



Activate your brand at the heart of Bord Bia Bloom

Show Garden Sponsorship Opportunities

IN ASSOCIATION WITH



OPW

Oifig na
nOibreacha Poiblí
Office of Public Works

May 28th - June 1st 2026, Phoenix Park, Dublin

bordbiabloom.com

Helping you grow your visibility from the ground up

With more than 100,000 visitors on-site and tens of thousands more following the action online and on television, Bord Bia Bloom provides you with a powerful opportunity to directly engage your target audience - consumers, stakeholders, policymakers, and media - through highly creative and inspirational activations.

As the prime visitor and media attraction at Bloom each year, the Show Gardens are the beating heart of the festival; proving hugely popular with sponsors who use their gardens as an interactive space to build brand visibility, launch campaigns, sample products, influence attitudes, and entertain customers.

It is little wonder, therefore, that many of our sponsors keep returning to Bloom time and again, with three out of four sponsors* agreeing that the festival provides an exceptional opportunity to enhance visibility. Close to two-thirds of this year's Show Garden sponsors have supported gardens in previous years, with many returning numerous times.

With demand high, the time is right to book your space at Bloom in 2026. A limited number of Show Gardens and Feature Gardens are now available for sponsorship, offering you an exciting opportunity to build colourful activations from the ground up.

Our dedicated Show Gardens and sponsorship team are available to discuss how we can tailor your package to generate maximum exposure and make the most of your investment.

We look forward to collaborating with you to create spectacular gardens that fire the public's imagination and deliver your message on a national stage.

Laura Douglas
Head of Bord Bia Bloom & Brand Partnerships,
Bord Bia

Avoca celebrated three centuries of weaving with the 'Looms & Blooms - 300 Years of Avoca' show garden at Bord Bia Bloom 2023

*Onside, 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



39% 61%
Male Female



36%
over 55 years of age



64%
under 55 years of age



55%
parents



23%
first time v isitors



48%
have attended 2-5 times



28%
have visited Bloom
more than five times



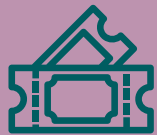
77%
primarily came to see
the show gardens



67%
purchased at the event
- average spend was €190



93%
consider Bloom a highly
sustainable event



84%
plan to return in 2025



+47 NPS
likely to recommend

Broadcaster Gráinne Seoige and garden designer Tünde Perry
pictured in the 'Nourishing Dairy - From the Ground Up' show garden,
sponsored by the National Dairy Council, at Bord Bia Bloom 2024

What our sponsors say

"We exhibited for the first time at Bord Bia Bloom in 2022 with a medium-sized garden which was designed to reflect a real Irish dairy farm, a timeless depiction of Irish rural life brilliantly brought to life by our garden designer, Sean Russell.

Our number one objective was to tell the story of sustainable dairy production in Ireland through a garden. It turned out to be an extremely successful project for us as we found the mostly urban visitors to Bloom were really captivated by the garden and the fact that it brought people back to a moment in time; they could immediately relate to it.

The event is brilliantly managed from start to finish and the publicity and feedback we received was excellent."

Cathy Curran
Communications Lead,
National Dairy Council


The National Dairy Council has
returned to Bloom for a fourth year
in a row with this year's garden,
The Grass Advantage, which is
designed by Robert Moore.
You'll find it in Garden 10.

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
49k



X
15.5k



Instagram
33.5k

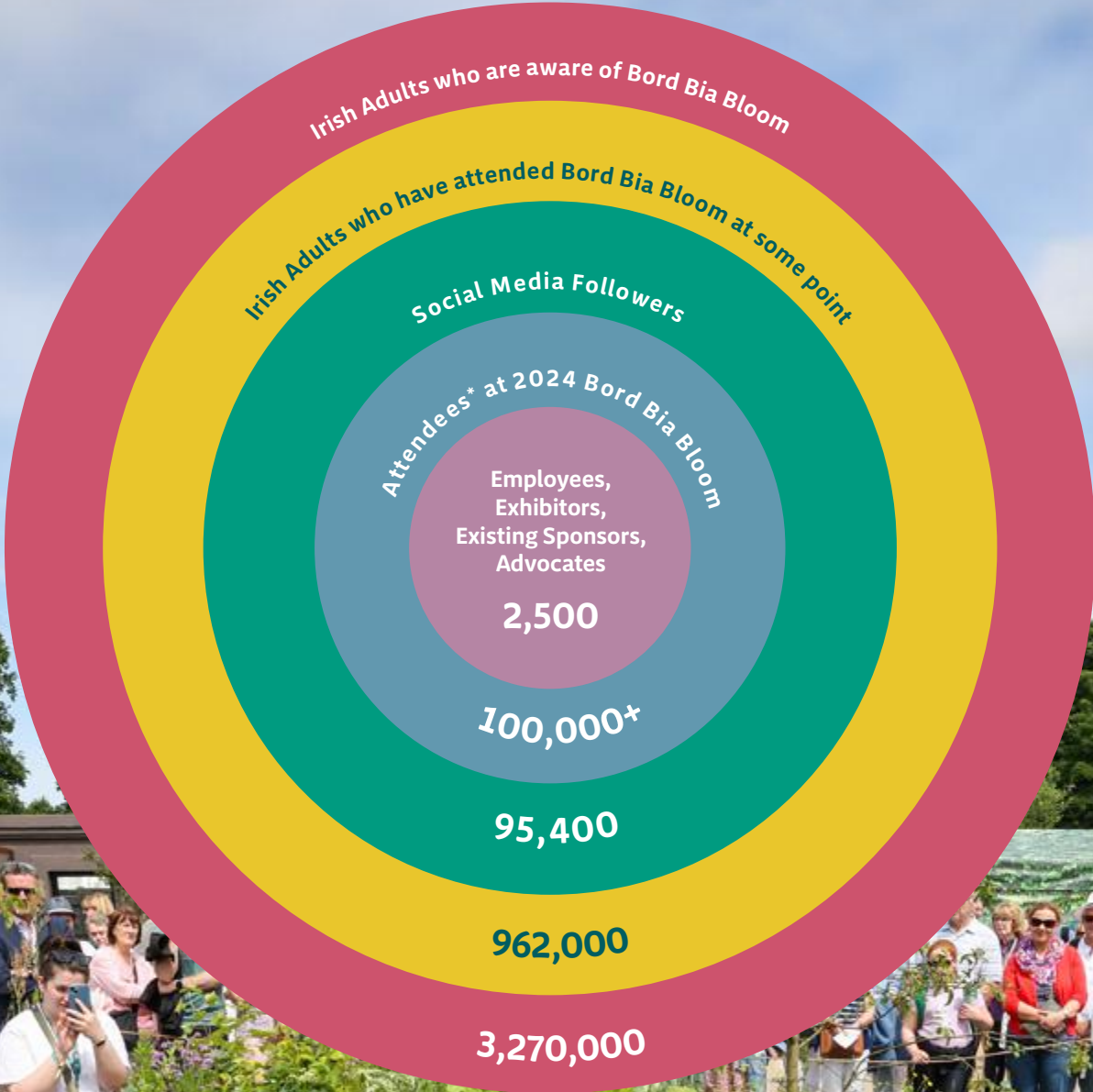


Bloom Newsletter
22k

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.

Crowds gather to watch a National Dairy Council activation at the 'Nourishing Dairy - From the Ground Up' show garden in 2024



* 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



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



77%

said their experience has
improved over time



+27 NPS

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

Cellist Norah O'Leary performs in the 'Sun Harness Garden',
designed by Hendrik Lepel and sponsored by Peppermint
Farm Glasshouses, at Bord Bia Bloom 2024

About our Show Gardens

As the centrepiece of Bord Bia Bloom, and the focal point of visitor and media attention, the Show Gardens offer you an unparalleled opportunity to engage with consumers, stakeholders, and influential media, and to shine a light on the issues that matter most to you.

Here you have a blank canvas to tell your story through the colourful and creative medium of gardens, working with our highly experienced event management team and a leading Irish or international garden designer to create a living platform that will catapult your brand onto the national agenda.



77%

of visitors to
Bord Bia Bloom 2024
came primarily to see
the Show Gardens

Show Garden sponsorship benefits

Five big benefits of sponsoring a Show Garden or Feature Garden at Bord Bia Bloom:

1. Collaborate with a talented designer to bring your brand story or core message to life through the living medium of a garden. In terms of creativity, the sky is the limit so be ambitious!
2. Name your Show Garden, brand your marquee, and engage with 100,000+ visitors on-site over the five days of the festival. This is a prime opportunity to sample products, gather data, and communicate your message to the public.
3. Invite VIPs, thought-leaders, and policymakers to visit your garden during their attendance at the festival.
4. Engage with influential media at the high-profile Media Day on the eve of Bloom and throughout the five days of the festival.
5. Entertain customers and stakeholders at your garden during our prestigious 'Evening at Bloom' event or at your own gathering, such as a breakfast briefing or evening reception. This opportunity is offered exclusively to garden sponsors.*

*Please note, hospitality opportunities are limited and booked on a first come, first served basis. Talk to our team early to see how we can help you to create a dedicated event for your brand or organisation.



Show Garden sponsorship package

Show Garden sponsors receive:

Naming rights and full use of the Show Garden

3m x 3m marquee adjacent to the Show Garden

Branding on the Bord Bia Bloom website

A dedicated page for your garden in the Bord Bia Bloom Show Garden Guide

Complimentary tickets

Exhibitor wristbands

Tickets to an Evening at Bloom

Your Investment

Sponsoring a Show Garden can be a standalone investment or form part of a broader multi-year strategic partnership with Bord Bia Bloom. The estimated costs refer to the design and build of your garden and final costs will be determined by the size, scope and ambition of your project. Please note, Bord Bia does not charge ground rent for gardens at Bloom.

Small Show Garden

Cost: €20,000 – €25,000+

Medium Show Garden

Cost: €40,000 – €70,000+

Large Show Garden

Cost: €70,000 – €120,000+

* Prices are guides and exclusive of VAT

Broadcaster Doireann Garrihy pictured with the Minions at 'The Despicable Me 4 Garden', sponsored by Universal Pictures Ireland, at Bord Bia Bloom 2024

What our sponsors say

"From my first visit to Bord Bia Bloom, as a gardener, I knew I would go back every year. Then, through work, I had the opportunity to commission gardens and that has been one of the most exciting and rewarding parts of my working life. Bloom for me is about creativity and expression on a big stage. It speaks to our connection to the natural world and it celebrates who we are."

Nick Costello,
General Manager,
Universal Pictures Ireland



Sculpture in the Park

The Sculpture in the Park Feature Garden, which is designed and curated by The Kildare Gallery, provides visitors with an opportunity to interact with the best of Irish outdoor art in a tranquil garden setting. This garden is returning in 2026.

Feature Garden sponsors receive:

Naming rights and full use of the Feature Garden

3m x 3m marquee adjacent to the Feature Garden

Branding on the Bord Bia Bloom website

A dedicated page for your garden in the Bord Bia Bloom Show Garden Guide

Complimentary tickets

Exhibitor wristbands

Tickets to an Evening at Bloom

Feature Garden

Cost: €35,000 - €50,000



“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

Citroën Power of One Garden,
designed by Nicola Haines,
at Bord Bia Bloom 2023



“ Bord Bia Bloom has allowed us to restart conversations around the Citroën brand, our ambitions, and helped to put the brand back into the consideration set of potential new car buyers. The benefits extend beyond the event itself and into the 2026 sales period. ”

Trevor Hunt, Citroën Marketing Manager, explains why Bord Bia Bloom was a great fit for the brand.

Why do you sponsor show gardens at Bord Bia Bloom?

The greatest threat to our planet is the belief someone else will save it. While most car manufacturers are still talking about size, features, speed, equipment, Citroën believes we should talk about recycled materials, family happiness, innovation, lightweight, and caring for people and planet equally.

This is the guiding force for future Citroën models now appearing in market. We wanted to bring this to life for Irish consumers and demonstrate that even small steps can help, like choosing a micro city car such as the Citroën Ami that featured in our Citroën Power of One domestic urban front garden in 2023, complete with planting and recycled materials that were designed to mitigate against climate change.

The central ethos of Bord Bia Bloom is sustainability, and this show garden allowed us to communicate the Citroën strategy of more sustainable, lightweight, affordable electric vehicles. The cute Citroën Ami captured the attention of visitors but also allowed us talk about the 135kg of recycled material in the more relevant, new Citroën ë-C4 X, which is manufactured using 30% solar power, and offers a more sustainable range to weight ratio.

Right from the start, the Bord Bia Bloom team worked with us and understood our shared objectives, continuing

into 2024 where our focus on ‘Comfort’ was facilitated and led to another gold medal-winning garden, The Citroën Floating Lounge Garden. This reflected the flying carpet effect from our Advanced Comfort Suspension and Seats.

In 2025, the Citroën Downsizers’ Garden, inspired by and featuring the new Citroën Ami, is designed for downsizers and highlights how our needs evolve in tune with our lifestyles and life stages. Like the cars we drive, we may need smaller, more accessible gardens that are easier to manage.

The design underscores, however, that when it comes to downsizing there is no need for compromise; you can have it all - be that in a car or a garden. The all-new Citroën C3 launches in June and is a small B segment car, yet does not compromise on specification or comfort and with petrol and electric versions priced at parity, it removes a key barrier to electrification - price.

How do you make the most of your participation in the festival?

We work very closely with our garden designers, ensuring our shared values are clear and that both the brand and garden vision are aligned. We use our Q2 media budget cleverly in the run up to the critical July registration period to drive brand awareness of newly launched models like the all-electric ë-C4 X in 2023 and the all-new C3 in

Following its hugely successful debut at Bord Bia Bloom 2023, Citroën Ireland returned to Bloom with a second show garden in 2024 and again in 2025.



2025, but also to promote our Bloom show garden and demonstrate how we will do things differently to other car manufacturers in response to this climate crisis.

We produced a series of 15 minute and longer 60-minute video content to communicate this shared vision in our first garden in 2023. Rainwater capture, pollinator-positive planting, insect hotels, and the 75km range, 45kmph top speed Citroën Ami featured, demonstrating how transport solutions don't have to be contrary to climate ambitions.

We also invested in an Out Of Home ‘Special’ on Aston Quay running in the lead up and week of Bloom 2023. Mirroring the design of the garden, this featured real planting partly obscuring a Citroën Ami and teased potential visitors with the headline “See more at the Citroën Power Of One climate positive show garden at Bord Bia Bloom 2023”.

In 2024 and 2025 we continued this strategy, evolving into and reflecting our advanced comfort messaging with our “There’s comfort in our nature” campaign, using the same iconic OOH site. Through CGI, we developed animated graphics of the Citroën bee, bringing the campaign creative to life in our digital media and on-site at Bloom via our ‘Citroën Advanced Comfort Zone’ vehicle display area. Here, we invited Bloom visitors to sit in our cars, but we also placed actual Citroën car seats around our display area to relax, rest and rejuvenate!

What level of engagement did you receive and did the sponsorship deliver on your objectives?

The reaction has been incredible. Our supporting video content in 2023 - being outside of ‘car category norm’ communications - drove anticipation and cut through. Some 230,000 cars passed our OOH ‘Special’ every day. At the event itself, visitors were enamoured by the cute Citroën Ami, and the 1950’s Citroën 2CV seats that featured in the garden.

In 2024 and 2025 our ‘Citroën Advanced Comfort Zone’ was not just a product display, it was an experience, an opportunity to immerse visitors in our superior comfort which allowed them to interact with our messaging in a comfortable setting. The car buying process is a long one and Bord Bia Bloom has consistently allowed us to restart conversations around the Citroën brand, our ambitions, and helped to at least put the brand back into the consideration set of potential new car buyers. The benefits extend beyond the event itself and into the 2026 sales period and we fully expect to be back at Bloom in 2027!



Marie Keating Foundation Skin Cancer Awareness Ambassador, Siobhan McCarthy, dancer Ella McElwaine, and Marie Keating Foundation CEO, Liz Yeates, are pictured at the 'Early Cancer Detection is Key' show garden, designed by Declan McKenna and sponsored by Marie Keating Foundation and AstraZeneca, at Bord Bia Bloom 2024

“ Bord Bia Bloom has been such a positive experience for us, surpassing expectations year after year. We have hosted seven Show Gardens at Bloom and without exception, it is a highlight in our annual calendar. ”

Jayne O’Toole, Communications Manager at the Marie Keating Foundation, explains the power of Show Garden sponsorship.

Why do you choose to sponsor Show Gardens at Bord Bia Bloom?

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.

What does your sponsorship involve and how do you make the most of your participation in the festival?

Through our gardens we can create a narrative that captures crucial messages that highlight the importance of early detection, tell impactful stories behind cancer, and raise awareness about the supports we offer at the Marie Keating Foundation. There is always massive engagement at Bord Bia Bloom and, as well as the show garden, we bring a mobile information unit to the festival and have patient ambassadors, nurses, and volunteers on-hand to talk to members of the public and distribute important information.

In 2024 we held a breakfast briefing around our ‘Early Detection of Cancer is Key’ messaging. At the ‘Early Detection Saves Lives’ briefing, the Marie Keating Foundation called for increased education around early cancer symptoms and the expansion of cancer screening programmes in Ireland. This allowed key stakeholders to join in the conversation around the importance of early detection and showcase medical data and real-life experiences. The briefing was very successful for us and our sponsors were very pleased.

What level of engagement did you receive in 2024 and did the sponsorship deliver on your objectives?

The Marie Keating Foundation had a media reach of 7,194,808 from a range of coverage over print, digital, radio and television thanks to the opportunities available through Bord Bia Bloom 2024. These incorporated opportunities leading up to the festival that we harnessed, and some additional media secured after the event.

The possibilities are there to make the most of when it comes to sharing your story and the team at Bord Bia Bloom will guide and support you on this however

The Marie Keating Foundation has returned with its seventh Show Garden at this year’s Bloom. The Early Bird Catches the Worm Garden is designed by Benny Magennis and sponsored by the Foundation in association with AstraZeneca and Gilead. You can see it in Garden 16.



Marie Keating
FOUNDATION

they can. The media reach is just one of the many benefits of being a part of Bloom. The people who come to Bord Bia Bloom are genuinely interested in seeing the garden and hearing what you have to say so we ensure that all our team and volunteers are well briefed on the garden’s story and core messaging.

The Show Gardens are an incredibly creative way to relay these stories and capture the public and media’s attention. The Marie Keating Foundation Garden, sponsored by AstraZeneca at Bloom 2024, was a beacon of hope and education, emphasising the critical importance of early detection for the five leading cancers in Ireland: breast, skin, lung, bowel, and prostate cancer. Our aim was to illuminate the path to early intervention, significantly enhancing treatment outcomes and saving lives. Our wonderful designer, David Gallagher, helped us to relay this message beautifully.

We are delighted to say we have continued our mission to keep the story going after Bloom each year by donating our garden to a local cancer support centre. In 2024 we donated our garden to Cork ARC Cancer Support Centre. This allowed us to ensure that our beautiful garden lived on and continues to give comfort and solace to those affected by cancer.

What is your experience like working with the Bord Bia Bloom team?

We have always had an incredibly positive relationship with the team at Bord Bia Bloom and we have felt supported and valued. They are always easy to reach and will advise and suggest ways to maximise the experience.

Will you return to Bord Bia Bloom in the future?

Without question we would and hope to as long as we can! Bloom has been such a positive experience for us, surpassing expectations year after year. We have hosted seven Show Gardens at Bloom and without exception, it is a highlight in our annual calendar. It is the one event annually that our entire team get to be a part of and share in the incredibly uplifting and positive experience that is unique to Bord Bia Bloom. This is a true testament to the entire team behind it. We are already looking forward to Bloom 2025!

“ We had the weekend of our lives at Bloom and great things have come out of our participation in the festival ”

Kathryn O’Riordan, Assistant Principal, Early Years, Policy & Strategy at The Department of Children, Disability, and Equality, reveals why the First 5 Garden of Wonder and Discovery was so successful.



An Roinn Leanaí, Comhionannais,
Míchumais, Lánpháirtíochta agus Óige
Department of Children, Equality,
Disability, Integration and Youth

Why did you sponsor a garden at Bord Bia Bloom?

Sponsoring a Bloom Show Garden was always in our mind when we developed the First 5 Strategy for Babies, Young Children, and their Families but it was shelved during the pandemic and we finally had an opportunity to bring our garden to life in 2023 when we worked with garden designers Oliver and Liat Schurmann to create the First 5 Garden of Wonder and Discovery.

Was your sponsorship worthwhile?

To say our sponsorship was a success is an understatement and we were thrilled with the response to the garden, which won the Best Large Garden Award and the People’s Choice Award.

As well as engaging with the public, the garden provided valuable opportunities to reach out to policymakers and stakeholders. On the Thursday evening we invited the Secretary Generals of five departments to see the garden and this was hugely successful. We regularly have conversations with different departments and it was an opportunity to promote how creating outdoor spaces for children is not limited to one department.

On the Friday morning we brought some of the Department’s main stakeholders from the early learning and childcare sector to the garden and this was another worthwhile exercise. The garden gave us the space to have valuable conversations with stakeholders and the response was overwhelmingly positive. We found that through the garden, we were really pushing an open door in many people’s hearts.

Did the garden deliver on your investment?


Yes, the bang for your buck at Bloom is huge and we couldn’t have paid for the prime media coverage we received. Additionally, we have been able to develop important resources which we will use for years to come.

For instance, over the course of the weekend we became great friends with the team in the National Poisons Centre of Ireland, which also sponsored a garden at Bloom. As a result of this relationship we have been able to create two new publications on less toxic plant lists for gardens and homes. We also filmed a lovely new video for educators about the value of outdoor space.

Would you recommend sponsoring a Bloom Show Garden to others?

Absolutely! In fact, we have told many colleagues in other Government departments to consider it. Sponsoring a Show Garden is a big investment and it does take a lot of work but you get so much out of it - it is 100% worthwhile.

The Department of Children,
Disability, and Equality has returned
to Bloom with activations in the
Budding Bloomers Children’s Area
in 2024 and 2025.



Minister Roderick O'Gorman
and Oliver Schurmann
pictured in the 'First 5 Garden of
Wonder and Discovery', designed by
Liat and Oliver Schurmann,
at Bord Bia Bloom 2023

“The national spotlight Bord Bia Bloom provided, coupled with national media attention, and well-known public figures in attendance, allowed us to showcase Tusla Fostering and the need for more foster carers ”

Clíodhna Mahony, National Fostering Recruitment Manager, Tusla Child and Family Agency, reflects on Tusla Fostering’s experiences sponsoring Show Gardens at Bloom.

Why did you choose to sponsor a Show Garden at Bord Bia Bloom 2023?

Tusla Fostering, as the only national not-for-profit fostering provider, has been seeking new foster carers to support children and young people in need of safe and loving homes. Nationally, we are experiencing a decline in the number of foster carers. In 2023, over 5,600 children were in the care of the state, 90% of whom are in foster care. Tusla Fostering’s mission is to provide safe, loving, stable homes where children can thrive, and reach their full potential, despite other adversity in their lives.

The Tusla Fostering Show Garden at Bord Bia Bloom 2023 was a perfect first opportunity and platform to illustrate the story of foster care through the eyes of our wonderful foster carers and children, and to promote and explore the world of fostering with people from many different backgrounds and experiences.

The stories and experiences of foster carers and children were woven into the garden design and highlighted the positive life-changing influence that fostering has had on their lives when speaking with attendees. Tusla

Fostering staff worked alongside them to support the effort in building a new chapter of foster carers and creating opportunities for the public to find out more about becoming a foster carer. The public’s positive engagement with us in 2023 gave us the impetus to build on that experience.

How did you build on the success of your first garden?

In 2024, we returned, and this time Bord Bia Bloom was a central launch of our Fostering Awareness Month that ran throughout June. Foster carers, children of foster carers and young people with care experience once again helped us with the garden design and the theme was ‘Together We Grow’.

Our landscape designer, Robert Moore, beautifully assembled a walk-through winding garden with an array of light and shade and intricate designs that helped tell the fostering story. The wishing tree collected the hopes of foster carers and foster children, and the space was transformed into an interactive journey for all to experience. Our community of foster carers and adults

Tusla Fostering has returned to Bloom for a third year in a row with the Fostering Is For You large garden designed by Pip Probert. Find it in Garden 15.

with experience of foster care, joined us from all over the country to give first-hand experience of their foster care journey. They worked alongside more than 40 Tusla Fostering staff over the June bank holiday weekend.

Did the garden deliver your message?

The national spotlight Bord Bia Bloom provided, coupled with national media attention, and well-known public figures in attendance supporting our message, allowed us to showcase Tusla Fostering and the need for more foster carers to support children and young people in our communities.


While navigating the richness and diversity that the garden represented, we had engaging and open conversations with Bord Bia Bloom visitors, sharing the message about becoming a foster carer and challenging some of the pre-conceived ideas of who can, or cannot, be a foster carer. The media exposure from Bord Bia Bloom generated interest in our social media channels, and online sponsored events, over and beyond the weekend, thus supporting our efforts to encourage people to seek out further information about fostering.

We were thrilled that Robert and the Tusla Fostering ‘Together We Grow’ Show Garden was awarded a silver medal in 2024! As we embarked on Fostering Awareness Month, it was an honour to also receive the People’s Choice Award at Bord Bia Bloom. This was a true testament for us that fostering was recognised by the public, by those who attended Bord Bia Bloom, and that our message was well received.

What is it like working with the Bloom team?

Throughout both years, the Bord Bia Bloom team have been immensely helpful! Kerrie Gardiner, the Show Gardens & Horticulture Content Manager, is very supportive through every step of the journey, and all the team on site are so helpful.





Children play in the Tusla
Fostering 'Together We Grow'
Show Garden during the
Bord Bia Bloom 2024 Media Day.
The garden, designed by Robert
Moore, won the prestigious
People's Choice Award



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 19 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 18 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.

Previous partners

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

To learn more about our prestigious
Show Gardens, please contact:

Kerrie Gardiner

Show Gardens & Horticulture Content Manager

kerrie.gardiner@bordbiabloom.com

+353 86 130 4170

For information on garden sponsorship
opportunities and to book your Show Garden
at Bord Bia Bloom 2026, please contact:

Garret Buckley

Sponsorship Manager

garret.buckley@bordbiabloom.com

+353 86 246 5093

IN ASSOCIATION WITH



OPW

Oifig na
nOibreacha Poiblí
Office of Public Works

May 28th - June 1st 2026, Phoenix Park, Dublin

bordbiabloom.com