



2026 SPONSORSHIP & MEDIA KIT

Premier Motorsports & Outdoor Events

Motocross • Snowmobile Grass Drags • Watercross • Ice Racing • UTV •
Specialty Motorsports



THE RANCH AT
CARLISLE
★ ★ EST. 2021 ★ ★
★

ABOUT THE RANCH AT CARLISLE

- The Ranch at Carlisle is a premier multi-discipline motorsports venue located in Carlisle, New York. Hosting regional, national, and broadcast-level events year-round, The Ranch delivers high-energy live competition combined with expanding digital and broadcast exposure.
- Sponsors benefit from on-site brand visibility, national streaming exposure, and authentic engagement with passionate motorsports audiences across multiple disciplines.



AUDIENCE & REACH (2026 PROJECTIONS)

- Thousands of live spectators across all 2026 events
- National-level racer participation in Diesel Burnout, Grass Drags, Motocross, Watercross and UTV competition
- Broadcast and digital exposure through Powertube TV
- Event promotion across social media, website, email campaigns, and partner platforms



2026 EVENT CALENDAR

- **WINTER SEASON**

- **January 24, 2026**

AMA NYS Ice Racing Championships & Snow Drags
Championships

Racing on both tracks



- **February 14, 2026**

Winterfest Snow Drag & Ice Race Combo

Rain Date for NYS Championship

- **February 21, 2026**

Winterfest Snow Drag & Ice Race Finale

Second Rain Date for NYS Championship



2026 EVENT CALENDAR

- **SPRING SEASON**

- **May 15–17, 2026**

AMA Motocross Race Weekend
Diamondback Motocross

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- **SUMMER SEASON**

- **June 20–21, 2026**

Motors, Mud & Mayhem Festival
Featuring Northeast Diesel Rodeo (Round 1)
Includes MSC Motocross, Jet Ski Racing, Watercross Racing,
Burnouts, and Harley Stunt Show



- **July 18–19, 2026**

AMA Pro-Am Motocross
Diamondback Motocross





2026 EVENT CALENDAR

- **LATE SUMMER SEASON**

- **August 22-23, 2026**

Grass Drag Nationals – Round 1

Watercross Nationals

UTV Drag Nationals & UTV-X



- **September 5-6, 2026**

AMA Motocross

Diamondback Motocross

Powertube TV PowerFest – Off-Road Edition

Northeast Diesel Rodeo (Round 2)

Jeep Television Show





2026 EVENT CALENDAR

- **FALL SEASON**

- **September 26-27, 2026**

MSC Playoff Round 1

Diamondback Motocross



- **October 16-18, 2026**

Grass Drag Nationals Finale

Watercross Nationals Grand Finale



THE RANCH AT
CARLISLE





SPONSORSHIP PACKAGES

Title Sponsor – \$10,000

- Exclusive event or series naming rights
Largest logo placement on-site, digital, and broadcast assets
Guaranteed Powertube TV broadcast inclusion (where applicable)
Premium vendor space and priority product placement
Repeated announcer recognition
Event passes and pit access





SPONSORSHIP PACKAGES

- **Platinum Sponsor – \$5,000**
- Prominent logo placement on signage, website, social media, and select broadcast visuals
- Vendor space and announcer recognition
- Powertube TV inclusion when applicable
- Event passes and pit access

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SPONSORSHIP PACKAGES

Gold Sponsor – \$2,500

- Logo placement on banners, website, and digital recaps
- Vendor space
- Announcer recognition
- Event passes and pit access

Silver Sponsor – \$1,000

- Logo on website and select on-site signage
- Event passes and pit access

Bronze Sponsor – \$500

- Business name listed on website and event materials
- Event passes



PRODUCT PLACEMENT OPPORTUNITIES

- Sponsors may showcase products in high-visibility areas including:
 - Start and finish line zones
 - Podium and awards presentations
 - Trackside signage and banners
 - Vendor row displays
 - Athlete and demo integration
 - Event equipment or staff branding

Product placement availability varies by event and sponsorship level.





POWERTUBE TV BROADCAST & DIGITAL EXPOSURE

Select events are recorded and distributed via Powertube TV, extending sponsor visibility beyond event weekends.

Potential exposure includes:

- On-screen logo placement
 - Lower-third graphics
 - Commentary mentions
 - Event highlight and recap videos
 - Digital rebroadcast and on-demand viewing

Media exposure is subject to production schedules, weather, and broadcast logistics.

PRO PURSE SPONSORSHIP OPPORTUNITIES (OPTIONAL)



IMPORTANT NOTICE

Standard sponsorship packages **do not include** professional racer purse funding unless specifically designated as a Pro Purse Sponsorship.

Pro purse sponsorships directly support racer payouts and provide targeted recognition tied to competition results and podium presentations.



GRASS DRAG & WATERCROSS PRO PURSE TIERS



Class Pro Purse Sponsor – \$5,000

- Naming rights to a designated class purse
- Announcer recognition during payouts
- Logo placement on payout boards and podium backdrop

• Event Pro Purse Sponsor – \$10,000

- Naming rights to the overall pro purse for the event
- Recognition during results coverage
- Logo inclusion in Powertube TV recap graphics (when applicable)

• Championship Pro Purse Sponsor – \$25,000+

- Exclusive naming rights to championship payouts
- Premium podium and broadcast recognition



MOTOCROSS PRO PURSE TIERS

- **Class Purse Sponsor** – \$2,500 to \$5,000 (per class)
 - Announcer recognition during moto results
 - Logo placement at podium and awards area
- **Pro / Expert Purse Sponsor** – \$7,500 to \$15,000
 - Naming rights to pro or expert payouts
 - Recognition during event and recap coverage

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UTV PRO PURSE TIERS

- **UTV Class Purse Sponsor** – \$3,000
 - Recognition during class awards
 - Logo placement on payout signage
- **UTV Event Purse Sponsor** – \$8,000 to \$12,000
 - Event-level purse naming rights
 - Broadcast and digital recognition when applicable

Custom purse structures are available based on event scale and class count.



CUSTOM MEDIA & ACTIVATION OPPORTUNITIES

- Sponsored event recap videos
 - Featured broadcast segments or demos
 - Branded social media campaigns
 - Custom on-site activations

Pricing available upon request.

SPONSORSHIP TERMS & DISCLOSURES

- Sponsorship packages cover marketing, branding, and media exposure only
- Pro purse funding is separate unless explicitly designated
- All sponsorships are non-refundable once marketing or signage assets enter production
- Media exposure is subject to production conditions and logistics





James Slaughter Sr. & James Slaughter Jr.

THANK YOU FROM THE RANCH AT CARLISLE

- We look forward to the opportunity to partner with brands that share our passion for motorsports, competition, and unforgettable live experiences.
- Together, we can create impactful events, meaningful brand exposure, and long-term partnerships that reach fans both on-site and through broadcast and digital platforms.





**LET'S BUILD SOMETHING
POWERFUL TOGETHER**

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