

2022

The GREAT SOUTHERN

SLAM

11 – 13 JUNE 2022

ADELAIDE SHOWGROUND, SOUTH AUSTRALIA



greatsouthernslam.com.au
adelaiderollerderby.com.au





Hosted by
**ADELAIDE
ROLLER DERBY**
and held at
the Adelaide
Showground
in the heart
of Adelaide

This biannual tournament is a premiere sporting event attracting over 5,000 athletes and spectators over the June 11 – 13 long weekend.

2022 will be the sixth time Adelaide Roller Derby has hosted the world-renowned tournament. Due to COVID it will look a little different this year, but the crew is still pumped to present the first post-pandemic national roller derby event.

Roller derby is the fastest growing women's sport in the world, with The Great Southern Slam the centrepiece of competition in Australia.

We need your partnership to ensure that we can continue to put this incredible event together.





**FIERCE BUT FRIENDLY
COMPETITION**



BOUT VILLAGE STALLS



**FAMILY
FRIENDLY**



LIVE BOUTCASTING



**ADELAIDE'S PREMIER
EVENT SPACE**




PARTY ATMOSPHERE





THE LARGEST INTERNATIONAL ROLLER DERBY TOURNAMENT IN THE WORLD

As a valued partner of the Great Southern Slam, you will have the opportunity to showcase your business and services to an engaged, passionate and mobilised community consisting of mainly:

- 98%** **ARE WOMEN**  **Main household decision makers**
- 18-45** **YEARS OLD**  **Active lifestyle with an interest in health and fitness**
- 24** **TEAMS REGISTERED FOR 2022**  **Educated and socially conscious**

"We were keen to sponsor The Great Southern Slam ahead of its launch as we identified the tremendous energy within Adelaide Roller Derby to organise a successful national championship.

This energy continues and the event is a growing national championship based exclusively in Adelaide and continues to grow in popularity and quality.

We appreciate it as a sponsor as it attracts an engaged audience of participants and spectators, our branding is accurate and prominent and the excellence of the event is consistent with our market positioning.

We enjoy our association with the Great Southern Slam – an Adelaide event which is the envy of Derby participants throughout Australia."

Grant Piggott

General Manager at Adelaide Event & Exhibition Centre



PARTICIPANTS

	2010	2012	2014	2016	2018
Skaters	500	850	900	960	942
Officials	120	170	190	171	162
Commentators	12	17	25	19	16
Spectators	4,023	4,540	4,687	4,367	4,465

SOCIAL ENGAGEMENT



Facebook Pages

The Great Southern Slam: 4,763 Likes & 4,927 Followers

Indicative Reach: 5,500

Post Engagements: 1,500+

Adelaide Roller Derby: 12,398 Likes & 12,929 Followers



Email Newsletter Subscribers

The Great Southern Slam: 310

Adelaide Roller Derby: 4,186



YouTube Channel

ARD live stream bouts across the weekend, with live commentary via The Great Southern Slam YouTube Channel

Subscribers: 1.1K

Top viewed bout: 2.9K views

Total views: 89,308 views

PARTNERSHIP OPPORTUNITIES

- Naming rights
- Live Internet broadcast feed
- Print promotion
- Digital promotion (social media, EDM, website)
- On site activations
- Tournament reserved seating for staff and clients
- Let us know what you want

We understand that every relationship is different and would love to talk about how we can meet your partnership objectives, and tailor a package to suit you.

CONTACT

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