

Racey Diva Motorsports & Marketing



Cathy McCause is the owner of Racey Diva Motorsports & Marketing, providing marketing horsepower to small businesses and non-profits, as well as national motorsports organizations including NASCAR, SPEED TV and ChumpCar World Series. After 20 years in software marketing, most recently as VP Global Marketing for Oracle/SPL WorldGroup, Cathy stepped away from the corporate world to pursue her love of motorsports – as a stock car driver – and to bring her marketing and PR expertise to her local community as a 30 year Martinez resident.

Racey Diva understands the challenges small business and non-profits face; and we thrive on being your flexible and collaborative partner. We specialize in brand positioning & market awareness, logo development, brochures/collateral, websites & search engine optimization, Internet marketing, competitive intelligence, advertising/direct mail, public relations, fundraising and event planning.

Our project portfolio includes:

- King of the County BBQ Challenge & Music Festival
- Martinis on the Plaza – Martini Festival
- Lafayette Art & Wine Festival
- Les Schwab Tires
- Martinez Unified School District Fundraising/20 for 20 & VIP Martinez
- Diablo Valley Film Festival
- Meals on Wheels/Bay Area Dine Out Now
- Oracle Users Group Conference
- Shaadzee Bakery & Bistro
- ServPro– Martinez/Benicia/Vallejo
- Contra Costa Hardwood Floor Services
- Golden Gate Steel & Stair
- The Regimen Day Spa
- Green for Pink Breast Cancer Support
- And many more now thriving small businesses/non-profits in Diablo Valley!

For the added horsepower to push your project across the finish line, contact the “creative divas” at cathy.mccause@gmail.com or 209.564.6744.