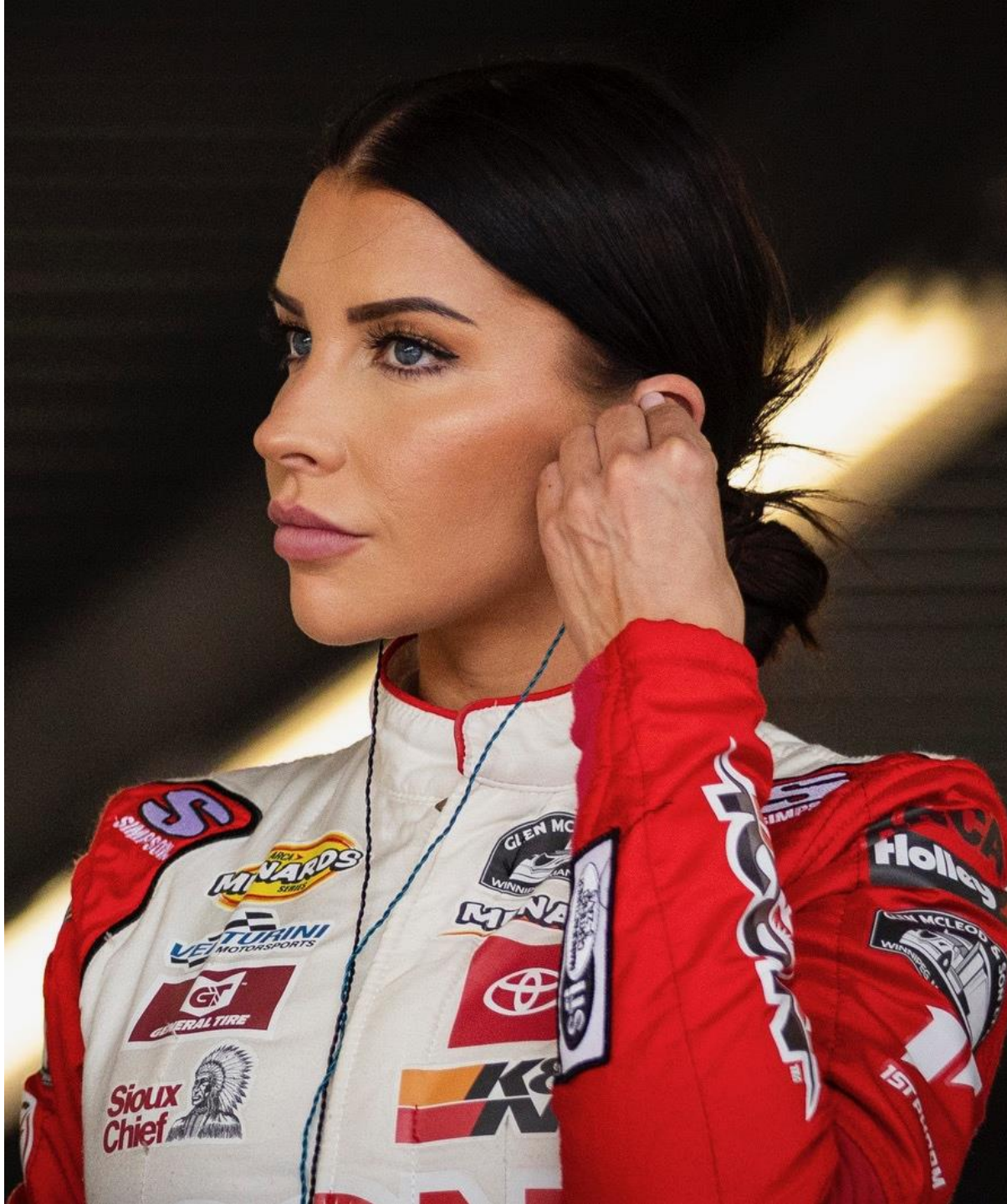
Amber BALCAEN

Professional NASCAR Driver | Entrepreneur

The Spotlight Agency

TheSpotlightAgency.com





AMBER **BALCAEN**

Professional NASCAR Driver | Entrepreneur

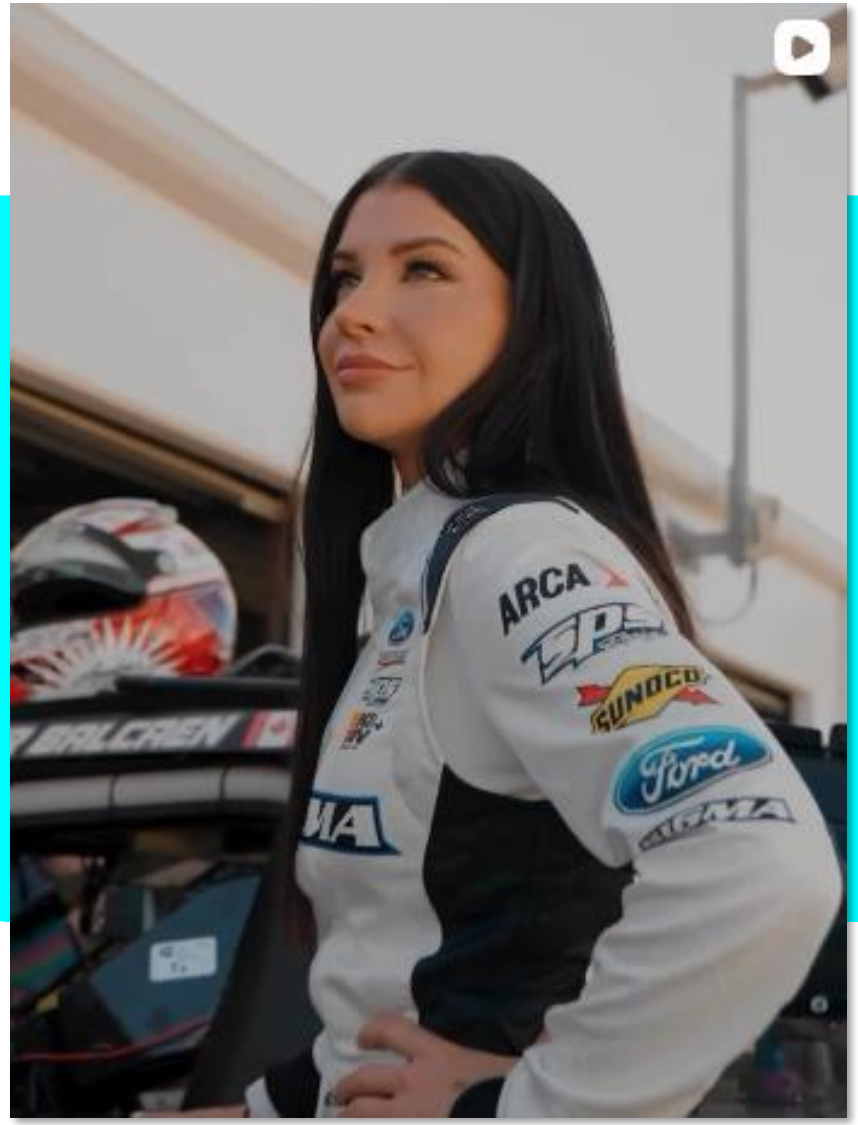
Amber Balcaen made history as the first Canadian woman to win a NASCAR-sanctioned race in the United States. A professional NASCAR driver and entrepreneur who independently raised more than $5 million in sponsorship funding, she knows what it takes to perform at the highest level when the pressure is on, both on the track and in business.

From racing go-karts in Winnipeg to competing with top organizations in the ARCA Menards Series, Amber has become one of motorsport's most influential female figures. As the President and CEO of Amber Balcaen Racing, she has independently negotiated multi-million-dollar partnerships and built a successful brand and business around her racing career. She is also the founder of Beyond the Wheel, a driver development, mentorship, and management company, where she helps aspiring racers master the mental skills, business decisions, sponsorship development, and personal branding needed to build sustainable careers.

Beyond racing, Amber has built a strong presence in television and media. She appeared on CMT's Racing Wives and has been featured in a Hello Sunshine docuseries and Cars That Rock with Brian Johnson. She's also an in-demand high-performance speaker with past events including ADWEEK, Canadian Meetings and Events Expo, and Women in Automotive.

@AmberBalcaen10

148K+ *Followers on* ***Instagram***





Audience Demographics

74.8%

25.2%

27.9% ages 25-34

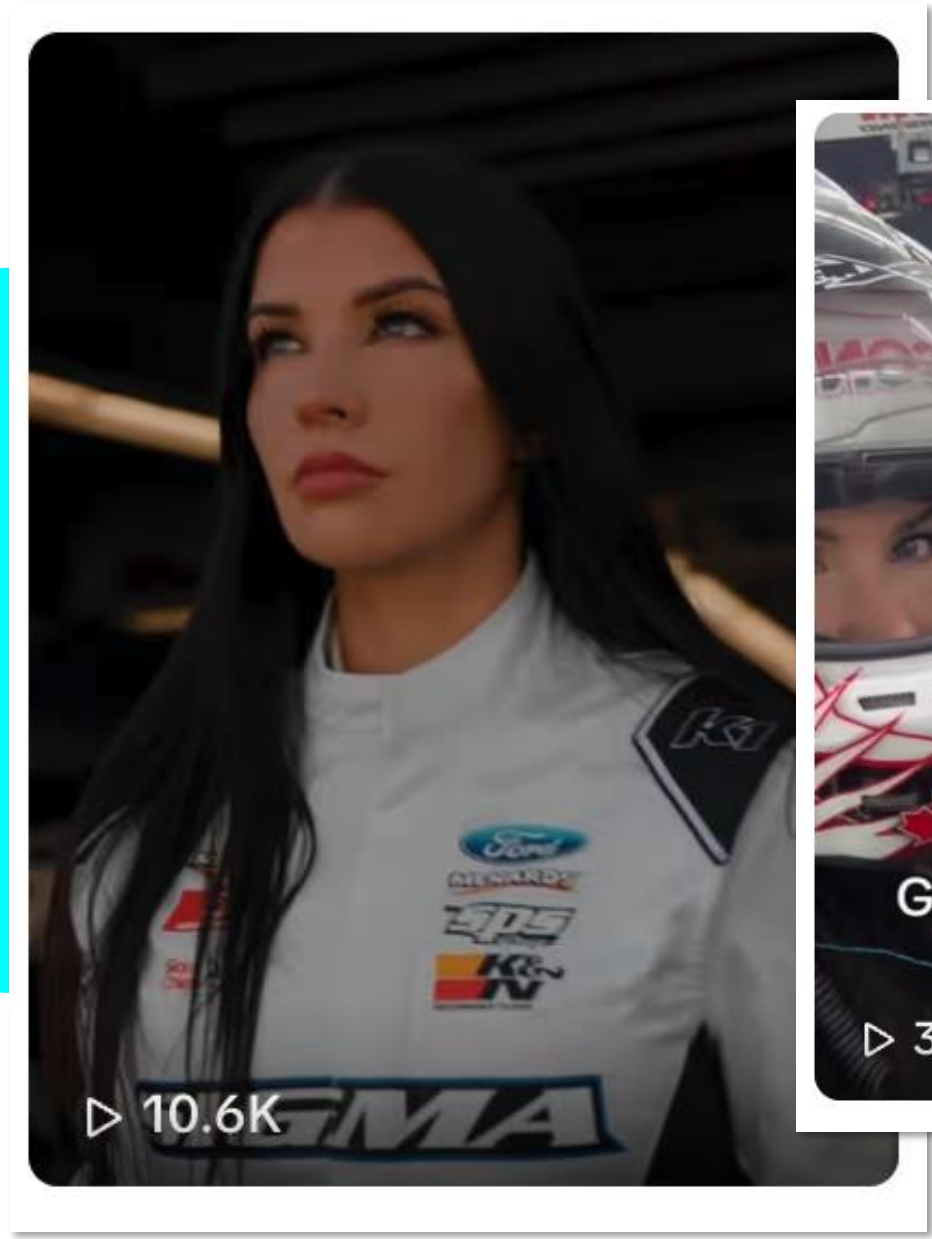
26.9% ages 35-44

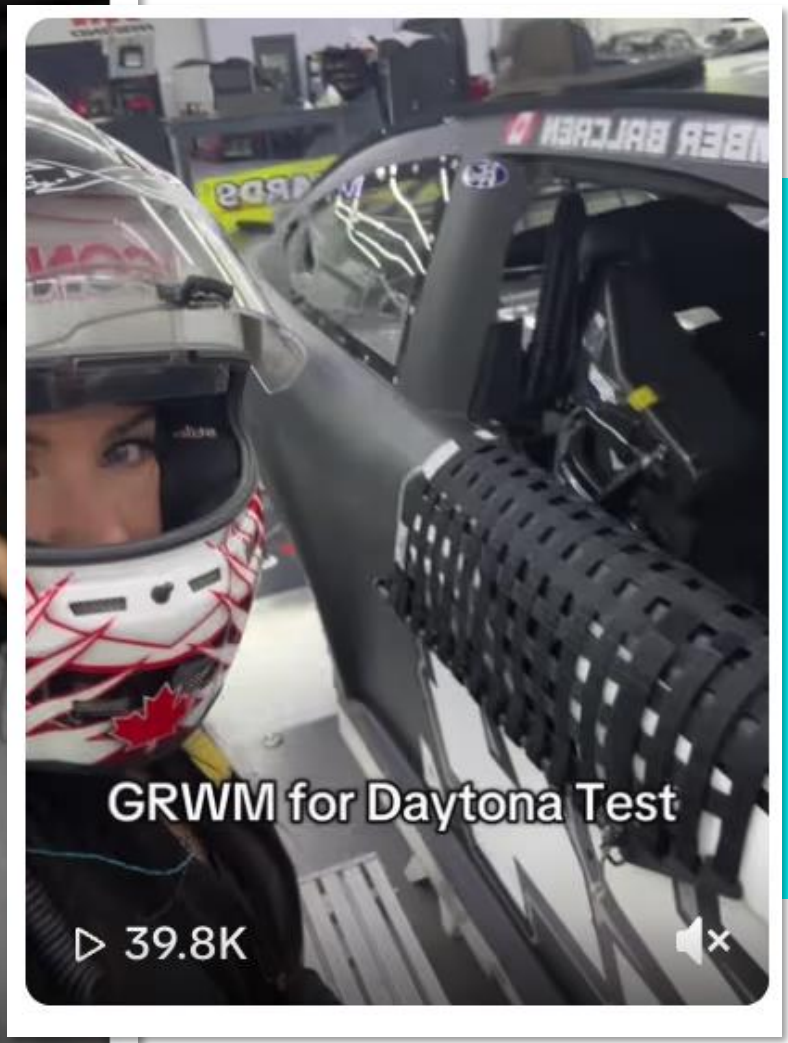
18% ages 45-54

Top Countries: USA, Canada

@AmberBalcaen10

89.4K+ *Followers on* ***TikTok***





Audience Demographics

50.6%

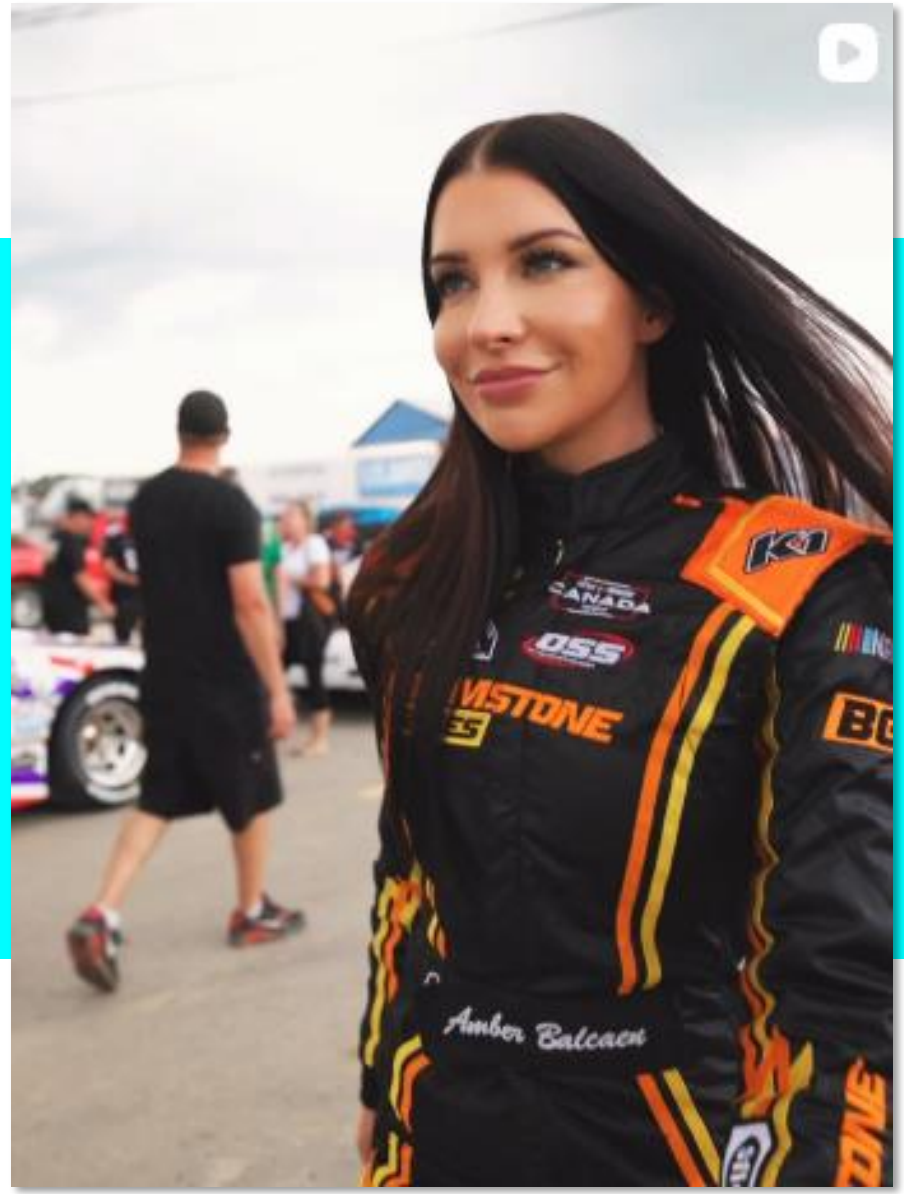
49.4%

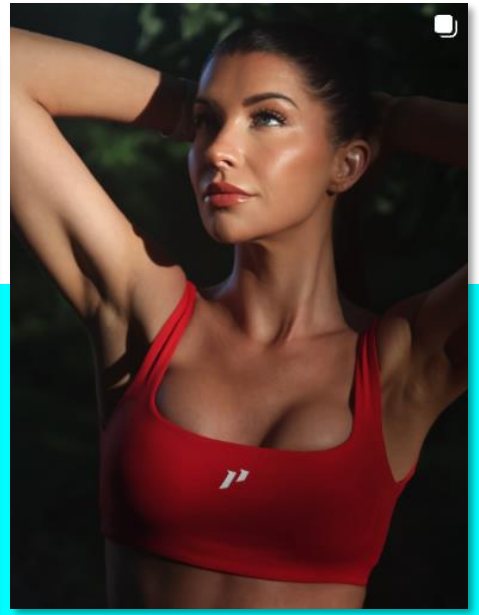
56.1% ages 18-24

20.2% ages 45-54

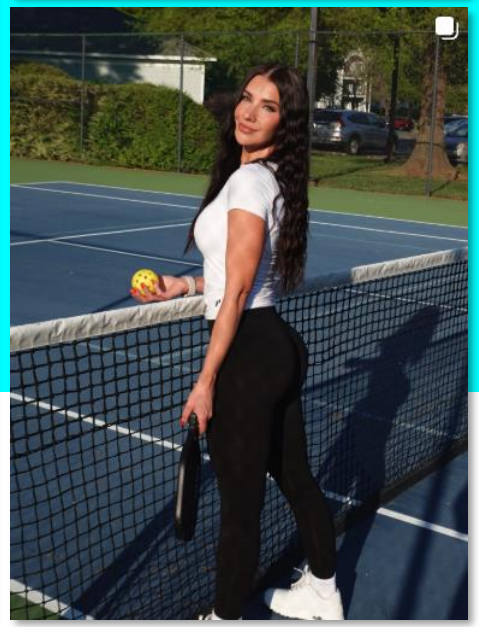
14.6% ages 35-44

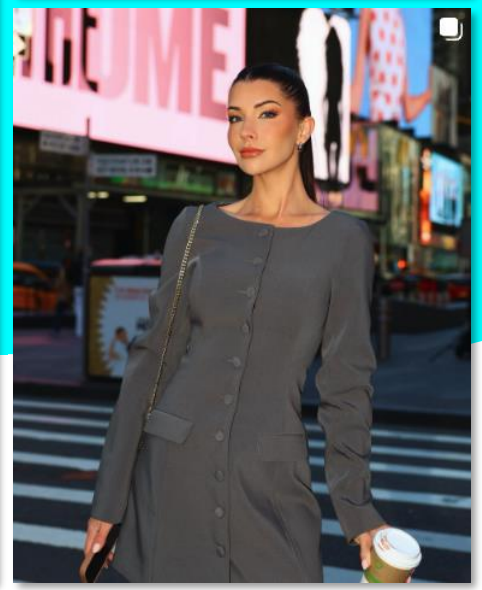
Top Countries: USA, Canada, UK











Social Media



Amber starred in CMT's *Racing Wives (2019)* and been featured in a Hello Sunshine docuseries as well as *Cars That Rock with Brian Johnson.*

Amber is available to partner with brands for a variety of initiatives, including:

- Spokesperson roles
- Media appearances
- Digital video and television ads
- Event hosting
- Guest appearances
- and more

Past partners:

PHORM ENERGY

BIG RACK SPIRITS

shopify

CarGurus

logitech

loop earplugs

BT breakfast television

Home On the show Contests Celebrations BT Connects Tim and Rick's I

On the show > In Case You Missed It

Meet Amber Balcaen — the first Canadian woman to win a NASCAR race in the US



Watch: Amber's appearance on Breakfast Television

the social CTV



Watch: Amber on The Social

CBC ADWEEK People CityNews Everywhere SBJ THE GLOBE AND MAIL TORONTO STAR

Media and Publicity

The Spotlight Agency

For more information, please contact:
info@thespotlightagency.com
thespotlightagency.com

Contact Us