



JULIE NATAAS RACING

SPONSORSHIP
OPPORTUNITY

CHASING THE 2021
WORLD CHAMPIONSHIP





Julie Nataas is an NHRA Top Alcohol Dragster driver, racing in the Lucas Oil Drag Racing World Championship.

Born // December 3, 1996
Hometown // Drøbak, Norway
Residence // Brownsburg, IN
Skills // Professional Top Alcohol Dragster Driver
Social Media Marketing
Future Goal // Full-time NHRA Top Fuel Dragster Driver

CAREER HIGHLIGHTS

- 2019: First full-time season**
- North Central Regional Champion
 - Driver of the year - North Central Region
 - 4th in the Lucas Oil Drag Racing World Championship
 - Drag Illustrated 30 under 30
 - Claimed no. 1 qualifier five times.
 - Raced to victory zMAX Dragway in Charlotte, NC, Columbus, OH, Earlville, IA, St. Louis, MO
 - Runner-up in Bowling Green, KY and Las Vegas, NV
- 2018:**
- Runner-up in Las Vegas, NV, Chicago, IL, and Pomona, CA
 - Claimed no. 1 qualifier one time.
- 2017:**
- Became the Quickest Sportsman Female Driver with record-setting run: 5.11 and 280mph
 - Driver of the year in Norway
- 2014:**
- Runner-up in the European Drag Racing Series Championship and Winner of the European Drag Racing Series Championship - Central Region

Julie Nataas grew up at the race tracks in Europe following her dad racing in the European Championship. She quickly wanted to follow in her dad's footsteps and started racing when she was nine years old. Her racing passion grew, and she raced everything from drag cars, go-karts, and formula cars. When she entered High School, she decided on the one motorsport that belongs to her heart: Drag Racing. She wanted to become a professional NHRA drag racer.

She graduated high school with one European championship behind her and an acceptance letter to Santa Barbara City College. She was ready to pursue her drag racing dream. Two years into college in America, she got the opportunity to upgrade her license to NHRA Top Alcohol Dragster with Randy Meyer Racing. Randy was impressed with her driving skills and offered her a part-time seat for the 2018 season while completing her bachelor's degree. 2018 was a year to get as much seat time as possible before her first full-time season in 2019. In 2019 she won her first national event, regional event, won the Pro Sportsman Driver of the year award and won the North Central Regional Championship.

Julie is now a full-time NHRA Top Alcohol Dragster driver chasing the 2021 world championship with Randy Meyer Racing.

RANDY MEYER RACING

A respected member of the NHRA Drag Racing family, Randy Meyer has a successful career spanning over 35 years of drag racing as a driver, team owner, and crew chief. Randy Meyer Racing is a multiple World Champion in drag racing and conducts himself, the team, and the race cars with the utmost dedication and hard work.

LATEST ACCOMPLISHMENTS

- 2020 World Champion - Megan Meyer
- 2020 3th in the World Championship - Julie Nataas
- 2020 Central Region Champion - Rachel Meyer
- 2020 North Central Region Runner up - Julie Nataas
- 2019 World Champion - Megan Meyer
- 2019 4th in the World Championship - Julie Nataas
- 2019 Central Region Champion - Megan Meyer
- 2019 North Central Region Champion - Julie Nataas

- 2019 Pro Sportsman Mechanic of the year - Randy Meyer
- 2019 Pro Sportsman Crew of the year - Randy Meyer

- 34 NHRA National Event wins
- 44 NHRA Regional Event wins
- 4 World Championships





WHY NHRA?

- 80,000+ NHRA members
- Local advertising: NHRA buys local advertising and integrate partners
- A unique fan experience:
 - Every ticket is a pitpass
 - Behind the scene experience
 - Track walk, warm ups, pre-race ceremonies and winner's circle
 - Chest pounding nitro
 - Incredible visuals
- 48 million Americans: 19,2% of U.S. population are fans of NHRA Drag Racing
- 59% of NHRA fans have switched brands because the brand was a sponsor of NHRA.
- 92% of NHRA fans are likely to try a new product or service if it is a sponsor of NHRA.
- 98% of NHRA attendees feel positive about companies that support NHRA
- 91% of NHRA fans support companies that support the NHRA and NHRA teams



NHRA STATISTICS AND SOCIAL MEDIA



FOX Sport and it's partnership with NHRA

- NHRA.TV: Live Stream of each day of all National Events, including International coverage
- Fox Sport 2 with its own national event coverage for the sportsman classes
- All shows are produced in- house by the NHRA production team
- Focus on storytelling and building racers as the stars of the sport
- Digital content production shares content via NHRA Website and social media channels.

Social Media

- Facebook // 1.3 million followers
- Twitter // 650,000 followers
- Instagram // 466,000 followers
- YouTube // 114,000 followers
- Website // 1.5 million unique views per month and 9 million page views per month





Julie's 2021 schedule includes 18 events across 10 different states meaning the NHRA has the best national footprint in motorsports.



5-7 March	Gainesville, FL
12-14 March	Gainesville, FL
9-11 April	Pomona, CA
16-18 April	Las Vegas, NV
23-25 April	St. Louis, MO
14-16 May	Charlotte, NC
25-27 June	Norwalk, OH
2-5 July	Norwalk, OH
16-18 July	Columbus, OH
27-29 August	Bowling Green, KY
3-5 September	Indianapolis, IN
10-12 September	Earlville, IA
17-19 September	Charlotte, NC
1-3 October	St. Louis, MO
8-10 October	Dallas, TX
29-31 October	Las Vegas, NV
5-7 November	Las Vegas, NV
12-14 November	Pomona, CA

SOCIAL MEDIA

JULIE NATAAS

 INSTAGRAM // 11,600 FOLLOWERS

 FACEBOOK // 5,100 FOLLOWERS

 YOUTUBE // 240 SUBSCRIBERS

RANDY MEYER RACING

 INSTAGRAM // 8,200 FOLLOWERS

 FACEBOOK // 8,800 FOLLOWERS

 YOUTUBE // 638 SUBSCRIBERS





2021 WANT TO JOIN THE TEAM?

Julie Nataas Racing offers different levels of sponsorship packages to fit your branding and budget needs.

Your sponsorship package can include, but it's not limited to:

- Full branding on race cars, driver and team apparel
- Media banners
- Advertising on websites and social media channels
- VIP Credentials and hospitality at agreed events
- Professional media and public appearance
- Motivational speaking and public appearances by Julie Nataas
- Consumer promotions
- Behind- the scenes tours, meet & greets, workshop tours, etc.



JULIE NATAAS RACING

IT ALL ADDS UP:

Supporting an exciting, up and coming talent like Julie Nataas - and investing in a sponsorship with NHRA - is a sure-fire way to build lasting customer loyalty while simultaneously increasing brand awareness and sales.

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