



JUNE 2025

Sponsorship Packages

The Ultimate Girls Night Out!



Website

www.theblackoutroom.com



About The Blackout Room

The Blackout Room is an exclusive nightlife experience for women, by women. Held monthly in Perth, it's a high-energy, safe, and stylish space for women to dance, let loose, and connect – no boys, no drama, just good vibes and beats.

We feature female DJs, dancers/entertainment and performers to create a powerful, inclusive environment that celebrates womanhood and freedom.

Our Mission

We're not just another event – we're a movement. A place where women feel seen, heard, and celebrated. Where no one's judged for their age, their outfits, or their dance moves.

No judgement. No expectations. Just women of all ages—mums needing a break, or those who thought they were “too old” for club nights.

This is your space. Your people. Your night.

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01

We cater for all age groups but our main audience is 30 - 50 years old.

02

Loyal attendees with strong word-of-mouth and social media influence.

03

Looking for connection, no judgement and a way to spend time with their friends.

04

Miss the feeling of going out and dancing but always feel too old.

Audience Snapshot

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Social Media Reach & Impact

01

THE EVENT

- The Blackout Room sells out every single time!
- Over 200-300 women each event

02

MEDIA

- Media coverage, radio interviews and influencer attendance
- Featured on Perth Now and in The West Australian

03

SOCIAL MEDIA

- Combined 10k social media following
- 230K+ monthly reach across Instagram, TikTok, and email





Why Sponsor?

- 👯 **Connection over competition**
- 🎵 **Vibes over expectations**
- 🗣️ **Freedom of expression**
- 👯 **A place where every woman feels like she belongs**

By sponsoring The Blackout Room, your brand will align with values that matter: empowerment, inclusivity, and community.

01 **A Powerful Demographic:**

Many are mums, professionals, or creatives who feel forgotten by mainstream nightlife – and they're showing up for us, every time.

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- ## 02
- 6 back-to-back sold-out events (PLUS more coming)
 - 200–300 women per event
 - Consistent demand and waitlists
-

03 **Unmissable Brand Visibility:**

- Exposure before, during & after events
- Digital features, email mentions, Giveaway opportunities





The Big Screens!

Our digital screens are prime real estate – strategically positioned above and below the DJ booth and stage, making them impossible to miss.

As the heart of the action, the stage is where the crowd gathers, women dance, and the majority of social and promotional video content is captured.

With constant visibility throughout the night, your brand will be front and centre in the most photographed and filmed zone of the venue – **featured in reels, TikToks, and influencer stories that continue circulating well after the event ends.**

Your business doesn't just get seen – it becomes part of the experience.





Pricing \$400 (only 5 available)

01 Digital Screen – 10 seconds on rotation screen time throughout the 2.5 hrs. Images, logos and information to be sent to us via email 4 weeks out from event. We will design and send for approval – each sponsor will be within a Blackout Room border.

02 Digital:

- One EDM after event with a discount for everyone that went.
- One mention on our Facebook & Instagram and stories.
- BONUS: Social Media shares after the event where your logo is on the big screen – as mentioned in the previous slide.

03

- Giveaway option for the end of the night
- We will verbally mention you as our sponsor on the night





Contact us

We would love to set you up as a sponsor. If you have questions or want to get first dibs – contact us now!

Adelle & Shereice

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www.theblackoutroom.com

