

2024  
The GREAT SOUTHERN  
SLAM



8-10 June 2024

ADELAIDE SHOWGROUNDS  
SOUTH AUSTRALIA







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 8 – 10 long weekend.

**2024 will be the seventh time Adelaide Roller Derby has hosted the world-renowned tournament and it will be our biggest and best yet, with more athletes than ever traveling from all corners of Australia and New Zealand to participate.**

For the first time ever, The Great Southern Slam Division One competition will act as the inaugural WFTDA Regional Championships for the Oceania Region in 2024!

**Your partnership will ensure that we can make this the most incredible event ever, together.**





**FIERCE BUT FRIENDLY  
COMPETITION**



**BOUT VILLAGE STALLS**



**FAMILY  
FRIENDLY**



**LIVE BOUTCASTING**



**PARTY ATMOSPHERE**



**ADELAIDE'S PREMIER  
EVENT SPACE**







**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**

**42** **TEAMS REGISTERED FOR 2024**



**Educated and socially conscious**

*"The Great Southern Slam has been hosted at the Showground for many years and has become a much loved event for our staff and contractors and we are excited to host The 2024 Great Southern Slam at the Adelaide Showground once again.*

*This event captures a highly engaged audience, through their participants and spectators alike and offers a uniqueness and energy that no other championships come close to.*

*We look forward to working with the events team to put on their best championship yet.*

**Rhiannon Klar**  
*Sales Manager – Adelaide Showground*





## PARTICIPANTS

	2010	2012	2014	2016	2018	2022
Skaters	500	850	900	960	942	595
Officials	120	170	190	171	162	101
Commentators	12	17	25	19	16	18
Spectators	4,023	4,540	4,687	4,367	4,465	919

## SOCIAL ENGAGEMENT



### Facebook Pages

**The Great Southern Slam:** 5,397 Likes & 5,532 Followers  
 Indicative Reach: 7,500  
 Post Engagements: 2,500+  
**Adelaide Roller Derby:** Over 13,000 Likes & Followers



### Email Newsletter Subscribers

**The Great Southern Slam:** 420  
**Adelaide Roller Derby:** 5,000+



### YouTube Channel

ARDR livestream bouts across the weekend, with live commentary via The Great Southern Slam YouTube Channel  
**Subscribers:** 1.46K  
**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)
- Onsite activations
- Tournament reserved seating for staff and clients

**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

**Cass Magin (Cassaroll)**  
**0401 915 638**

tgssponsorship@adelaidrollerderby.com



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