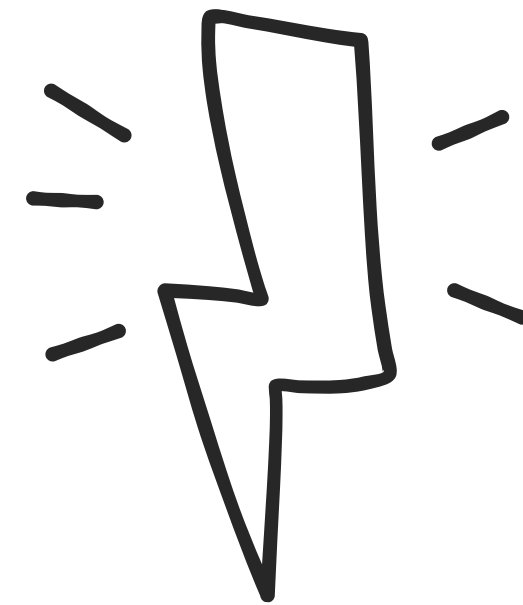


MEDIA KIT



ASHVANDELAY

MOTORSPORTS CONTENT CREATOR

#1 AMERICAN MOTORSPORTS STREAMER

www.ashvandelay.com

+1 (347) 624-2971

team@ashvandelay.com

[@ashvandelay](https://www.instagram.com/ashvandelay)

ASHVANDELAY

#1 AMERICAN MOTORSPORT STREAMER

- CONTENT CREATOR
- WOMEN IN MOTORSPORTS ADVOCATE
- RACE COVERAGE FANATIC

BASED IN: WASHINGTON, D.C.

TRAVELS TO: ANYWHERE

ABOUT

Women in motorsports advocacy combined with a passion for racing builds the foundation for Ash's community.

You are invited to come as you are into this space meant for motorsports enthusiasts - both those who are new to the sport and well seasoned vets. You'll find entertaining coverage for Formula 1, NASCAR, Indy, IMSA, and tons of other motorsport sectors.

It's important that collaborations are with brands who also strongly support women equally in this space.

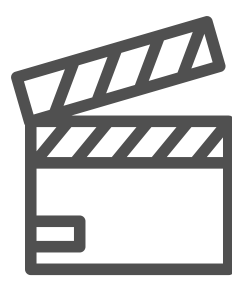
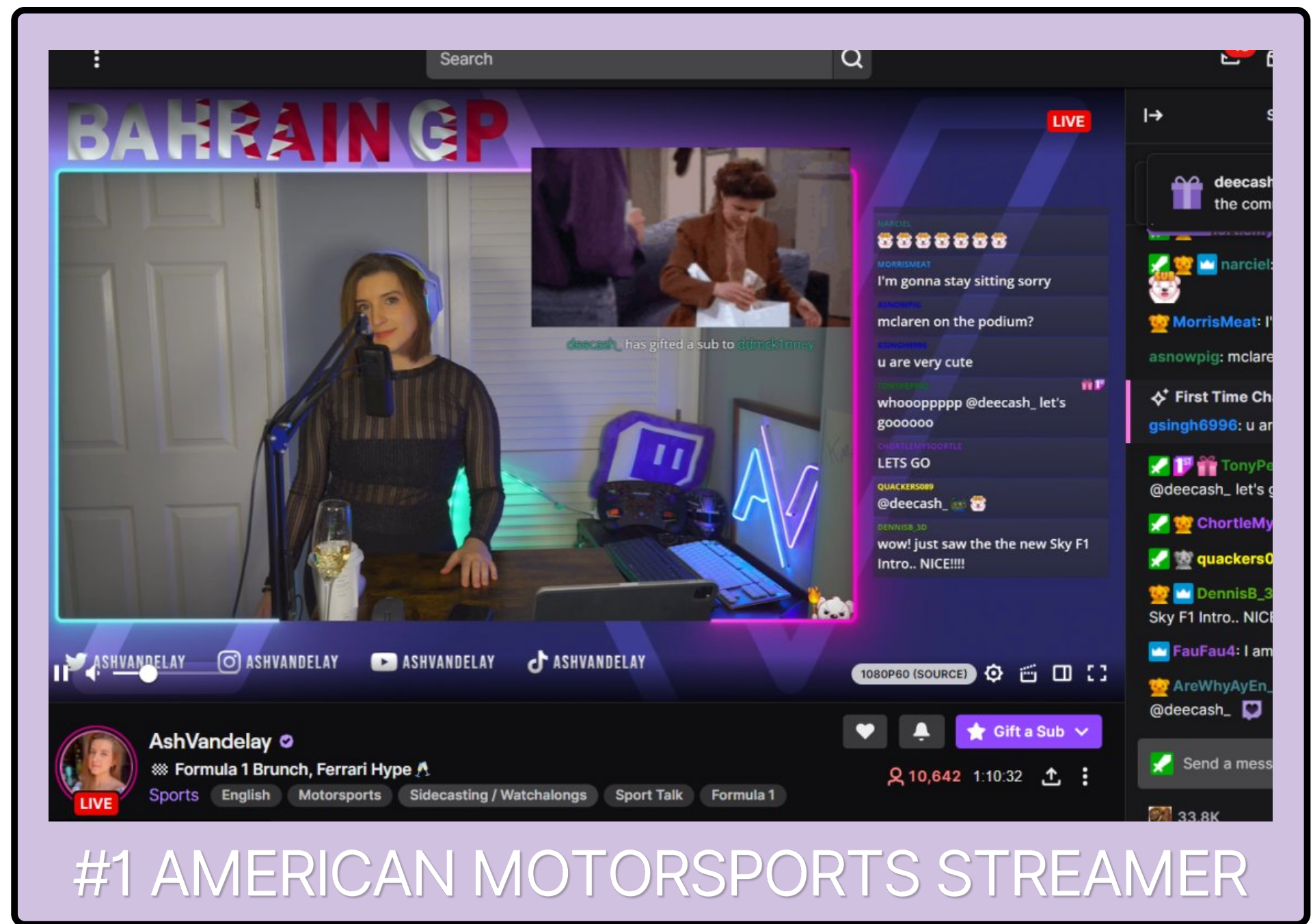


TWITCH

VIEW MY PROFILE

10.4k FOLLOWERS 2.4M VIEWS TO DATE 231 AVERAGE LIVE VIEWS

Twitch is the primary long form content platform for connecting with others in the motorsports world. During her time on stream, Ashley actively communicates with her audience while also giving live coverage on race days, qualifying days, and other motorsports events. She often participates in special events for gaming creator studios when releasing new games, and 24-hour stream events.



FEATURED ON THE FRONT PAGE OF TWITCH.TV



FREQUENTLY COLLABORATING WITH OTHER CREATORS + DRIVERS



ACTIVELY ENGAGED DISCORD COMMUNITY

INSTAGRAM

VIEW MY PROFILE

6.7k

FOLLOWERS

11.4%

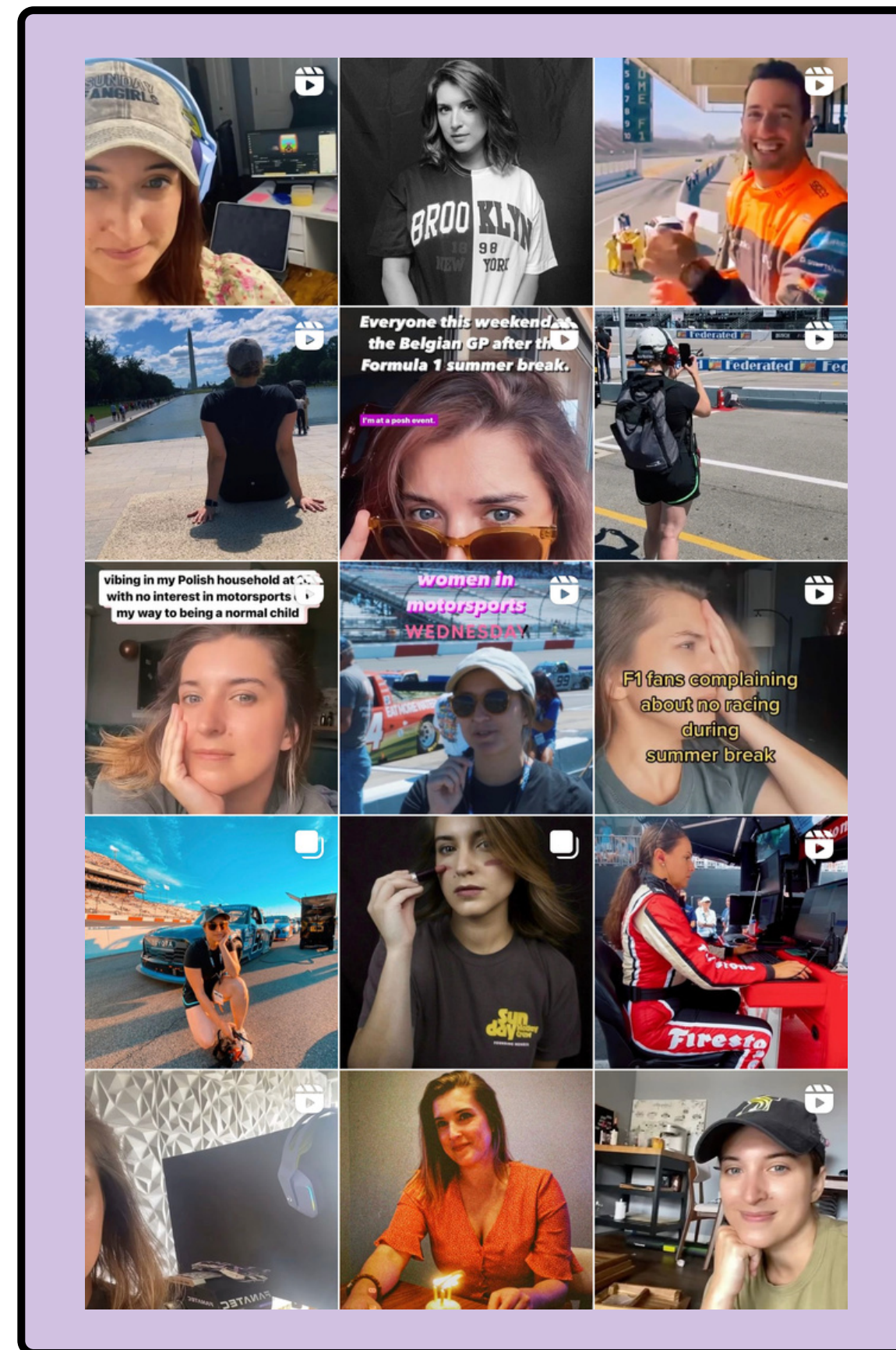
ENGAGEMENT RATE

254k

AVERAGE MONTHLY REACH

Instagram is one of the main short form content platforms where Ashley has built an engaged audience who loves motorsports. Every week she features a different empowering woman working in motorsports, as well as sharing content meant to help others learn and understand the motorsport industry and sim racing.

When she is not sharing motorsports centered content, Ashley is creating lifestyle, apparel, and streaming educational content. With an above industry average engagement rate, her audiences love to see the different collaborations.



@ASHVANDELAY

TIKTOK

[VIEW MY PROFILE](#)

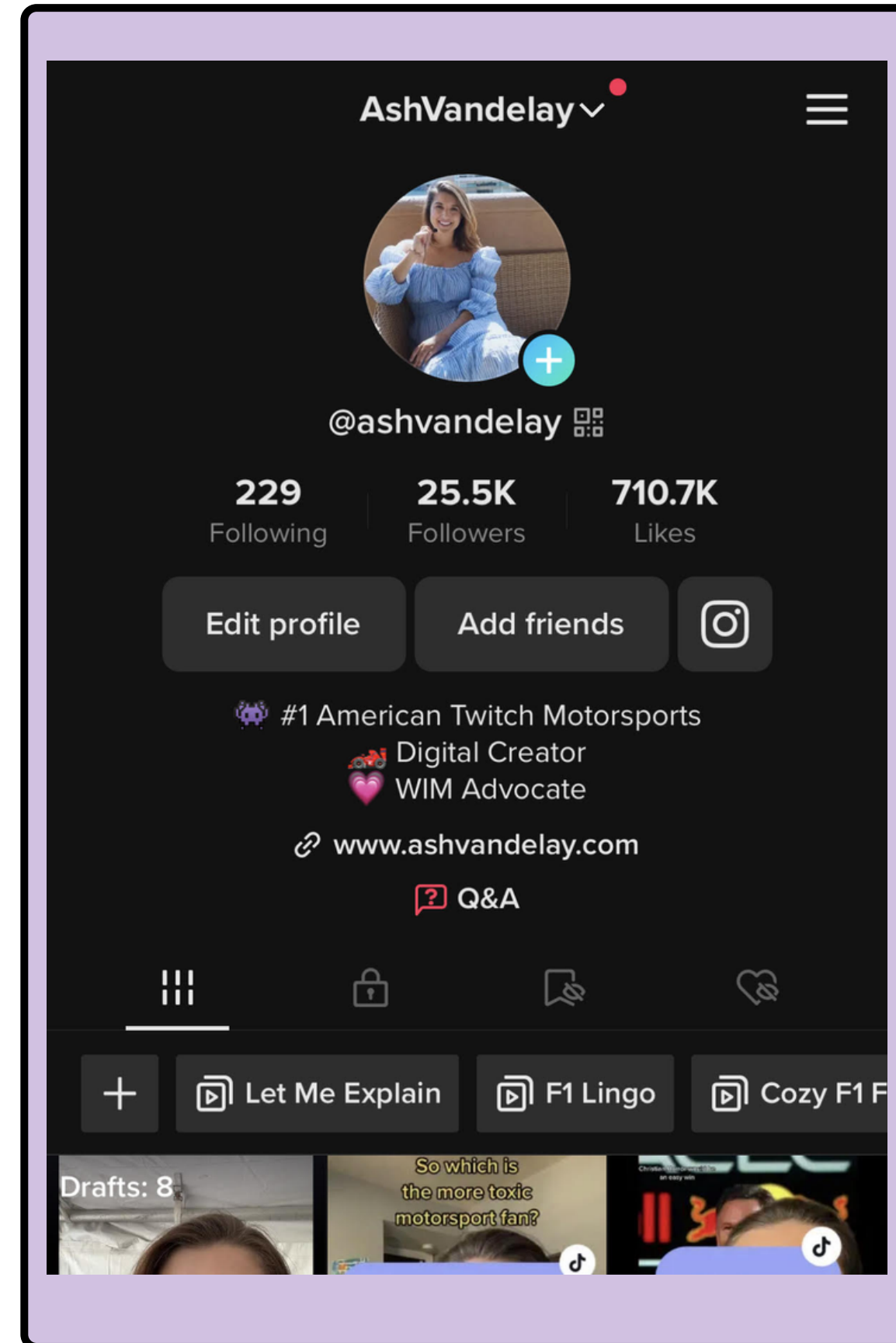
25.6k
FOLLOWERS

12.1%
ENGAGEMENT RATE

721.1k
LIKES TO DATE

TikTok is another short form content platform that Ashley has built an above industry average engaged audience surrounding the world of motorsports.

Frequently using trending audios, promoting my Twitch streams, and sharing the same series of Women in Motorsports, and educational content helping others to get into the sport.



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RACE COVERAGE

ON TWITCH + IN-PERSON ATTENDANCE

5.7k

LIVE VIEWS

221

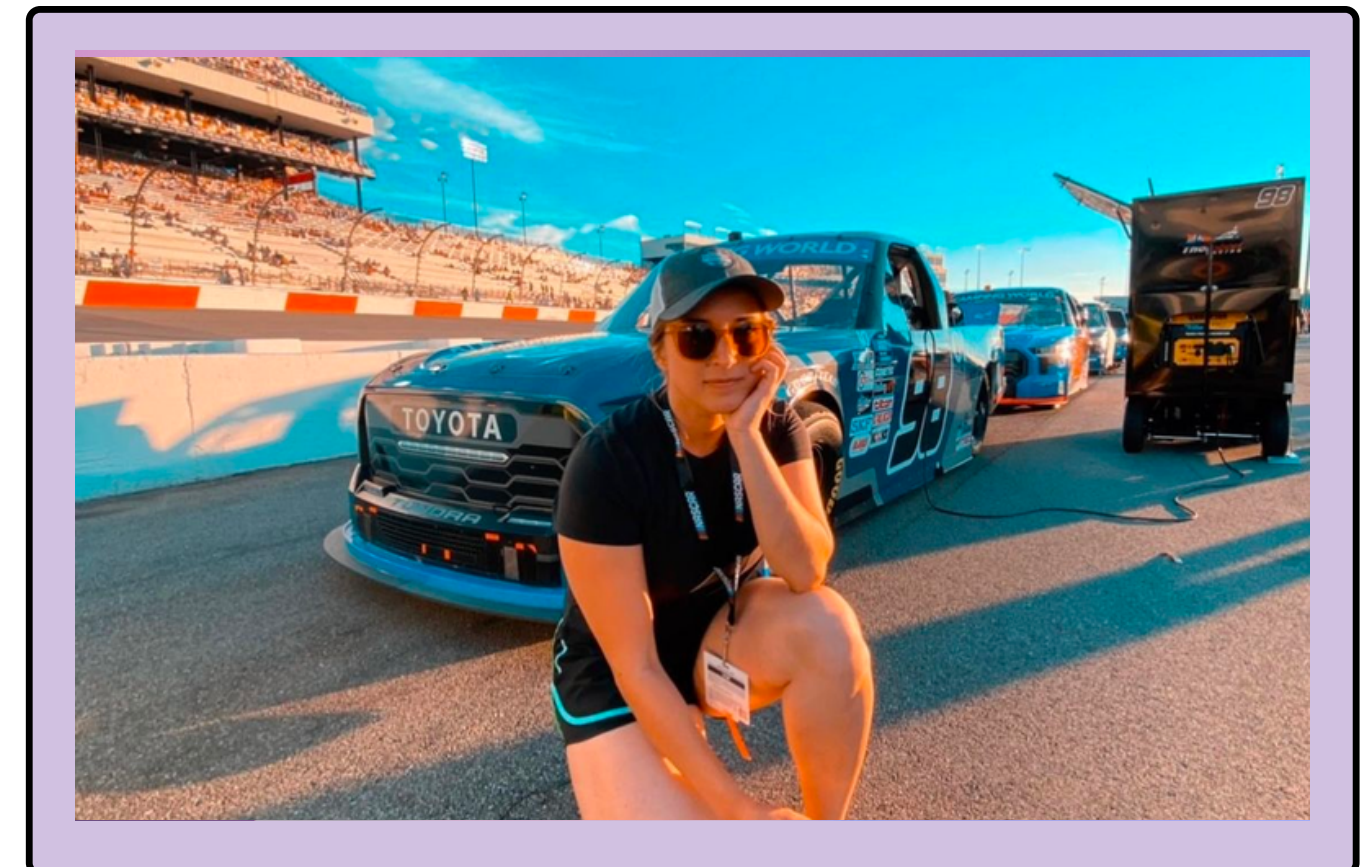
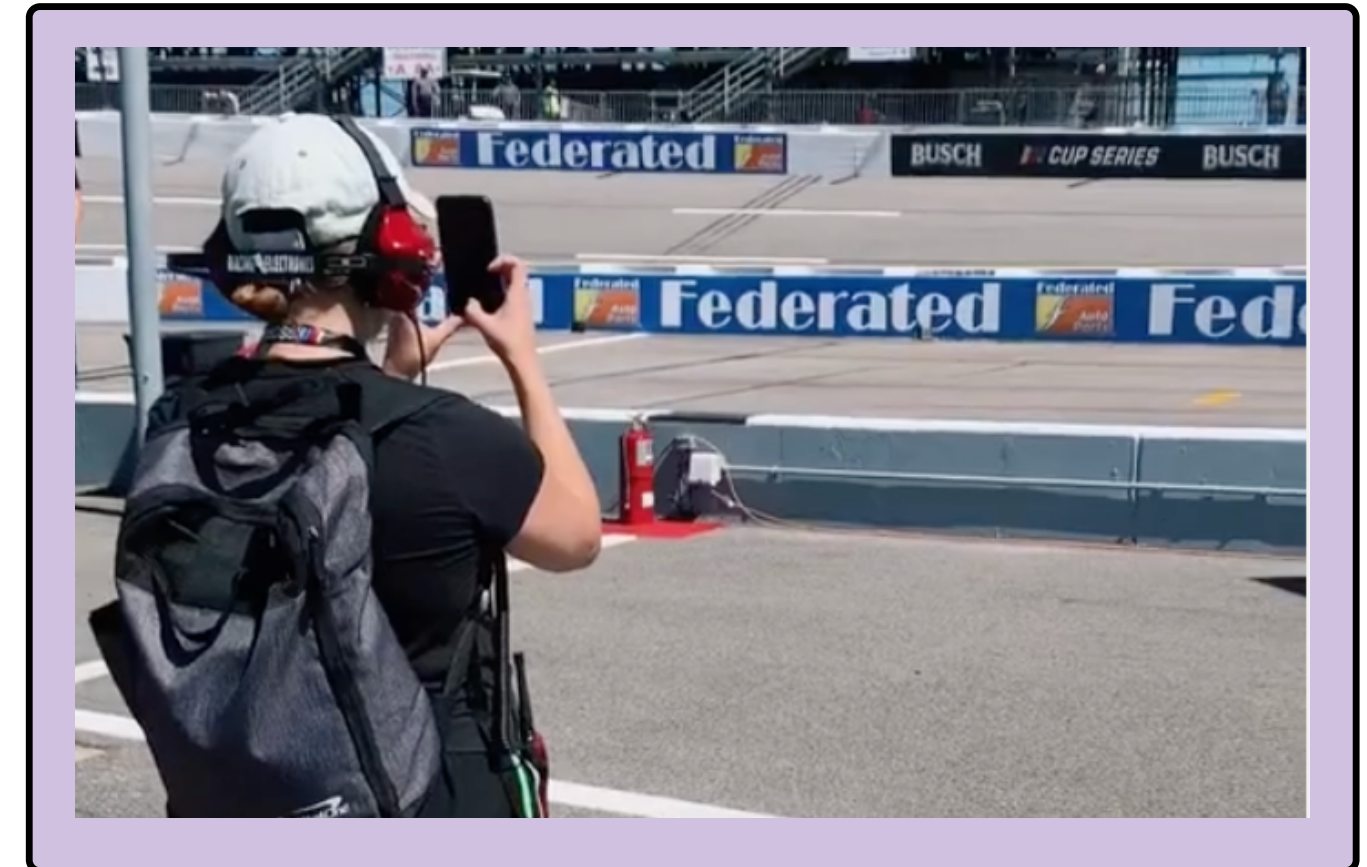
AVERAGE VIEWS

215

TOTAL CHATTERS

Ashley's main goal with NASCAR coverage is to break any barriers to entry and dismantle negative connotations - NASCAR is for everyone (and not only "turning left.") The stories of the paddock need to be shared.

With race coverage, analysis, and educational segments on stream Ashley is engaged with her live audience to learn and laugh together. Ashley is still trying to wrap her head around the points system but it provides great discussion points.

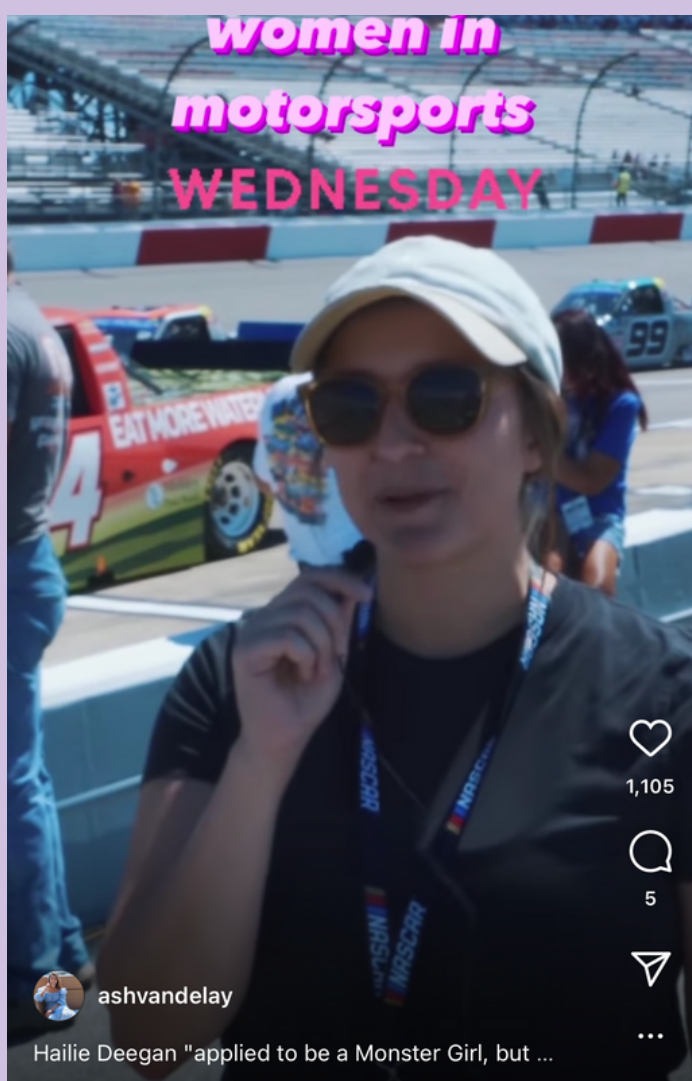


INTERVIEWS, COVERAGE, + CONTENT

Women In Motorsports

NASCAR Coverage

Cozy Formula 1 Friday



women in motorsports WEDNESDAY

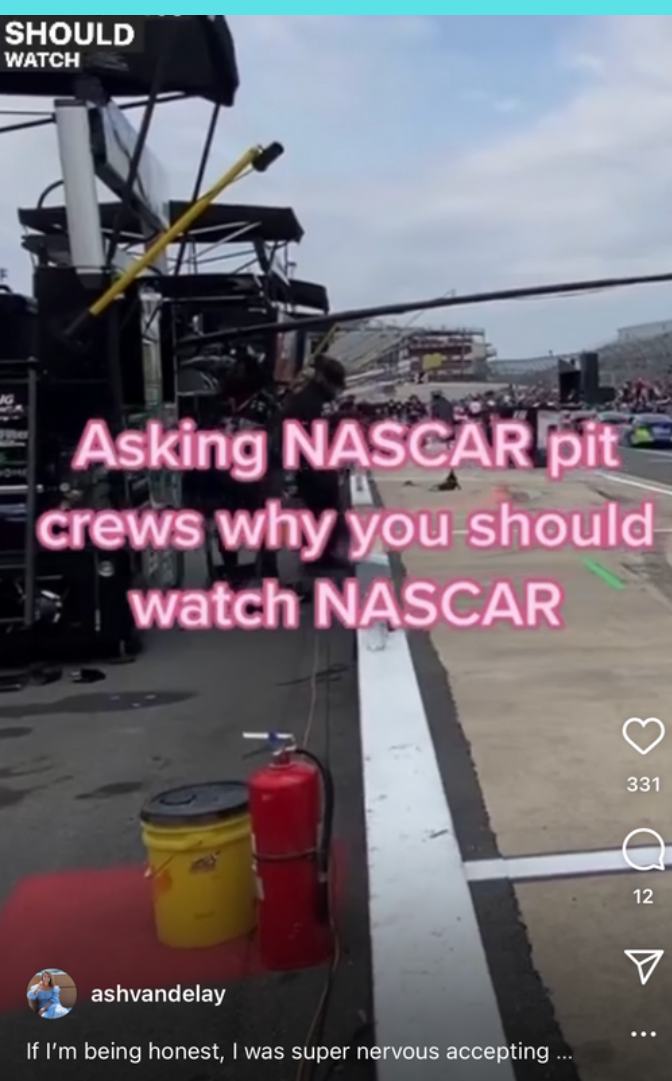
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Hailie Deegan "applied to be a Monster Girl, but ..."

1,105

5

CLICK TO WATCH



SHOULD WATCH

Asking NASCAR pit crews why you should watch NASCAR

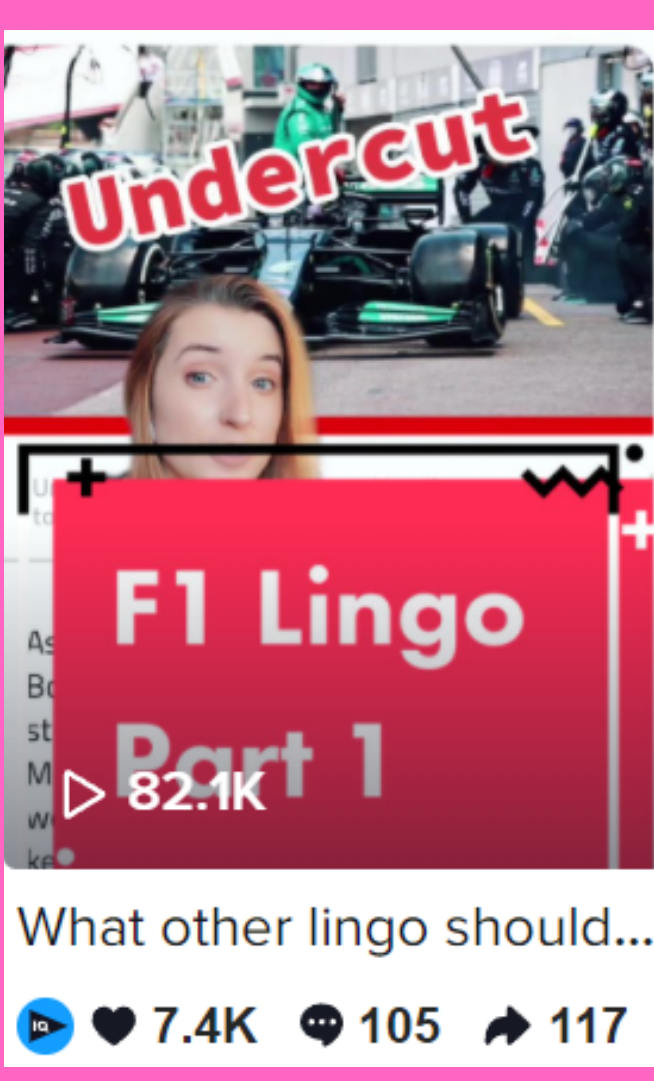
ashvandelay

If I'm being honest, I was super nervous accepting ...

331

12

CLICK TO WATCH



Undercut

F1 Lingo Part 1

82.1K

What other lingo should...

7.4K 105 117

CLICK TO WATCH

INTERVIEWS, COVERAGE, + CONTENT

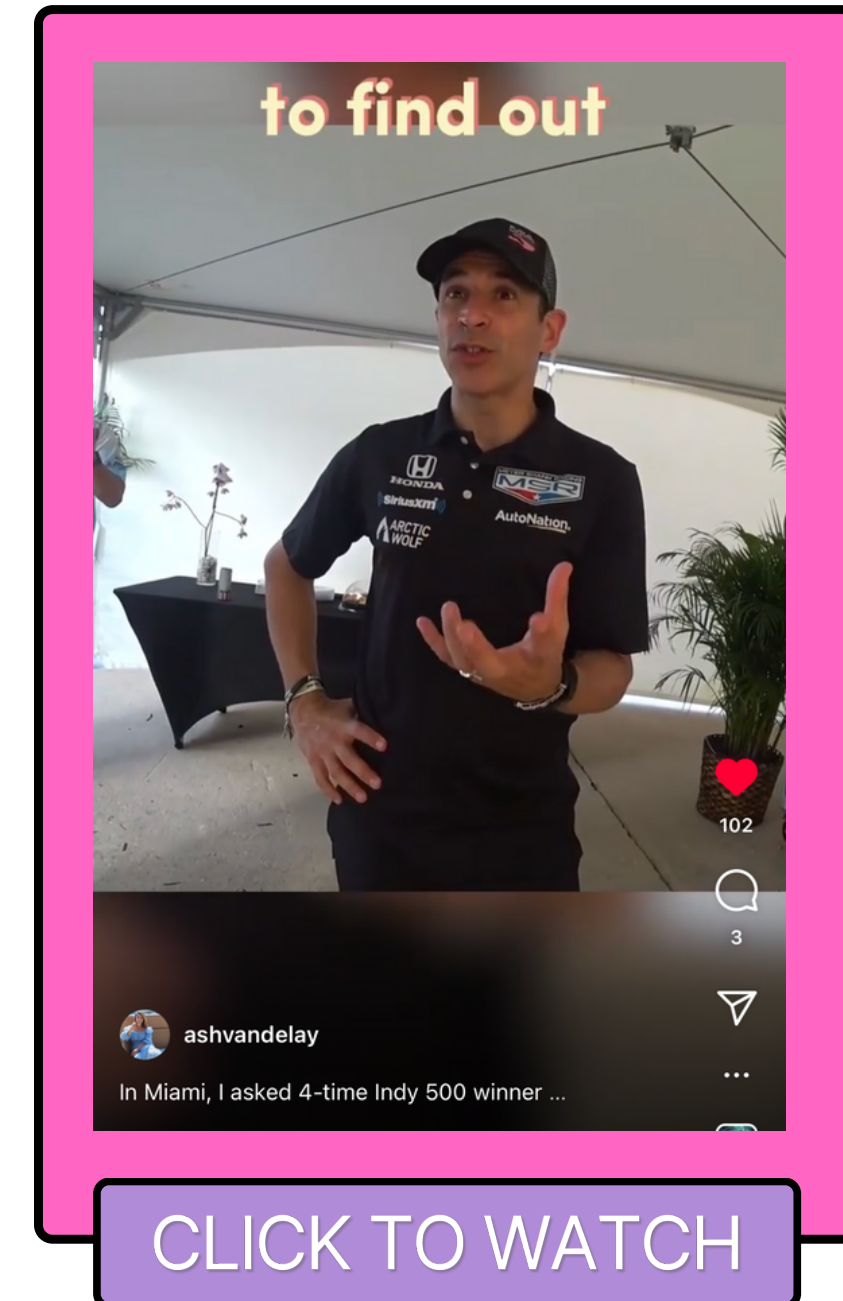
Laura Hayes
Interview



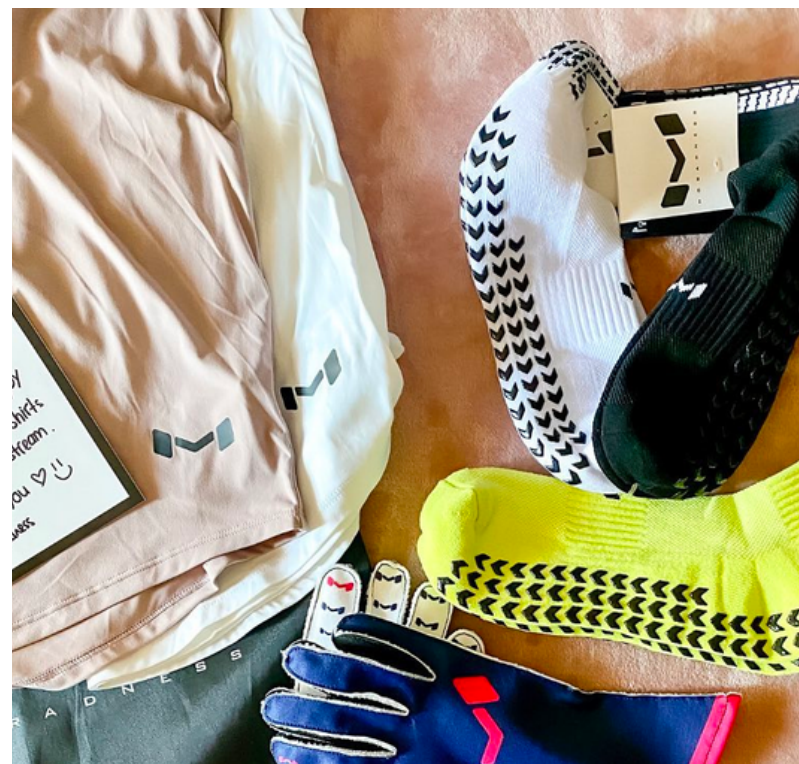
Danielle Shepherd
Interview



Hélio Castroneves
Interview



PAST COLLABORATION SPOTLIGHT



AshVandelay: !moradness
Nightbot: Ash is happy to rep Moradness Brand and provide code AshVan5 for 5% off your purchase. Check out sim racing and lifestyle products here: [http://moradness.com](#)
@moradness



@twitch



@racewknD

PAST COLLABORATION SPOTLIGHT



@nextlevelracing



@gtworldchallenge



@logitech

CAN'T WAIT TO CREATE WITH YOU

Start by emailing:

TEAM@ASHVANDELAY.COM



[INSTAGRAM](#)



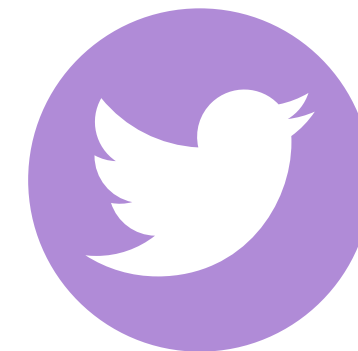
[TIKTOK](#)



[YOUTUBE](#)



[TWITCH](#)



[TWITTER](#)