching a formal deck or presentation.
22:52	Women in motorsports networking groups Joining groups like Women in Auto Care and Shift Up Now early on helped Megan build lasting friendships, find extra funding, and open doors beyond just racing, through people who understood the industry.
23:39	Handling rejection without burning bridges Megan says rejection is part of the process. A no this year can become a yes next year, so it's worth staying in touch and not burning a bridge just because a company said no once.
24:28	Who to target at a company For brands already active in a sport, aim for the marketing manager or director. For newer brands still testing the space, start with a regional sales manager, who can later introduce you as the company grows.
26:24	Using VIP experiences as a sponsor asset Offering race-day VIP passes, hospitality, and driver meet-and-greets gives a sponsor something special to offer clients or new customers, or to reward their own sales team for hitting a quota.
27:55	Attracting sponsors outside of motorsports To reach non-endemic sponsors, like the ones now appearing in F1 Academy, Megan suggests starting small and local rather than aiming straight for major consumer brands with large marketing teams that are harder to break into.
30:34	Making sure the brand fits your values Megan only represents products she'd genuinely use and believes in. For example, she has turned down alcohol-related partnerships because they don't fit her personal values or racing's slow-down-and-move-over safety message.
31:15	Build your social media first Before reaching out to any brand, build up your own social media, since it's the first thing a potential sponsor checks after getting your name, email, or business card, whether you're consistent, and how big your audience is.
31:59	Becoming the "deal finder" (B2B partnerships) Megan describes connecting two businesses together, like linking a local winery to a grocery store and taking a cut, so income isn't tied only to the race car or to whether the racing series keeps running.
34:27	What is pre-tagging sponsors? Before formally approaching a brand, Megan tags or mentions their product naturally in posts she is already making, which gets her on their radar without it looking like a pitch.

35:30	Earned media value, explained Using a tool like AutoFluencer, Megan turns her tagged posts into a report showing views, engagement, and a dollar value, essentially what a brand would have paid to get the same results through paid advertising.
37:26	The 5X return-on-investment rule Megan's team prices sponsorship offers so the brand gets five times its investment back in earned media value, for example asking \$100 for a post that generated \$500 in exposure, framed as brand awareness, not guaranteed sales.
39:34	Creative ideas for non-racing sponsors Megan shares an example of showing a favorite non-racing product, like a pasta sauce, inside a totally unrelated post, like race-day meal prep, so the brand shows up naturally without feeling like a paid advertisement.
40:55	What to do this week to get sponsored Her advice: post two to three times on social media this week, start a newsletter, and identify five target brands. Research them on LinkedIn and start interacting with their posts, but don't reach out to pitch yet.
43:34	The story behind Motorsports Marketing Tips Megan's website and blog grew out of racers repeatedly asking her the same sponsorship and social media questions, so she started writing it all down to help more people at once, rather than answering one by one.
44:07	When COVID shut down the racing season Megan recounts having her season abruptly cancelled mid-setup at a Florida race, then getting stuck with her race cars in another state for months, so the team improvised by filming spark plug and oil changes at home.
45:55	Building her first course and coaching program With racing paused, Megan built a 20-video course teaching other sponsored racers social media basics, which sold out on its first day and led her into coaching other racers on how to get sponsored.
48:54	Meeting Erica and building AutoFluencer After leaving racing, Megan met Erica Sietsma at the exact moment she was dreaming up a way to automate her manual sponsor reporting, which she had been doing by hand in spreadsheets and PowerPoint. The two built AutoFluencer together.
52:04	Quarterly reports for sponsors Beyond monthly updates, Megan sends sponsors a quarterly review covering race results, team news, and social media performance, so partners stay informed even if they can't attend every race or follow every post.
53:34	Her podcast: The Racer on Demand Show Megan co-hosts a podcast where she and a friend interview marketing directors directly, asking what they look for when deciding to sponsor a racer, and what advice they'd give from the brand's side of the table.
54:24	Closing thoughts & where to find Megan Frank thanks Megan for a generous, detailed conversation and points viewers to her website and podcast as ongoing resources for anyone working to get sponsored.

Resources Mentioned in This Episode

Megan Meyer — Motorsports Marketing Tips

<https://motorsportsmarketingtips.com/>

Megan's website, with free instructional posts on social media, marketing, and sponsorship for racers.

Megan Meyer — Blog

<https://motorsportsmarketingtips.com/blog/>

Ongoing blog posts, including Megan's write-up on how she structures quarterly sponsor reports.

The Racer on Demand Show (podcast)

<https://www.youtube.com/@RacerOnDemand>

Megan's podcast, co-hosted with a friend, featuring marketing directors talking directly about what they look for when sponsoring a racer — a genuinely valuable listen for anyone chasing sponsorship.

Alex Striler — Megan's mentor

<https://alexstriler.com/>

Website for Megan's mentor, who has worked in sponsorship sales for Lucas Oil and hosts sponsorship summits and PRI education sessions.

Motorsports Marketing and Sponsorships (book by Alex Striler)

<https://a.co/d/fSihtGg>

Alex Striler's 2016 book, referenced by Megan as the turning point in how she approached sponsorship. In the episode Megan mentions a second edition is in the works, aimed for release around the PRI show in December — we could not confirm a public release date, so it's worth checking Alex's site closer to that time.

Women in Motorsports North America (WIMNA)

<https://womeninmotorsportsna.com/>

A nonprofit community supporting women across all motorsports disciplines through mentorship, education, and networking.

Women in Auto Care

<https://www.autocare.org/women-in-auto-care/>

A community within the Auto Care Association offering conferences, mentorship, scholarships, and networking for women in the auto care industry.

Shift Up Now

<https://shiftupnow.com/>

An organization helping find funding, partners, and sponsorship for female athletes in motorsport. Note: the correct name is Shift Up Now, not Step Up Now.