

# The unique festival for creative brands

2025 Partnership Opportunities



IN ASSOCIATION WITH



**OPW**

Oifig na  
nOibreacha Poiblí  
Office of Public Works

May 29<sup>th</sup> - June 2<sup>nd</sup> 2025, Phoenix Park, Dublin

[bordbiabloom.com](https://bordbiabloom.com)



# Providing exceptional visibility for creative brands

**Attracting over 100,000 visitors over five action-packed days of the June bank holiday weekend each year, Bord Bia Bloom offers you a uniquely creative opportunity to directly engage with your target audience, from consumers and stakeholders to policymakers and media.**

Our sponsors agree that activating at Bloom is a hugely worthwhile investment, with three out of four sponsors polled in 2024 indicating that the festival provides an exceptional opportunity to enhance visibility. As a result, sponsorship opportunities at Bord Bia Bloom are in high demand, with 87% of sponsors reporting that they are likely to return in 2025.\*

The quality of our content is paramount to the success of the festival and we are proud of the informative and empowering activations that we have created with our partners and sponsors over the last 18 years. Our dedicated team will work hand-in-hand with you to create unique and colourful event experiences that build visibility and motivate action.

A number of existing features are now available for sponsorship and there is ripe opportunity to collaborate with us to build exciting new content for the festival. Please contact our team to find out how we can support your brand and champion your message at the heart of this much-loved outdoor experience.

## **Laura Douglas**

Head of Bord Bia Bloom & Brand Partnerships,  
Bord Bia



**Lisa Kleiner, Founder of Nibbed**, pictured on the Sustainable Living Stage, sponsored by Cert Ireland, at Bord Bia Bloom 2024

\*Onside research, June/July 2024

# About Bord Bia Bloom: Ireland’s favourite festival of flowers, food, and family fun

## What is Bord Bia Bloom?

Owned and organised by Bord Bia, Bloom is a festival of horticulture, food, drink, and sustainable living which is designed to inspire, educate, entertain, and enthrall our 100,000+ visitors.

## Where and when?

The festival takes place each June bank holiday weekend, spanning a 70-acre site in Dublin’s leafy Phoenix Park.

## What is the long-term goal of the festival?

To build on the success of Bord Bia Bloom and cement its position as a world-class, uplifting and innovative horticulture, food and drink experience, with nature and sustainable living at its heart. In doing this, we will meet our responsibility to the planet, to society, and to future generations.

## Who attends Bloom?

Since the first event in 2007, Bord Bia Bloom has grown significantly to welcome 100,000+ visitors annually.

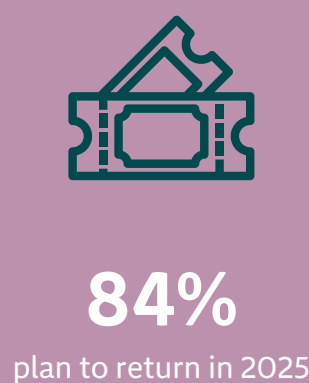
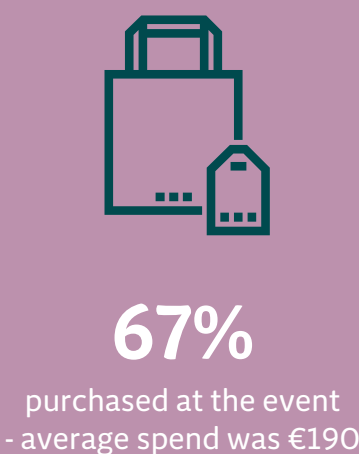
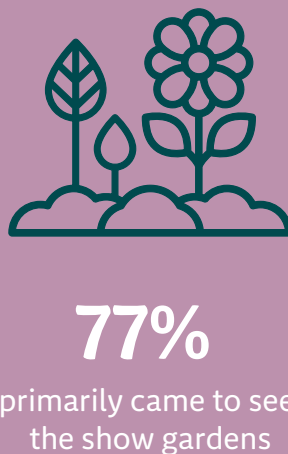
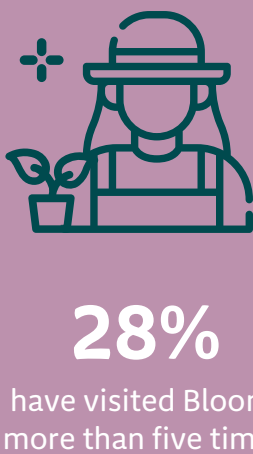
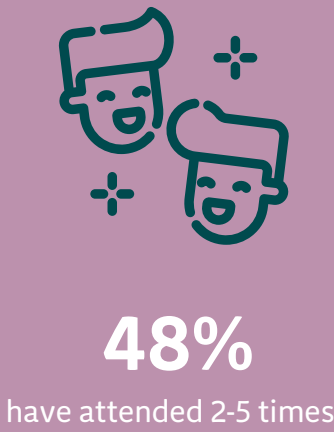
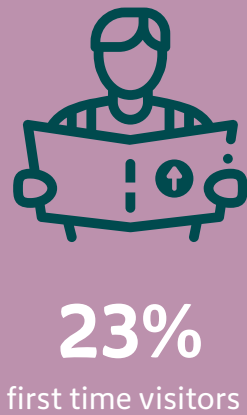
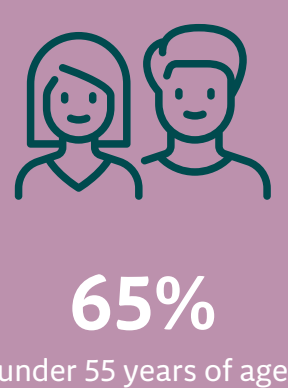
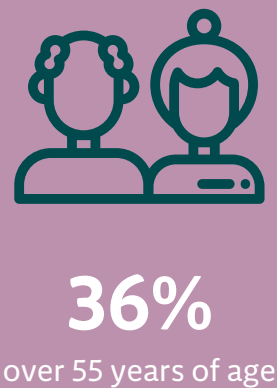
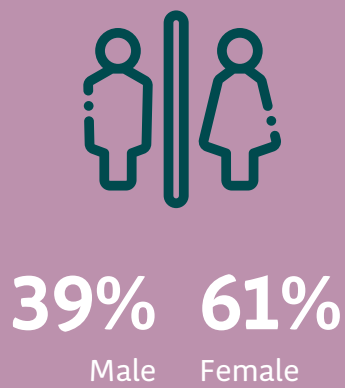
## What do our visitors think of Bloom?

Attendees at the 2024 festival gave it an impressive net promoter score (NPS) of 47.

## What do our sponsors think of Bloom?

75% of our sponsors report that the festival provides an exceptional opportunity to enhance visibility.

## Over 100,000 visitors attended Bord Bia Bloom 2024







President Michael D Higgins, Patron of Bord Bia Bloom, is pictured with Sabina Higgins, and show garden designer, Oliver Schurmann, in the First 5 Garden of Wonder and Discovery, sponsored by the Department of Children, Equality, Disability, Integration and Youth, at Bord Bia Bloom 2023



# Our audience is changing

More than 100,000 people visited Bord Bia Bloom 2024. Nearly two-thirds were under the age of 55 with 44% aged between 35-54, reflecting a blossoming interest in gardening and sustainable living among a younger cohort. Nearly 80% of visitors hailed from the crucial ABC1 demographic.

While Bord Bia Bloom is still much-loved by our traditional audience (female, 55+, ABC1), our growth is coming in our key target market (male and female, 18+, ABC1) and this is where we see the greatest potential as we reimagine Bord Bia Bloom for a new era.





# Our Bord Bia Bloom community

## Awareness

Post-event research highlights that a significant 88% of Irish adults recognise Bord Bia Bloom. The festival enjoys a high participation rate with one-third of those familiar having attended it before.

## Digital reach



**Facebook**  
48.3k



**X**  
16.2k



**Instagram**  
28.1k

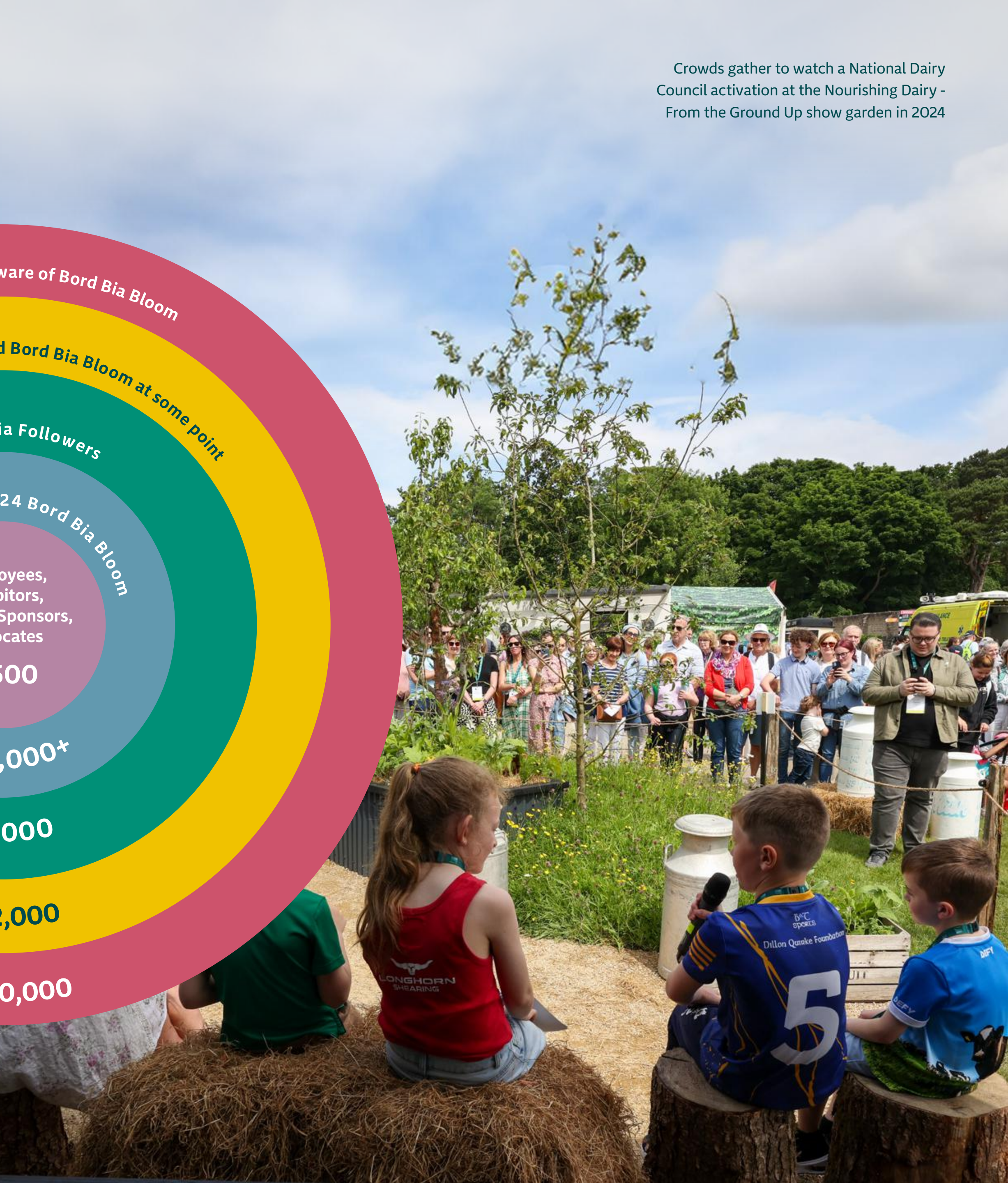
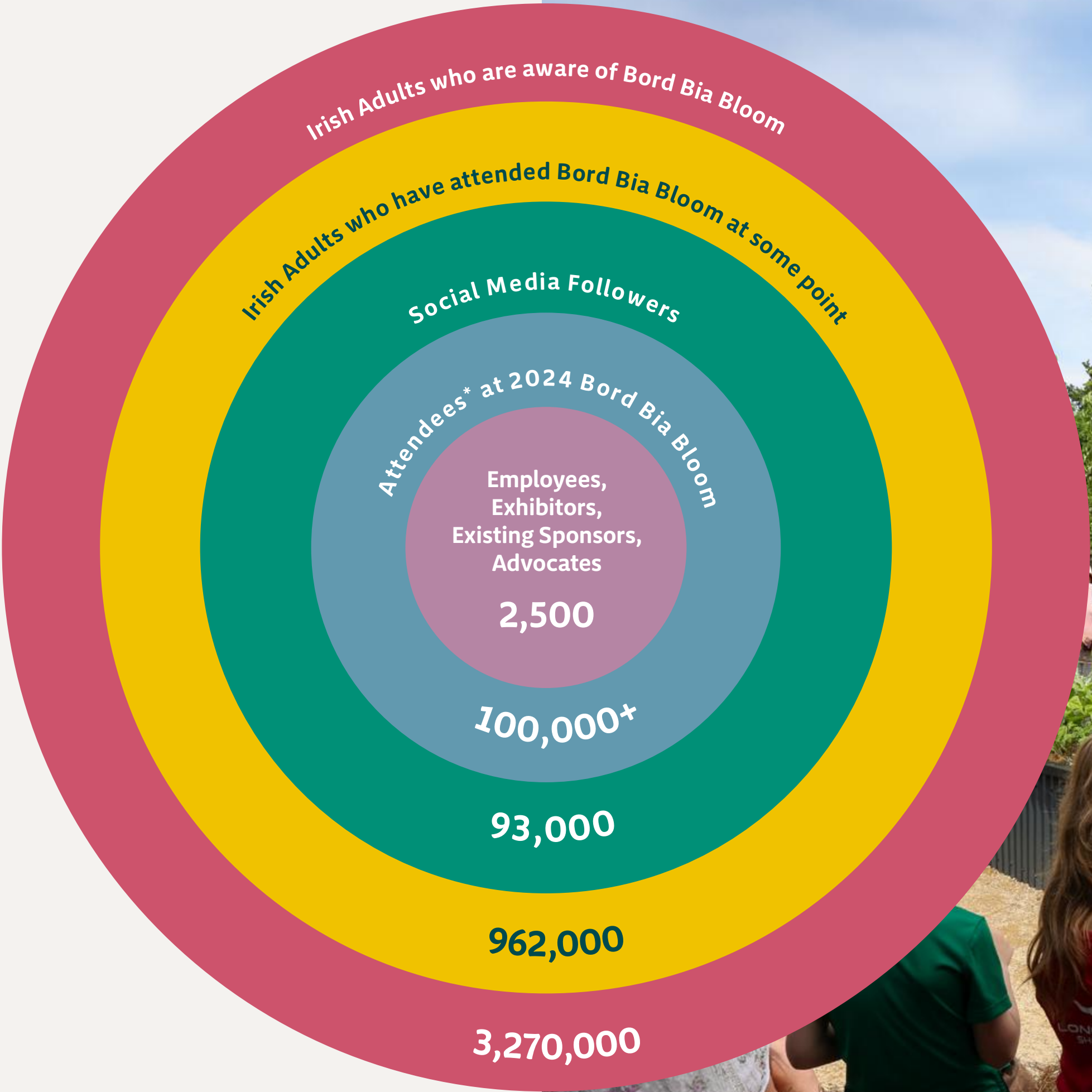


**Bloom Newsletter**  
18k

## Social reach

The Bord Bia Bloom 2024 social media campaign resulted in 8,881,986 impressions, 77,282 engagements and 14,514 post-link clicks across all social media channels. Video content achieved close to one million views.

\* Total attendees, adults and children





# Media coverage

Bord Bia Bloom is a media-friendly event which attracts huge coverage every year.



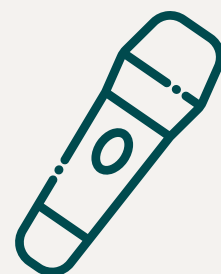
## Print

Volume | 499  
Reach | 46,969,100  
AVE | €1,629,156.66



## Online

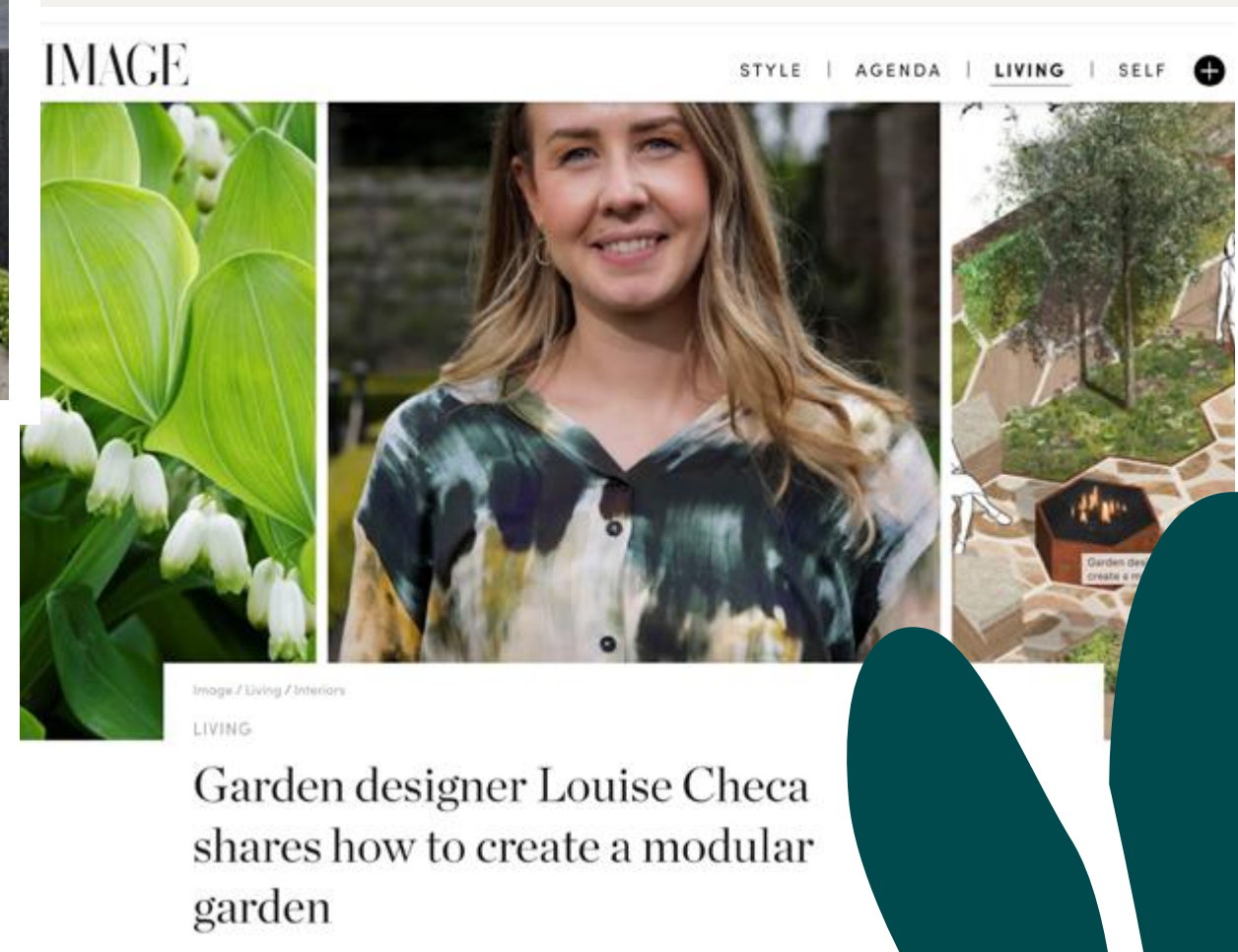
Volume | 570  
Reach | 58,178,048  
AVE | €888,653.78



## Broadcast

Volume | 198  
Reach | 16,750,153  
AVE | €248,100.00

AVE: Advertising Value Equivalent





# Our sponsors' feedback



**93%**

sponsors at Bord Bia Bloom 2024  
were very satisfied or satisfied  
with their experience



**87%**

were satisfied with the support  
they received in the lead up to  
and during the event



**100%**

were satisfied with their  
location and visibility on-site



**3/5**

were returning sponsors



**77%**

said their experience has  
improved over time



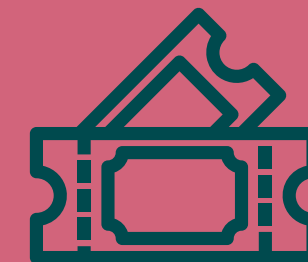
**75%**

agree that Bloom provides an  
exceptional opportunity to  
enhance visibility



**100%**

of sponsors who also support  
other festivals in Ireland rated their  
experience at Bloom as much better  
than at other events



**87%**

of our sponsors and partners reported  
that they are either 'very likely' or 'likely'  
to return to Bloom in 2025



**+27 NPS**

Over half of sponsors are very  
likely to recommend sponsorship  
of Bord Bia Bloom

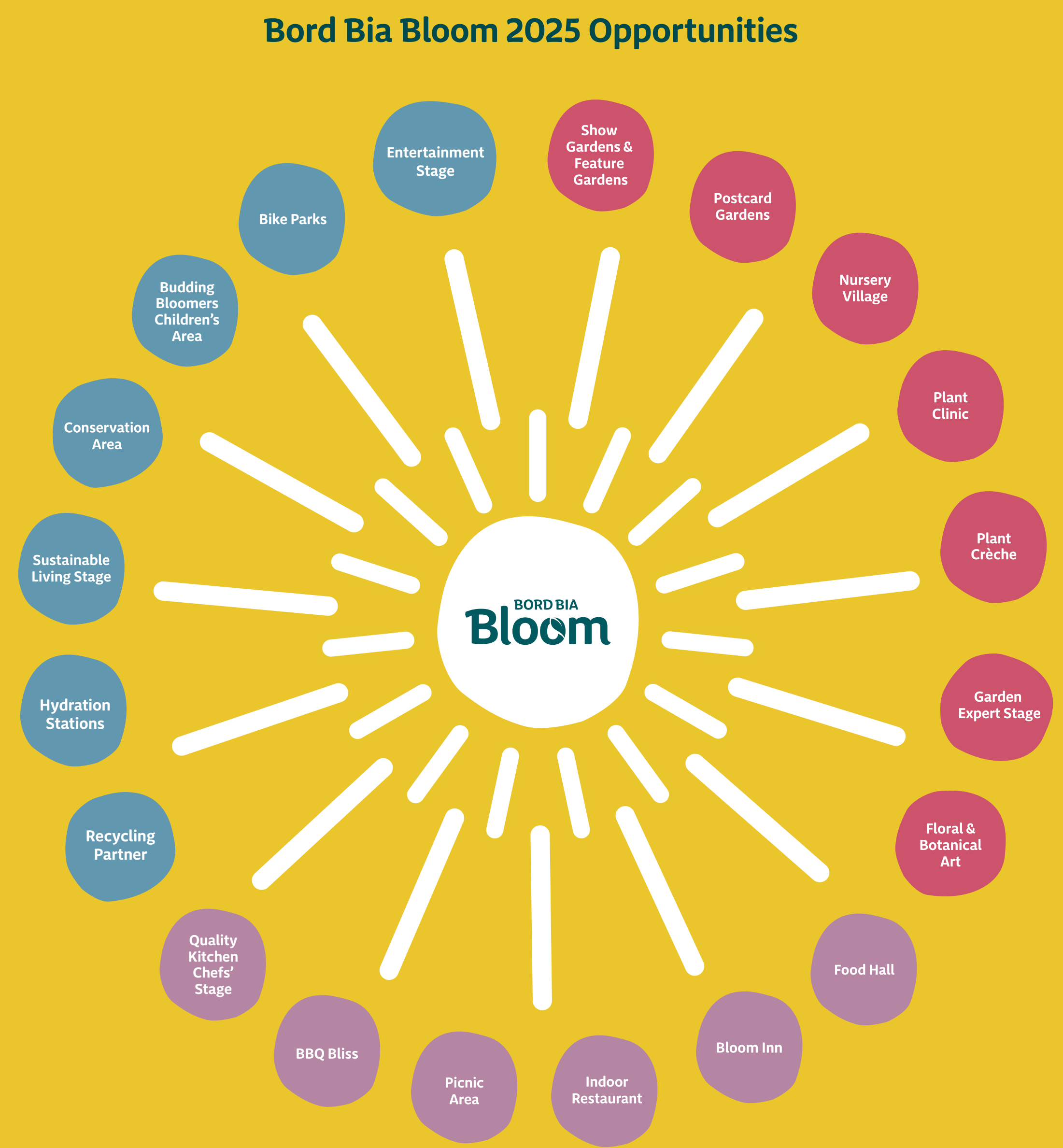


# Let's work together

**Work with us as we inspire thousands of visitors at Bord Bia Bloom this June bank holiday weekend.**

By joining us as a partner you will have an opportunity to co-create innovative and educational content at the festival, engage with customers and the public, share your message with influential media and stakeholders, and enjoy the exceptional goodwill that Bloom generates each year.

A select number of features are now available for sponsorship as well as opportunities to curate exciting new activations for the festival.





# Sustainability

As an experience that is inspired by nature and powered by Bord Bia, Bloom is on a journey to raise standards in sustainability across our event operations and visitor content. We believe that our role as champions of Irish horticulture, food and drink, combined with our duty as host of more than 100,000 consumers, means that we are uniquely placed to advocate for a sustainable future.

With this in mind, we are seeking a brave and visionary brand to partner with us in the development of a three-year plan which will see Bord Bia Bloom reach world-class standards in sustainability. This is an exciting opportunity to collaborate with us as we develop informative and accessible content that will inspire visitors to live more sustainably and ultimately help to safeguard the future of our planet.

In addition a number of features are also available for sponsorship in 2025.

## **Available for sponsorship**

Sustainable Living Stage

Bike Parks

Hydration Stations

Recycling Partner





# Gardens and horticulture

Our gardens and horticulture features are the beating heart of Bord Bia Bloom, ranging from our signature show gardens - which are the festival's top attraction each year - to our community-led Postcard Gardens, interactive Garden Stage, and our exciting Cultivating Talent initiative which supports the upcoming generation of talented garden designers.

## Available for sponsorship

[Cultivating Talent initiative](#)

[Postcard Gardens](#)

[Sculpture Garden](#)

[Garden Stage](#)

[Plant Crèche](#)

## SHOW GARDENS

For more information please  
[click here to see the Show Garden  
sponsorship brochure](#)



Members of B\*Witched pictured at the  
Love That Keelings Feeling show garden  
at Bord Bia Bloom 2024



# Catering and entertainment

## Catering

As you would expect from a festival owned and organised by Bord Bia, food plays an integral role in Bloom each year. Our vibrant and varied catering areas are crucial to the success of the festival and provide an exciting sponsorship opportunity for the right partner.

**Available for sponsorship**

[BBQ Bliss](#)

## Entertainment

Above all else, Bloom is a great day out for all the family where there is plenty to entertain and inform visitors of all ages.

**Available for sponsorship**

[Budding Bloomers Children's Area](#)

[The Entertainment Stage](#)

## Customised content

Ideation is a huge part of what we do at Bord Bia Bloom and we have a vast bank of ideas for future content and activations that will continue to keep the festival fresh year after year.

If you would like to hear more about them, or if you have your own ideas for customised content that can be tailored to your brand, please give us a call. We'd love to explore how we can work together to create new experiences for our visitors.





# What our sponsors say



**+27** Exhibitor Net Promoter Score (NPS)\*

“We activated at Bord Bia Bloom in 2022 and wanted to come back bigger and better for the 2023 event. Sponsoring the Sculpture in the Park feature garden really amplified our presence at the festival and supported our stand in the retail space. It was a brilliant fit for our brand and helped to highlight the work we do with recycling and sustainability. The execution was stress-free and this was down to the wonderful support and flexibility from the Bord Bia Bloom team.”

**April Dunne**  
Brand Manager,  
Currys



“MyWaste sponsored the waste management at Bord Bia Bloom for the last three years. This involved signage at each waste pod and a marquee in year one, and the opportunity to present on the Sustainable Living Stage each day in year two.

In 2024 we saw a significant improvement in the level of engagement and segregation with a reusable option for hot drinks, which ultimately prevented 9000 single-use items being created, and the introduction of DRS (deposit return scheme) for cans and bottles.

We believe the sponsorship delivered on our objectives. Bloom visitors tend to be well-versed on environmental issues and are receptive to new messages and initiatives that prevent waste.”

**Pauline McDonogh**  
Senior Executive Scientist,  
Southern Region Waste Management Office



“Over a number of years Santa Rita Estates has developed a strong working relationship with Bord Bia Bloom. From year one we increased our involvement and investment annually. Evolving out of working with a trusted partner, the company tested the event in 2013 in a low-key manner through brand activations. The ability and sensitivity of the Bloom team to our short and medium-term needs created an environment where we were happy to create extra investment. That initial approach developed into the creation of a programme of show gardens and activations, investing in Irish landscape designers and ultimately, after six years, to the largest ever show garden at Bord Bia Bloom.”

**Terry Pennington**  
Regional Export Director Asia, Africa, Middle East, Europe,  
Santa Rita Estates



“We run an array of awareness and fundraising campaigns and events throughout the year and Bord Bia Bloom is always a highlight for the whole team as it gives us an opportunity to connect with the public in a truly unique way and to communicate our message to the media, stakeholders, and policymakers in a clear and engaging manner.”

**Jayne O'Toole**  
Communications Officer,  
Marie Keating Foundation



# Meet the team



**Laura Douglas**

**Head of Bord Bia Bloom & Brand Partnerships**

Laura joined Bord Bia in 2022 as Head of Bord Bia Bloom and Brand Partnerships. She is an experienced marketer with a proven track record delivering growth across some of the world’s leading brands. Laura was responsible for the creation and launch of the Guinness Open Gate Brewery as part of transforming Guinness into a vibrant and dynamic innovator. She was also instrumental in the development and success of some of Ireland’s most popular events, including the Carlsberg Cat Laughs and the Vodafone Comedy Festival. Recognised for her breakthrough strategic thinking and excellent relationship building skills, she delivers growth-driving business outcomes and best-in-class experiences.



**Alan Murphy**

**Head of Operations**

Alan has served as Head of Operations for Bord Bia Bloom for the past 18 years. He has over 30 years’ experience of major event operations and financial control in Ireland, the UK and the US. His calm and logical approach to budgeting, preparing and implementing event plans is a trademark of his management of Bord Bia Bloom’s operations. Alan is also responsible for developing and implementing many of the sustainable practices at the festival.



**Garret Buckley**

**Sponsorship Manager**

Garret was an integral part of the events team that launched Bord Bia Bloom in 2007. Over 17 years he has worked with many companies establishing new and innovative elements to the event, most recently the Sustainable Living Stage. Garret has an unbridled capacity for creativity and vision, which has resulted in the continued success of Bord Bia Bloom.



**Kerrie Gardiner**

**Show Gardens & Horticulture Content Manager**

A chartered landscape architect with a background in horticulture, Kerrie brings 25 years’ experience in the design and landscape profession to Bord Bia Bloom. As well as competently executing and overseeing the major curation role, Kerrie can effectively manage and communicate with the vast range of individuals who contribute to the delivery of the Bord Bia Bloom show gardens. She works hand-in-hand with sponsors to ensure their gardens deliver on their objectives and provide maximum return on their investment. This is her 10th year managing the Bord Bia Bloom show gardens and horticulture content.



**John Hick**

**Retail Sales & Ticketing Manager**

John brings more than 30 years’ experience in event management, sales and marketing to Bord Bia Bloom, garnered over a long career working on major events such as the Dublin Horse Show, the World Show Jumping Championships, and the Eurovision Song Contest. A member of the Bord Bia Bloom management team since the festival’s inception, he leads exhibition sales at the event. John also manages all aspects of ticketing and entrancing.





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CountryLife

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 **Tirlán**  
CountryLife

Tirlán CountryLife began  
its two-year sponsorship of the  
hugely popular Postcard Gardens  
at Bord Bia Bloom 2024



# Previous sponsors

We have been proud to work with many of Ireland's top brands, organisations, and leading stakeholders over the years.







# Be part of the success of Bord Bia Bloom

Contact us to learn more about our strategic partnerships  
and sponsorship opportunities

**Garret Buckley**

Sponsorship Manager

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+353 86 246 5093

**Kerrie Gardiner**

Show Gardens & Horticulture Content Manager

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