

BORD BIA  
**Bloom**

# The unique festival for creative brands

2026 Partnership Opportunities

IN ASSOCIATION WITH



**OPW**

Oifig na  
nOibreacha Poiblí  
Office of Public Works

May 28<sup>th</sup> - June 1<sup>st</sup> 2026, Phoenix Park, Dublin

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

# Inspire your audience through the beauty of Bloom

**Brimming with colour and creativity, Bord Bia Bloom is one of Ireland's most unique outdoor experiences, attracting over 100,000 visitors to a 70-acre site in Dublin's Phoenix Park each June bank holiday weekend.**

A five-day celebration of gardening, food and sustainable living, it provides influential brands and organisations with a powerful opportunity to engage with their target audience, tell their stories, and encourage debate around the issues that matter to them.

Our visitors come to Bloom each year to be entertained and inspired. They are looking for a fun day out with family and friends, to see the spectacular Show Gardens, to sample the delicious food on offer, and to enjoy the hundreds of live talks, demonstrations and performances. But more than that, they come to learn. They are hungry for knowledge and receptive to ideas about how to grow better, eat better, feel better, live better.

This is why so many of Ireland's leading brands and thought leaders return to

Bloom time and again, understanding that the festival is a hugely influential springboard that allows them to kickstart important conversations in person on-site and at home through the high-level media presence at the event.

And, as the first event in Ireland to secure ISO 20121: 2024 accreditation for Sustainable Event Management, sponsors can rest assured that they are participating in a festival that is designed and built with the upmost respect for the environment.

As we prepare to celebrate the 20 years of Bloom in 2026, a select number of features are now available for sponsorship. To learn more about these opportunities or to hear about how we can work with you to develop exciting new activations at the festival, please contact our sponsorship team.

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

[Click here for more details on our sponsorship packages](#)



Garden designer and BBC presenter, Adam Frost, was one of a number of high profile speakers on the Garden Stage, sponsored by Zarbee's, at Bord Bia Bloom 2025.



Chef Neven Maguire entertains the crowds at the Dunnes Stores Quality Kitchen Stage at Bord Bia Bloom 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+ visitors. 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+ visitors 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.

Over 100,000 visitors attended  
Bord Bia Bloom 2025



33% 67%  
Male Female



35%  
over 55 years of age



65%  
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



73%  
primarily came to see  
the show gardens



73%  
agree that Bloom is a leader  
in promoting sustainability



84%  
plan to return in 2025



+50 NPS  
likely to recommend



88%  
say that Bloom offers  
something for everyone

# Our Bord Bia Bloom community

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

## 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



# Garden Stage



BORD BIA  
**Bloom**

IN ASSOCIATION WITH

  
**ZARBEE'S**  
INSPIRED BY NATURE



Garden designer and television presenter Diarmuid Gavin pictured on the Garden Stage, sponsored by Zarbee's, at Bloom 2025.

# 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



**90%**

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



**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



**83%**

were satisfied with their brand visibility



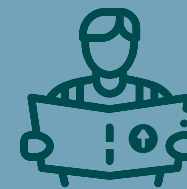
**1/3**

have sponsored three or more times



**+33 NPS**

Sponsors are increasingly likely to recommend sponsorship of Bord Bia Bloom



**75%**

were happy with their location

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

# Sponsorship opportunities

[Click here for more details on our sponsorship packages](#)

## Show Garden

Large Show Garden	€75,000 - €120,000+
Medium Show Garden	€45,000 - €70,000+
Small Show Garden	€20,000 - €30,000+
Balcony Show Garden	€15,000 - €25,000+
Cultivating Talent Programme - Small Show Garden	€25,000
Sculpture in The Park Garden	€35,000 - €55,000

Please see the Bord Bia Bloom Show Garden brochure for more details

## Feature Activations

Quality Kitchen Stage Sponsor*	€80,000
Garden Stage	€30,000
Sustainable Living Stage*	€30,000
Postcard Gardens Sponsor*	€25,000
Food Hall*	€30,000
Motoring Partner *	€30,000
BBQ Bliss Area*	€25,000
Budding Bloomers Children's Stage and Area	€25,000
Bike Parks	€20,000
Bloom Inn Sponsor	€20,000
Hydration Stations*	€20,000
Recycling Partner*	€20,000
Restaurants	€20,000
Plant Crèche*	€10,000
Pocket Guide	€10,000
Water Partner	€10,000

\*Reserved

Note: Prices are exclusive of VAT

Dr Joanne Rourke of MyWaste and TV presenter and cookbook author, Donal Skehan, at the MyWaste activation at Bord Bia Bloom 2025.

MyWaste has been the waste management sponsor since 2022.



# What our sponsors say



**+33** Sponsor Net Promoter Score (NPS)\*

“We have worked with Bord Bia Bloom for two years, supplying HVO to power the event and sponsoring the hugely popular Sustainable Living Stage within the festival’s Conservation Area.

This has been a valuable opportunity for us, not only to fuel such a prestigious, large-scale event, but also to position our brand at the heart of its important and growing sustainability content. This allows us to engage directly with thousands of consumers who are actively looking for ways to lower their carbon footprint and helps us communicate the value of switching to renewable energy solutions.

The support we have received from the team at Bloom has been invaluable and we are keen to build on this partnership in the future. I have no hesitation in recommending Bloom to other brands and marketers who want to be in front of a highly engaged audience.”

**Trevor Koen,**  
Head of Marketing & Digital,  
Certa

“We value the trusted partnership that we have built with Bord Bia Bloom since the festival began in 2007. Over the years, our involvement has grown from participating in the Food Village to becoming the title sponsor of one of Bloom’s restaurants for the past 11 years.

We have developed a strong relationship with the Bloom team. We enjoy working hand-in-hand with them, sharing our expertise in growing seasonal produce, and contributing to the development of the restaurant’s menu. We are delighted to play our part in helping to improve the sustainability of festival by advising on a number of sustainability initiatives, including; Bloom’s transition to HVO fuel last year, and in 2025, we have partnered with Bloom to pilot an innovative biodigester in the Country Crest Restaurant.



Bloom offers us a unique platform to build our brand and promote our produce to more than 100,000 consumers. It also gives us an opportunity to engage in important conversations about growing locally and in season, reducing food waste, and promoting sustainable practices. We look forward to many more years of working together with Bloom.”

**Breda Leonard,**  
Marketing Manager,  
Country Crest



“We have joined Bloom as a sponsor for the last two years, first sponsoring the Óir - The Zarbee’s Garden in 2024, then returning to sponsor the Garden Stage in 2025.

We would absolutely recommend sponsoring a feature at Bloom. The festival is highly creative, PR friendly, and offers unique opportunities to reach over 100,000 visitors. The Bloom team are hugely supportive through every step of the journey, making it a very enjoyable sponsorship experience.”

**Micheala Cronin,**  
Senior Commercial Marketing Lead,  
Zarbee’s

“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.”

**Trevor Hunt,**  
Citroën Marketing Manager



“Tirlán CountryLife is proud to support the Postcard Gardens at Bord Bia Bloom, which are one of the festival’s most popular visitor attractions. These pocket gardens, which are created by amateur gardeners in garden clubs, community groups, charitable organisations and schools from across Ireland, are cherished by Bloom’s visitors, who delight in the designs, the stories they tell, the localities they showcase, and the important issues that they highlight.

Community is at the heart of what we do at Tirlán CountryLife so we were delighted to take our long-running relationship with Bord Bia Bloom to the next level with this sponsorship at Bloom 2024 and 2025. It has allowed us to place our brand at the centre of this treasured feature, market our garden centres and horticultural expertise directly to an active and engaged audience of more than 100,000 visitors, and strengthen our ties with communities locally.”

**Fiona Byrne**  
Marketing Manager,  
Tirlán CountryLife

Children play in the Tusla Fostering 'Together We Grow' Show Garden during the Bord Bia Bloom 2024 Media Day.

Tusla Fostering has sponsored three gardens at Bloom and won the coveted People's Choice Award twice (2024 and 2025).



# 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.



## 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.



## 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.



## 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

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

**Garret Buckley**

Sponsorship Manager

garret.buckley@bordbiabloom.com

+353 86 246 5093

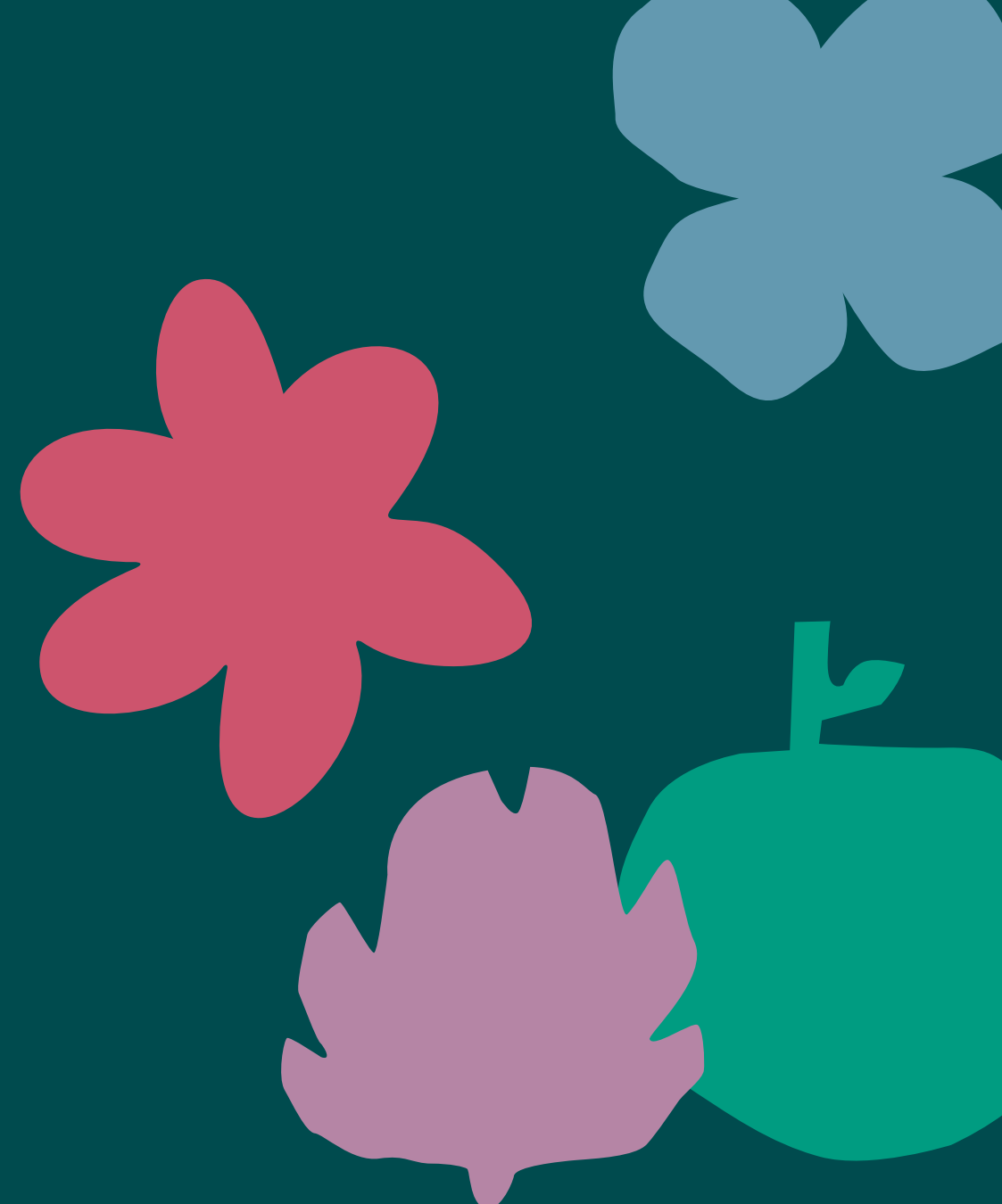
**Kerrie Gardiner**

Show Gardens & Horticulture Content Manager

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