



A unique platform for brands to connect, engage, and grow

Partnership Opportunities 2027

IN ASSOCIATION WITH



OPW

Oifig na
nOibreacha Poiblí
Office of Public Works

June 3rd - 7th 2027, Phoenix Park, Dublin bordbiabloom.com



Why does Bloom exist?

Bord Bia Bloom brings people, ideas, and brands together to shape how Ireland grows, eats, and lives

Spanning 70 acres in Dublin's Phoenix Park, this five-day celebration of gardening, food, and sustainable living gathers more than 90,000 highly engaged consumers, top-level policymakers, stakeholders, and influential media in a vibrant festival setting, creating a unique platform for brands to build meaningful connections, tell authentic stories, and drive real impact.

But don't just take our word for it!
Listen to what our partners have to say



Our commitment

A platform for positive change

As the first event in Ireland to achieve ISO 20121 accreditation for sustainable event management, you can rest assured that Bloom is designed and built with the utmost respect for the environment. Our mission is to be a platform for positive change.

You can read more about our ongoing journey to become a global leader in event sustainability [here](#).



Why brands partner with us

Bloom provides a powerful opportunity to:

Build brand awareness

Put your brand in front of more than 90,000 highly engaged visitors in one of Ireland's most trusted consumer environments.

Demonstrate leadership

Position your organisation alongside conversations shaping horticulture, food, sustainability, innovation, and wellbeing.

Drive meaningful engagement

Create memorable experiences that encourage interaction, participation, and deeper connections with your audience.

Generate content and PR

Create stories and moments that can generate national media coverage beyond the five days of Bloom and amplify activity across earned, owned, and social channels.

Launch and showcase

Bring products, services, and innovations to life through immersive demonstrations and experiences.

Support communities

Align your brand with initiatives that positively impact communities across Ireland and contribute to a more sustainable future.



Bloom at a glance

20+

Show Gardens

100+

Top Irish food and
drinks producers

40+

Community groups,
NGOs, and charities

200+

Interactive talks,
demos, and interactive
workshops

70

Acres of inspiration
and entertainment
for visitors of all ages

One platform. Endless possibilities.



Who attends Bloom?

Reach the audiences that matter most

Whether you're a brand eager to build awareness among consumers, a charity seeking to shine a spotlight on your cause, or an organisation hoping to connect with influential stakeholders, media, and the public, Bloom brings you close to your target audience.

90,000+ people attended Bloom in 2026. They included:



National media and content creators, generating widespread coverage across broadcast, print, digital, and social channels.



90,000+ consumers passionate about gardening, food, sustainability, wellbeing, and innovation, eager to be informed, entertained, and inspired.



Industry leaders, decisionmakers and public figures, creating opportunities for networking, conversation, and influence at a national level.

Our audience profile



+77 NPS
our visitors are highly likely
to recommend Bloom



25% 75%
male female



31%
over 55 years of age



69%
under 55 years of age



47%
parents/families



35%
first time visitors



47%
have attended
2-5 times



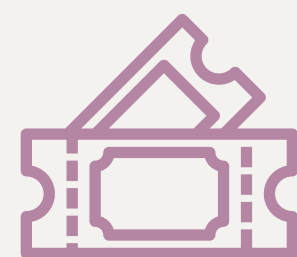
18%
have visited
Bloom more than
five times



84%
visited the
Show Gardens



86%
believe Bloom
is 'for people
like me'



91%
plan to return
next year

Our reach

A partnership with a lasting impact

Bloom’s reach extends beyond the event itself, generating media coverage, inspiring followers, and providing a springboard for important conversations and commercial opportunities that have impact long after the festival closes.

79% of attendees made a Bloom-inspired purchase in the days following the 2026 festival

Media coverage

Print

Volume

601

Reach

56m

AVE

3.7m

Online

Volume

630

Reach

74.9m

AVE

1.6m

Broadcast

Volume

223

Reach

16.7m

AVE

1.3m

Total

Volume

1,454

Reach

147.6m

AVE

6.6m

Social media followers: 135,700



Facebook

51.4k



Instagram

44.7k



Tik Tok

4.15k



Newsletter

20.6k

Social reach

For 12 months to September 2026

Impressions

12.6m

Link clicks

66,431

Engagement

124.6k

Source: Bloom media monitoring and owned channels reporting

Partnership opportunities

Your route to Bloom

From curating your own content to aligning your brand with existing activations, there are many routes you can take to bring your story to life at Bloom.



'Citroën Power of One' Show Garden (2023)



Partnership opportunities

1. Sponsor a Show Garden

As the number one visitor attraction at Bloom each year, the Show Gardens are the festival's flagship experience and an impactful platform to engage the public, stakeholders, and media.

An influential talking point for creative sponsors, Show Gardens offer brands, charities, NGOs and government agencies an opportunity to tell their story through the living canvas of a garden. Whether through a bespoke activation that brings your brand to life, or alignment with a pre-planned garden that raises awareness of your organisation or cause, they create meaningful connections with audiences.

Entry points start from as little as €15,000+VAT for a Balcony Show Garden and rise in accordance with your desired scale and creative ambition.

Contact our team to learn more about the incredible benefits of sponsoring a Show Garden at Bloom.



Partnership opportunities



2. Partner with a Bloom experience

Talk to our team about the high-profile experiences and partnership opportunities available at Bord Bia Bloom 2027 and beyond. From immersive brand activations to multi-year strategic partnerships, Bloom offers unique opportunities to engage audiences, drive influence, and action change.



3. Create a bespoke partnership

Bloom is built on collaboration. Whether you have an innovative activation, a new audience experience, or a bold idea to bring to life, we can work with you to create a partnership that delivers value for your organisation and memorable experiences for our visitors.

What our partners say

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

Kathryn O’Riordan, Assistant Principal, Early Years, Policy & Strategy, **Department of Children, Disability, and Equality**. [SHOW GARDEN SPONSOR](#)

“The car buying process is a long one and 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 2027 sales period and we fully expect to be back at Bloom in 2027!”

Trevor Hunt
Marketing Manager
Citroën

[SHOW GARDEN SPONSOR
AND MOTORING PARTNER](#)

“The Marie Keating Foundation had a PR reach of 5,088,605 from a range of coverage over print, digital, radio and television thanks to the opportunities available through Bord Bia Bloom 2026. These incorporated opportunities leading up to the festival that we harnessed, and some additional media secured after the event. The media reach is just one of the many benefits of being a part of Bloom. The people who come to Bloom are genuinely interested in seeing the garden and hearing what you have to say. The Show Gardens are an incredibly creative way to relay these stories and capture the public and media’s attention.”

Jayne O’Toole
Communications Manager
Marie Keating Foundation

[SHOW GARDEN SPONSOR](#)

“We have worked with Bloom for three 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.”

Trevor Koen
Head of Marketing & Digital
Certa

[FEATURE SPONSOR](#)

Who partners with Bloom?

Brands and organisations from a wide range of sectors partner with Bloom because of the quality, engagement, and influence that we bring together.

Over the last 20 years we have worked with...





Let's connect

We'd love to explore how Bloom can help your organisation connect with audiences, bring your story to life, and achieve your partnership objectives.

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