

GROUND ZERO GAMING

PARTNERSHIP PACK



Hello! We're Ground Zero Gaming.

We're a professional esports and gaming entertainment organisation.

A dynamic force in esports. A hub for online influencer marketing. And a creator of gaming experiences.

We partner with like-minded brands to connect with the gaming audience, and curate unique experiences to build engagement.

How unique? Well, how does featuring your brand inside a video game that reaches an average of 93 million players globally per month sound?

Let us tell you a bit more about what we can do for you.





This is Rocket League

Welcome to the high-powered hybrid of arcade-style soccer and vehicular mayhem.

Rocket League is a team-based video game where players control rocket-powered vehicles to score goals with a giant soccer ball.

It is one of the most critically acclaimed sports games of all time, with an average of 93 million players globally per month.

On top of that, it is one of the most established global esports, with \$8.7 million in prizepool distributed, and over 129 million hours watched in 2022.



Ground Zero Gaming Rocket League

Topping the Rocket League rankings in Oceania for the past five years, Ground Zero Gaming is a formidable force in the region.

As a marker of our success, our custom Ground Zero Gaming car decal is embedded in the game, available for purchase in the in-game Esports Shop.

During the 2022-23 season, our decals amassed **25,000 unique purchases**.

And now, we're launching a fresh new set for the 2023-24 season - and we want to take you along for the ride.



In-game decals

The Ground Zero Gaming Rocket League decals set will contain three individual designs. The set includes the Dominus, Octane, and Fennec car decals.

We will integrate your brand elements into the entire design set, with featured logo placement on the left-hand door.

With a global presence and strong Australian audience, our decal set provides a unique opportunity to showcase your brand, reaching new customers, and building brand recall.



Brand placement

Complementing the decal set, our partnership will incorporate other marketing streams.

This includes digital broadcast, social campaigns, and official teamwear and merchandise.

We'll feature your brand on our pro jersey, worn at all official games, and available for fans to purchase.



Social marketing

We'll create marketing campaigns to leverage our social channels.

- Support product launches
- Product unboxing and reviews
- Promotions and giveaways
- Product placements
- Influencer marketing
- Community events
- Content production
- Social media engagement
- Consulting services

Combined social metrics



650k+
followers

13m+
total likes



55k+
followers

100k+
monthly reach



50k+
followers

3m+
monthly reach



80k+
followers

2m+
monthly views



Brand Ambassador

Our core brand ambassador is Jhye Richardson, cricket superstar for the Perth Scorchers and the Australian international team.

As part of our influencer marketing, we can create brand and product campaigns featuring Jhye.



Like what you see?

We'll work with you to understand your needs, and customise a partnership package that achieves your goals.

Get in touch with us to find out more.

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