

PowerDrive Founder a Motorsports ‘Matchmaker’

CONSULTANTS: Co. Connects Women Drivers, Brand Sponsors

By JEFF CLEMETSON

RANCHO SANTA FE – Tami Powers wants to give companies an inside lane into the world of motorsports.

After two decades in the racing industry working in managerial and executive positions at Alan Johson Racing, Powers founded PowerDrive Motorsport Futures in 2021 with a vision to “find gaps and fill those bridges for brands that have never been in motorsports and have always been curious about it but don’t understand how to navigate it,” she said.

Specifically, the original vision for PowerDrive was to fill gaps and bridges for women drivers in motorsports, connecting them with teams and sponsorship opportunities.

“What it has come out to be a few years later is really a comprehensive consultancy that connects forward-thinking brands with the industry, teams, sanctioned bodies and next-generation drivers,” she said. “It just so happens that there’s probably a dozen female racecar drivers who are ready for the main stage and just don’t have the opportunities that they should, so I felt there’s a need for this – and I was right.”

Powers started PowerDrive with a first-year goal of getting two or three new drivers connected to corporate brands.

“And it far surpassed that,” she said.

PowerDrive has represented IndyCar racers from across the spectrum of motorsports – including Mélanie Astles, the only female pilot to compete in the Red Bull International Air Race; four-time Top Fuel Champion Antron Brown; Porsche Carrera Cup North America driver Sabre Cook; and Quinn Davis, a newcomer in NASCAR’s ARCA Series.

The latest PowerDrive racer is Julie Nataas, an NHRA champion who has gone pro driving an NHRA Nitro Funny Car. “This thing goes 330 miles per hour in under 4 seconds, 0 to 100 in 0.9 seconds and has 11,000 horsepower,” Powers said.

Motorsports an Accelerating Market

PowerDrive’s business model includes both working with athletes like Nataas “on the team and sanctioned body side” and working with companies “on the brand side,” Powers said.

“I’m essentially a matchmaker,” she said, adding that the “fun part” to her is learning about a company’s brand and “piecing it together” with a matching sanctioned racing body – NASCAR, NHRA, IndyCar or IMSA, for example – for opportunities in B2B or other partnerships.

CAF

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adaptive sports equipment have increased 50% since 2021.”

Revenue stays pretty consistent year over year, Entwistle said. CAF’s fundraising efforts are a major driver for the organization. Despite recent challenges with nonprofit funding, Entwistle said that CAF’s broad focus makes it a candidate for many funding opportunities.

In the future, Entwistle said that CAF hopes to continue expanding the sports its supports and add its presence in regions where there is a community need.

As a younger generations enters the world of philanthropy, Entwistle noted that they are looking for more ways to be advocates and take a hands-on approach to supporting organizations like CAF.

“They want to move,” she said. “They want to make a difference for the organization outside of the financial and I think it’s incredible.”



PowerDrive Motorsport Futures founder Tami Powers with IndyCar driver Caio Collet. Photo courtesy Tami Powers

er partnerships.

PowerDrive clients include companies from industries that traditionally support racing – beer, spirits, automotive and quick serve restaurants, as well as newcomers to motorsports.

“What’s really interesting that’s happening now is the glucose monitoring and [companies] that help people really take control of their health,” Powers said. “That sector is really growing in motorsports because the demographic is there.”

That companies would be interested in connecting with potential customers through

motorsports should be no surprise. According to Powers, 75 million Americans identify as NASCAR fans and the global motorsports audience exceeds 826 million.

A Research and Markets report in February 2026 valued the global market for motorsports at \$6.7 billion and projected it to grow at a CAGR of 6.9% and exceed \$10 billion by 2030.

Interest in motorsports has blossomed in recent years alongside the popularity of the British documentary series “Formula 1: Drive to Survive,” Powers said.

“Every U.S. sanctioned body – NHRA,

NASCAR, IndyCar, IMSA, all of them – have Liberty Media, who owns Formula One Group, to thank for that. Because of that [show], the U.S. motorsports demographic has expanded to the point where now for every two new fans, one is a female,” she said, adding that U.S. racing bodies, especially NASCAR, are capitalizing on the show’s success. “I see the shift in the American motorsports business based off the draft of the Formula One show.”

NASCAR Coming to San Diego

Local excitement for motorsport racing is also growing thanks to the upcoming Anduril 250 Race the Base NASCAR event in June at Naval Base Coronado. The event has created a sudden demand for PowerDrive’s niche services of building bridges to racing for newbie companies interested in motorsports.

“I’ve got local brands here in San Diego, people I know who own companies, asking ‘What do we do? We want to be part of the NASCAR thing,’” Powers said. “A lot of companies in San Diego are interested in NASCAR but don’t know how to navigate the space. It’s not like buying an ad on TV.”

Understanding racing culture, and the more than 60,000 fans that show up at the weekend-long racing events, is important for companies to successfully get the ROI and impact out of their marketing dollars because as Powers put it, “Motorsports is really expensive and it’s a big investment.”

“It’s a long commitment, too,” she continued. “You don’t want to come in and out of motorsports because the fans are the most loyal people in the world. As far as sports spectators, they’re right up there with the NFL and they’re very passionate about what they’re watching and rooting for all weekend long.”

SDBJ EXTRA:

Scan to see enhanced coverage of PowerDrive Motorsport Futures



PowerDrive Motorsport Futures



FOUNDED: 2021
HEADQUARTERS: Rancho Santa Fe
CEO: Tami Powers
BUSINESS: motorsport talent representation, marketing and consultancy
WEBSITE: www.powerdivemf.com
NOTABLE: Founder Tami Powers’ career in motorsports began after a chance meeting with 14-time NHRA Top Fuel champion crew chief Alan Johnson. She worked her way up in his organization from entry-level to director positions.

SDBJ EXTRA:

Scan to see enhanced coverage of Challenges Athletes Foundation



Challenges Athletes Foundation



FOUNDED: 1994
CEO: Kristine Entwistle
HEADQUARTERS: San Diego
BUSINESS: Nonprofit
EMPLOYEES: 43
REVENUE: \$14 million
WEBSITE: https://www.challengedathletes.org/
CONTACT: caf@challengedathletes.org
NOTABLE: Two CAF staff members were first supported by the organization at ages 5 and 7 and now serve on CAF’s Programs team, helping empower the next generation of athletes.



Since 1994, CAF has raised about \$200 million and fulfilled over 59,000 funding requests across all 50 states and over 70 countries. Photo courtesy of Challenged Athletes Foundation