

Inspire 100,000 consumers through the power of nature

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

Connecting you through the power of nature

Combining the beauty of nature with important brand stories, Bord Bia Bloom's magnificent Show Gardens are one of the most creative and inspirational sponsorship platforms in Ireland today.


As the top visitor attraction at Bloom each year, and the focal point of media attention, they provide a living canvas where inventive brands and organisations can partner with talented designers, creating imaginative displays that resonate with the 100,000-plus attendees on-site and the tens of thousands more who follow the action online and on television.

With 100% of sponsors polled in 2025* agreeing that their gardens created an experiential consumer connection moment, it is little wonder that so many sponsors choose to return to Bloom year after year. Marrying the fine art of storytelling with the creative medium

of a garden, the Show Gardens have a proven track record in delivering immersive activations that build visibility, communicate values, foster connection and motivate action.

With plans for the 20th edition of Bord Bia Bloom now well underway, a limited number of Show Gardens and Feature Gardens are available for sponsorship in 2026, offering you an exciting opportunity to plant your brand at the heart of this much-loved festival. Please contact our team to learn more about how we can support you to build colourful and impactful activations that capture the public's imagination and deliver your message on a national stage

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



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.

*Onside, June/July 2025

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 gardening, food and sustainable living which is designed to inspire, educate, entertain, and empower our 100,000+ attendees. The 2026 festival is a special occasion as we celebrate our 20th edition of Bloom.

Where and when?

Bloom 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?

Our goal is 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.

Bord Bia Bloom became the first event in Ireland to achieve ISO 20121:2024 certification for sustainable event management systems.

Who attends Bloom?

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

What do our visitors think of Bloom?

Attendees at the 2025 festival gave it an impressive net promoter score (NPS) of +50.

What do our sponsors think of Bloom?

100% of sponsors polled said that Bloom creates an experiential consumer connection moment.

There were over 100,000 attendees
at Bord Bia Bloom 2025



33% 67%
Male Female



35%
over 55 years of age



64%
under 55 years of age



50%
parents



30%
first time visitors



49%
have attended 2-5 times



21%
have visited Bloom
more than five times



85%
primarily came to see
the Show Gardens



73%
agree that Bloom is a leader
in promoting sustainability



84%
plan to return in 2026



+50 NPS
likely to recommend



88%
say that Bloom offers
something for everyone

The Tusla Fostering team celebrate winning the People's Choice Award in 2025.

What our sponsors say

"The national spotlight Bord Bia Bloom provides, coupled with national media attention, and well-known public figures in attendance supporting our message, allows 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 gardens represent, we have 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 generates 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 our Show Gardens were awarded the People's Choice Award in 2024 and 2025! 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."

Clíodhna Mahony,
National Fostering Recruitment Manager,
Tusla Child and Family Agency



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.



Facebook
50k



X
15.5k



TikTok
1k



Instagram
38k



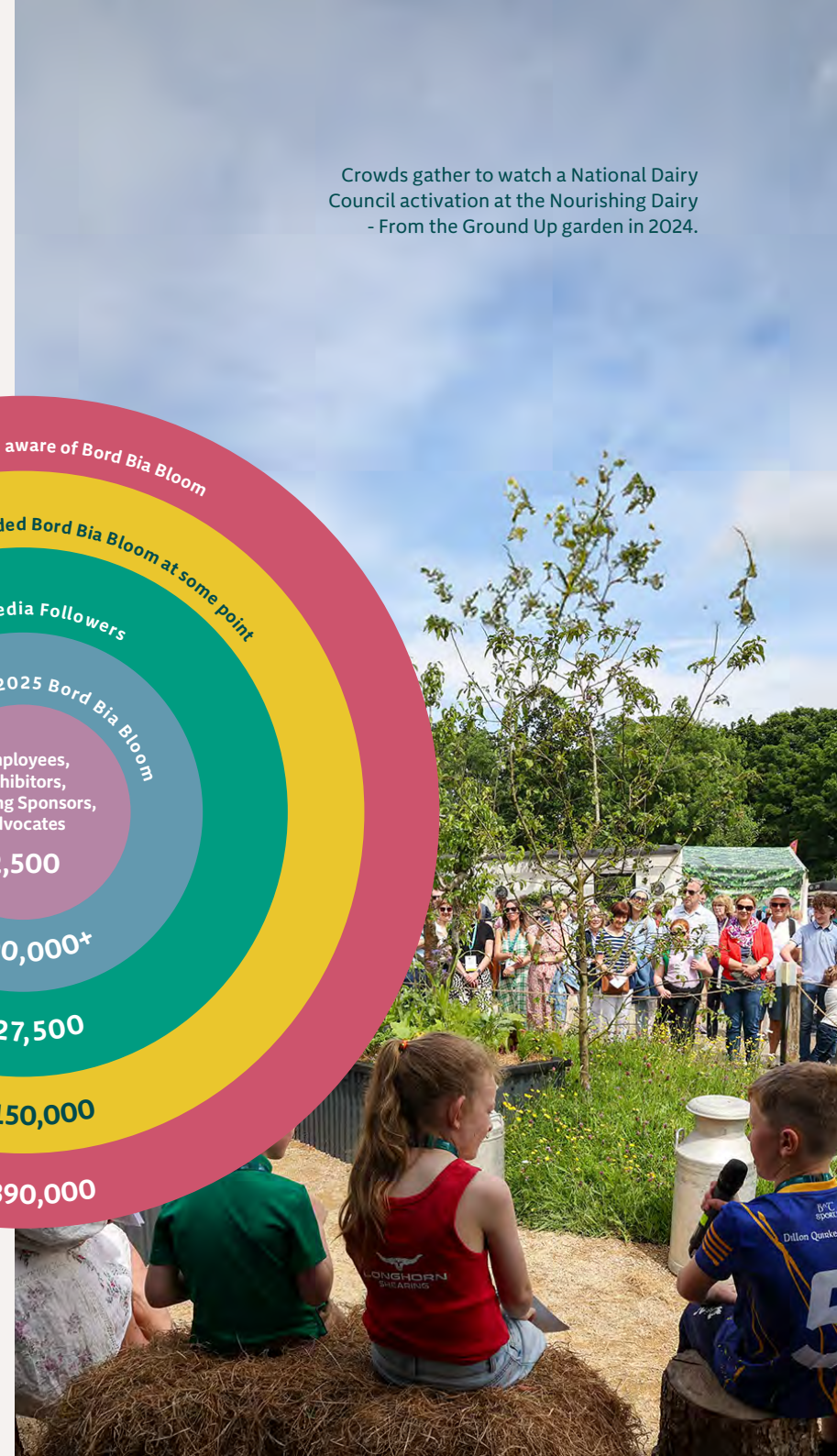
Bloom Newsletter
23.5k

Social reach

The Bord Bia Bloom 2025 social media campaign resulted in 9,921,296 impressions, 216,137 engagements and 47,041 post-link clicks across all social media channels. Video content achieved close to one million views.

* Total attendees, adults and children

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



Media coverage

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



Print

Volume | 713
Reach | 56.8M
AVE | €5.8M



Online

Volume | 704
Reach | 76.2M
AVE | €1.7M



Broadcast

Volume | 167
Reach | 17.2M
AVE | €856.1K



Our sponsors' feedback



100%

said that Bloom creates an experiential consumer connection moment



100%

of sponsors said that Bloom 2025 delivered on their reason for sponsoring at the festival



100%

said that that Bloom is run more sustainably than other events



92%

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



90%

said that Bloom delivered in the communication of brand values to customers



83%

were satisfied with their brand visibility



1/3

have sponsored three or more times



+33 NPS

Sponsors are increasingly likely to recommend sponsorship of Bord Bia Bloom

Source: Onside survey of Bord Bia Bloom 2025 sponsors, June/July 2025



85%

of visitors to
Bord Bia Bloom 2025
came primarily to see
the Show Gardens

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 management team and a leading Irish or international garden designer to create a living platform that will catapult your brand onto the national agenda.

Journalist Dee Laffan and chef Rory O'Connell pictured at The Grass Advantage show garden, sponsored by the National Dairy Council (NDC) and designed by Robert Moore, at Bloom 2025. The NDC has sponsored four Show Gardens at Bloom since 2022.

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+ attendees 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.

Balcony Show Garden

Cost: €15,000 – €25,000+

Small Show Garden

Cost: €20,000 – €30,000+

Medium Show Garden

Cost: €45,000 – €70,000+

Large Show Garden

Cost: €75,000 – €120,000+

* Prices are guides and exclusive of VAT

A man with dark, curly hair and a white t-shirt is crouching in a lush garden, looking up with a wide-eyed, open-mouthed expression of surprise. To his right is a large, dark, textured sculpture of a dragon's head, with a single large green eye visible. The background is filled with dense green foliage and ferns.

Broadcaster and former Ireland and Munster rugby star, **Donncha O'Callaghan**, pictured at the How to Train Your Dragon Garden, designed by Tünde Perry and Barry Kavanagh, at Bloom 2025. The garden was Universal Pictures Ireland's eighth Show Garden at Bloom.

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

Cultivating Talent

In a bid to support the next generation of garden designers and horticulture professionals, Bord Bia Bloom launched Cultivating Talent in 2022. This exciting initiative brings one newcomer to Bloom each year, providing financial support and one-to-one mentoring to help them design and deliver their first Show Garden at the festival.

The Cultivating Talent sponsor receives:

Full use of the winner's Show Garden during the festival

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

Cultivating Talent

Cost: €25,000

*Prices are guides and exclusive of VAT



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. We intend to bring this garden back to Bloom 2026.

Feature Garden sponsors receive:

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 - €55,000

*Prices are guides and exclusive of VAT



What our sponsors say

"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





Marie Keating Foundation CEO, Liz Yeates, is pictured with Hannah Power-Nugent and her mum, Una, during Media Day at Bord Bia Bloom 2025. The Early Bird Catches the Worm Garden, designed by Benny Magennis and sponsored by the Marie Keating Foundation in association with AstraZeneca and Gilead, was the Foundation's eighth Bloom Show Garden.



Marie Keating
FOUNDATION

“ Bord Bia Bloom has been such a positive experience for us, surpassing expectations year after year. We have hosted eight 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, creative 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 cancer detection, tell impactful stories behind the diagnosis, and raise awareness about the supports we offer at the Marie Keating Foundation for people at every step of a cancer journey.

There is always massive engagement at Bord Bia Bloom and, as well as the Show Garden, we bring one of our mobile information units to the festival with an oncology trained nurse on hand to provide information or advice to

anyone attending who has concerns about themselves or a loved one. We also have our patient ambassadors and volunteers supporting our team who can talk to members of the public and distribute important information.

What level of engagement did you receive in 2025 and did the sponsorship deliver on your objectives?

The Marie Keating Foundation had a PR Reach 11,457,069 from a range of coverage over print, digital, radio and television thanks to the opportunities available through Bord Bia Bloom 2025. 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 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's Early Bird Catches the Worm Garden, sponsored by AstraZeneca and Gilead, emphasised the critical importance of early cancer detection. Inspired by the idiom “the early bird catches the worm”, the centre of the garden featured a large wooden birdhouse. Just as the early bird catches the worm, early detection can significantly improve outcomes for cancer patients. Through this garden, our aim was to educate people on the importance of early cancer detection, and the signs and symptoms of the five most common cancers in Ireland: breast, skin, lung, bowel and prostate. Our wonderful garden designer, Benny Magennis, 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 2025 we once again 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 do so for as long as we can! Bloom has been such a positive experience for us, surpassing expectations year after year. We have hosted eight 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 2026!



The gold medal-winning Citroën Downsizers' Garden, designed by Louise Checa, at Bord Bia Bloom 2025. The design was inspired by, and featured, the new Citroën Ami.

“ 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 is a great fit for the brand.

Following its hugely successful debut at Bord Bia Bloom 2023, Citroën Ireland returned with Show Gardens in 2024 and 2025.



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 the 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, was designed for downsizers and highlighted 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 underscored, 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 launched 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 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 2026!

What our sponsors say

“Sponsoring a Show Garden at Bord Bia Bloom was always in our mind when we developed the First 5 Strategy for Babies, Young Children, and their Families. 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, designed by Liat and Oliver Schurmann, at Bord Bia Bloom 2023.

To say our sponsorship was a success is an understatement; 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 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.

The bang for your buck at Bloom is huge and we couldn’t have paid for the prime media coverage we received. 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.”

Kathryn O’Riordan,
Assistant Principal,
Early Years, Policy & Strategy
at The Department of Children,
Disability, and Equality

Former 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.



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.



Sorcha Fennell Sheehan

Bloom & Events Manager

Sorcha was appointed Bloom and Events Manager at Bord Bia in 2025, joining the team on her return from Washington DC where she spent three years working as Senior Manager, Corporate Sponsorships for Events DC, a US government-funded agency that delivers large-scale public experiences. There she led the negotiation, contracting, and execution of multimillion dollar partnership investments for Washington DC's Sports Authority.

Previously Sorcha spent eight years with Bord Gáis Energy, first in communications and latterly as Sponsorship Manager. A strategic thinker with excellent organisational skills, Sorcha is responsible for delivering the annual Bloom implementation plan, helping to achieve visitor and exhibitor KPIs.



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 11th year managing the Bord Bia Bloom Show Gardens and horticulture content.



Garret Buckley

Sponsorship Manager

Garret was an integral part of the events team that launched Bord Bia Bloom in 2007. Over 20 years he has worked closely with leading brands from a wide variety of sectors, including pharma, finance, construction, food and beverage, and horticulture, helping them to build inspirational sponsorship activations. He has led the development of a number of new and innovative elements at the festival, 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.



Caoimhe Davitt

Bloom Sponsorship Coordinator

Caoimhe holds a BA International Degree in Business, from NUI Maynooth. She began her marketing career in the motor industry in 2015 before moving into events. Caoimhe has served as sponsorship coordinator at Bord Bia Bloom since 2022, a role that enables her to combine her experience in marketing and events with her passion for customer service. She utilises her strong problem-solving and organisational skills to support sponsors through every step of the sponsorship process.

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

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

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+353 86 246 5093



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