



THE RANCH AT CARLISLE

Official Media Kit

The Ranch at Carlisle

National Motorsports & Event
Destination

Carlisle, New York

Media Contact:

Ava Slaughter

ava@theranchatcarlisle.com

(845) 245 - 5213

<https://theranchatcarlisle.com>





About The Ranch

- The Ranch at Carlisle is a 129-acre, family-owned motorsports and event venue located in Carlisle, New York. Originally farmland, the property has evolved into one of the Northeast's fastest-growing racing destinations while continuing its agricultural roots.
- The Ranch hosts regional and national-level events across multiple disciplines, including motocross, professional snowmobile grass drags, watercross, ice racing, and off-road competitions.
- Built by racers, for racers, The Ranch combines professional event production with a family-driven foundation.

Key Facts

Location: 442 Lykers Road, Carlisle, NY 12035

Size: 129 acres

Primary Facility: Diamondback Motocross

Specialty: 4-lane professional grass drag strip,
3/8 Mile Ice Oval with TT, 200'x100' Burnout
Pad, Trail System for Sprint Enduro.

Season: Year-round events

Camping: On-site event camping

Spectator Capacity: Scalable for thousands

Ownership: Family-owned and operated since
2021. Motorsports Promoter since 1997



Signature Events

Diamondback Motocross Events

AMA Pro-Am Racing

Loretta Lynn Area Qualifier

MSC Championship Series

Playoff Rounds

Grass Drag Nationals

Professional Snowmobile Grass Drags

Multi-lane professional timing system

National-level competitors

Winterfest Events

AMA NYS Ice Racing Championship

Snow Drags Championship

Motorsports Festivals

Watercross

Diesel & Off-Road Showcases

Custom event productions



Audience & Reach

Primary Audience:

Motorsports families
Amateur and professional racers
Equipment & performance enthusiasts
Outdoor recreation community

National Event Draw:

Continental US States & Canada

Regional Event Draw:

New York
New England
Northeast racing circuits

Social & Digital Reach: 179K Views Largest Reel, 10K Avg
with some exceeding 30K views



What Makes The Ranch Different?

- Multi-discipline venue on one property
- Working farm meets professional racing
- 4-lane drag strip with extended shutdown
- Strong regional and national racing partnerships
- Family-owned, hands-on management
- Expansion-focused growth model



Leadership

James Slaughter Sr.

Founder, The Ranch at Carlisle

James Slaughter Sr. is the founder of The Ranch at Carlisle, a 129-acre family-owned motorsports and event venue in Carlisle, New York. A lifelong motorsports enthusiast and promoter, James has spent decades building racing programs, facilities, and partnerships that support both amateur and professional competitors.

Under his leadership, The Ranch has evolved from working farmland into a nationally recognized, multi-discipline racing destination hosting motocross, professional snowmobile grass drags, watercross, and winter championship events. His hands-on approach to track development, event production, and long-term facility growth has positioned The Ranch as a North American draw for racers and spectators.

Driven by a commitment to family, community, and the future of motorsports, James continues to lead expansion efforts while maintaining the grassroots values that built the foundation of The Ranch.



Media Resources Available

Approved Logos (PNG, SVG)
High-resolution event
photography
Drone footage (select use)
Facility maps
Event schedule
Interview access (upon request)

Google Drive Link:

https://drive.google.com/drive/folders/1J7MROF5s1uEoYplMtoBSvqTqM6UpGyTF?usp=drive_link



Media Inquiries

For press coverage, interviews, filming requests, or partnership inquiries:

Go to

<https://theranchatcarlisle.com/media-request/>

Please submit media access requests in advance for credential approval.

