

ROOFTOP MOVIES

**BREWERY TAKEOVER
ACTIVATION EOI**

**TAG
+ WIN**

WEEKLY WINNERS
FOR THE BEST
TAGGED PHOTO

#rooftopmovies
@rooftopmovies

Image: Rooftop Movies 2025/26
Season,
photo by Miles Noel

Our pilot Brewery Takeover season was a huge success. One of the highlights was connecting with fantastic breweries such as Beer Farm, Lucky Bay Brewing, Phat Brew Club and Otherside Brewing Co.

As we gear up for another season, we're excited to continue building relationships with WA's beer community. We are on the lookout for new breweries who want to showcase their brand, engage with audiences and be part of an unforgettable Rooftop Movies experience.

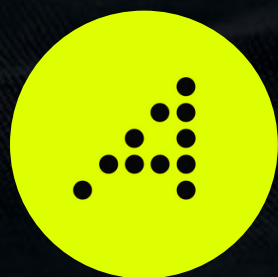
Perched six storeys above the heart of Northbridge atop an urban rooftop car park, Rooftop Movies is one of Perth's most iconic summer destinations. Combining open-air cinema, panoramic city views and spectacular sunsets, it offers a uniquely relaxed atmosphere for unforgettable nights under the stars.

Known for its laid-back summer vibes, comfy beanbag seating and delicious food and drinks, Rooftop Movies brings people together to enjoy great films, good company and the best of Perth's balmy summer evenings.

Summer Nights, City Lights: Your Brand at Rooftop Movies

25/26 season overview

4	Program Releases	74	November cases sold
127	Screenings & Events	78	December cases sold
44	Sold-out Sessions	52	January cases sold
258	Average Nightly Attendance	44	February cases sold
31k	Ticketed Attendances	17	March cases sold
			*only 2 week season



Run by ARTRAGE

A not-for-profit arts powerhouse with 40+ years of impact.

Align your brand with: creativity, inclusion, fun, and local connection.

activate with us

activate your brand on the big screen with Spotlight
Advertising

26/27 this could be you...



26/27 takeover dates

This year, we're introducing a new Takeover schedule designed to give each Brewery an equal amount of time, ensuring a fair experience and maximising opportunities for everyone involved.

Takeover 1

Wednesday 28 October - Monday 30 November

Takeover 2

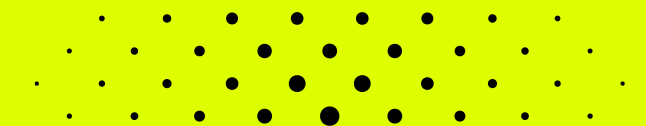
Tuesday 1 December - Monday 11 January

Takeover 3

Tuesday 12 January - Monday 15 February

Takeover 4

Tuesday 16 February - Sunday 14 March



activation investment options

Ideal for: Brand visibility and targeted sampling

- **Exclusive Stock** - Be the sole beer stocked at Rooftop Movies for one curated takeover of the season.
- **Product Presence** - Featured prominently on printed branded bar menus throughout the venue.
- **Brand Sampling Opportunity** - 1 x brewery team-led tasting night, providing direct engagement with Rooftop Movies audiences.
- **Social Media Exposure** - 1 x dedicated Instagram post + story share.
- **EDM Advertising** - 1 x banner placement in the Rooftop Movies newsletter reaching 40,000+ subscribers.
- **Hospitality** - 10 x complimentary tickets for staff, clients or stakeholder entertaining.

1

**Investment:
\$6K**

Ideal for: Maximising exposure and premium audience engagement

- **Exclusive Stock**
- **Product Presence**
- **Enhanced Sampling Opportunity** - 2 x brewery team-led tasting nights, creating multiple audience touchpoints throughout the takeover.
- **Film Presenting Rights** - 4 x films during your takeover month, including branded pre-show holding slides.
- **Custom Brand Activation** - Opportunity to develop and deliver a bespoke onsite activation experience (Activation managed by the brewery team.)
- **Editorial Content Feature** - 1 x dedicated article on the Rooftop Movies website.
- **Expanded Digital Reach**
 - 2 x dedicated Instagram post + 1 x story showcasing branded take over.
 - 2 x EDM banners + 1 x feature article included in Rooftop Movies newsletter sent to over 40K+ subscribers during the monthly takeover.
- **Hospitality** - 20 x complimentary screening tickets for staff, clients or stakeholder entertaining.

2

**Investment:
\$8K**

activation do's & donts



- Design your activation to fit within your allocated footprint.
- Focus on engaging guests through brand experiences, product education, tastings, and interactive activities.
- Use portable activation elements that can be safely secured and quickly packed down if required.
- Ensure all signage, displays, banners, A-frames, tablecloths, and promotional materials are securely weighted or fixed.
- Plan for Perth's summer conditions by using weather-resistant materials and having a wind contingency plan.
- Keep all walkways, bar areas, cinema entry, exits, amenities, and emergency access routes clear at all times.
- Ensure activation staff are familiar with venue safety procedures and actively monitor the space throughout the session.
- Be prepared to modify, secure, or remove any part of the activation immediately if weather conditions change or if directed by venue management.



- Do not use free-standing flags, sail banners, umbrellas, marquees, arches, or other structures that cannot be safely secured.
- Do not use items that could become airborne or unstable in windy conditions.
- Keep emergency exits, fire equipment, walkways, accessibility routes, and bar service areas clear at all times.
- Avoid decorative glassware, fragile props, or breakable items that could create safety hazards.
- Do not use external power generators, candles, fire pits, pyrotechnics, smoke machines, or similar special effects.
- Avoid confetti, balloons, foam products, flyers, or other lightweight promotional items that may be blown across the rooftop.
- Ensure your activation complements the Rooftop Movies experience and does not disrupt film screenings or venue operations.
- Remember that wind conditions can change throughout the evening. If an item cannot remain safely secured at all times, it should not be used.



ARTRAGE reserves the right to identify risks and advise their removal.

ready to take it to the roof?

STEP 1

[CLICK HERE TO FILL OUT THE ONLINE EOI FORM](#)

STEP 2

ENSURE YOU ATTACH YOUR SUPPLIER MATRIX TO THE FORM (EXAMPLE BELOW)

PRODUCT SUPPLY MATRIX - RTM2627

See Supplier Brief & Request for Proposal document for predicted sales volumes in each category

NOTE: Products served in cups will be applicable to the following standard sizes

Beer [draught]: 420ml

Wine / Other : 150ml or 250ml

Product Name	Category	Pack Style	Litres per bottle/can	Litres per carton/keg	Carton Cost (excl gst)	LUC (excl gst)	Product Description
Please include if this serve is on ice, or has associated garnishes							
[EXAMPLE] RTM Pale Ale	Beer	Can	0.33	7.92	\$ 40.00	\$ 1.67	

Get in touch



Chloe Connolly
Operations Manager

chloe.connolly@artrage.com.au
(08) 9227 6288