



# A chance to tell your story

Show Garden Sponsorship Opportunities

IN ASSOCIATION WITH



**OPW**

Oifig na  
nOibreacha Poiblí  
Office of Public Works

May 30<sup>th</sup> – June 3<sup>rd</sup> 2024, Phoenix Park, Dublin

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



# Let our gardens be your canvas

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 gardening, partnering with Bord Bia, 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.

Many of our loyal sponsors return year after year, using their garden as a springboard to launch a new campaign, entertain customers, reach out to over 100,000 consumers, and engage with the media through the high-profile and well-attended media day held on the eve of the festival.

A limited number of show gardens and feature gardens are available for sponsorship in 2024 and Bord Bia is inviting ambitious and innovative brands to get involved. Together we can celebrate the start of summer with spectacular gardens that will inspire the public, media, policymakers, and stakeholders.

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





# What is Bord Bia Bloom?

**Launched in 2007, Bord Bia Bloom is an annual celebration of horticulture, food, drink, and sustainable living, attracting more than 100,000 visitors across five action-packed days of the June bank holiday weekend.**

The festival - which is officially opened by our Patron, President Michael D Higgins, each year - spans a 70-acre site in Dublin's leafy Phoenix Park and offers a vibrant mix of gardening inspiration, flavoursome food, and exciting entertainment.

From our flagship show gardens to our bustling Food, Nursery, and Craft Villages, thought-provoking Conservation Area and Sustainable Living Stage, fun-filled Budding Bloomers Children's Area, extensive indoor and outdoor hospitality offerings, and so much more, there is plenty to interest and inspire visitors of all ages.







Rugby's Rob Kearney and Eimear Considine pictured in the Embracing the Elements show garden, sponsored by the National Dairy Council, at Bord Bia Bloom 2023



# Our audience

**Over 100,000 people visited Bord Bia Bloom 2023.** More than two-thirds were under 55 and over three-quarters were from the crucial ABC1 demographic. Nine out of 10 visitors surveyed pledged to return in 2024.



**38% 62%**  
Male Female



**77%**  
ABC1



**66%**  
under 55 years of age



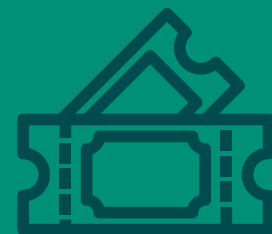
**13%**  
families with children



**58%**  
repeat visitors



**82%**  
of visitors very satisfied with experience



**94%**  
would return in 2024



**81%**  
came to see the show gardens



**90%**  
consider Bloom a highly sustainable event



**+63 NPS**  
highly likely to recommend

\* A good NPS benchmark for the public is between 0 and 30. **Source:** Onside market research, June 2023.

# Awareness and media coverage

**Bord Bia Bloom is a media-friendly event which attracts huge coverage every year.** Awareness of the festival is high, with recent Onside market research showing that 85% of the Irish population are aware of Bloom.



**Over 1300 pieces**

of editorial coverage across press,  
online, television, and radio



**Over 100 million**

potential media reach



**€4 million**

advertising value equivalent



**85%**

of the Irish population  
are aware of Bloom



# Show garden sponsorship benefits

As a show garden sponsor, you will join an exclusive collection of brands, organisations and agencies who occupy a prime position at the heart of Bord Bia Bloom. Show garden sponsorship enables you to:

Position your brand centre stage at this high-calibre national event which is attended by leading politicians, thought-leaders, and national and international media

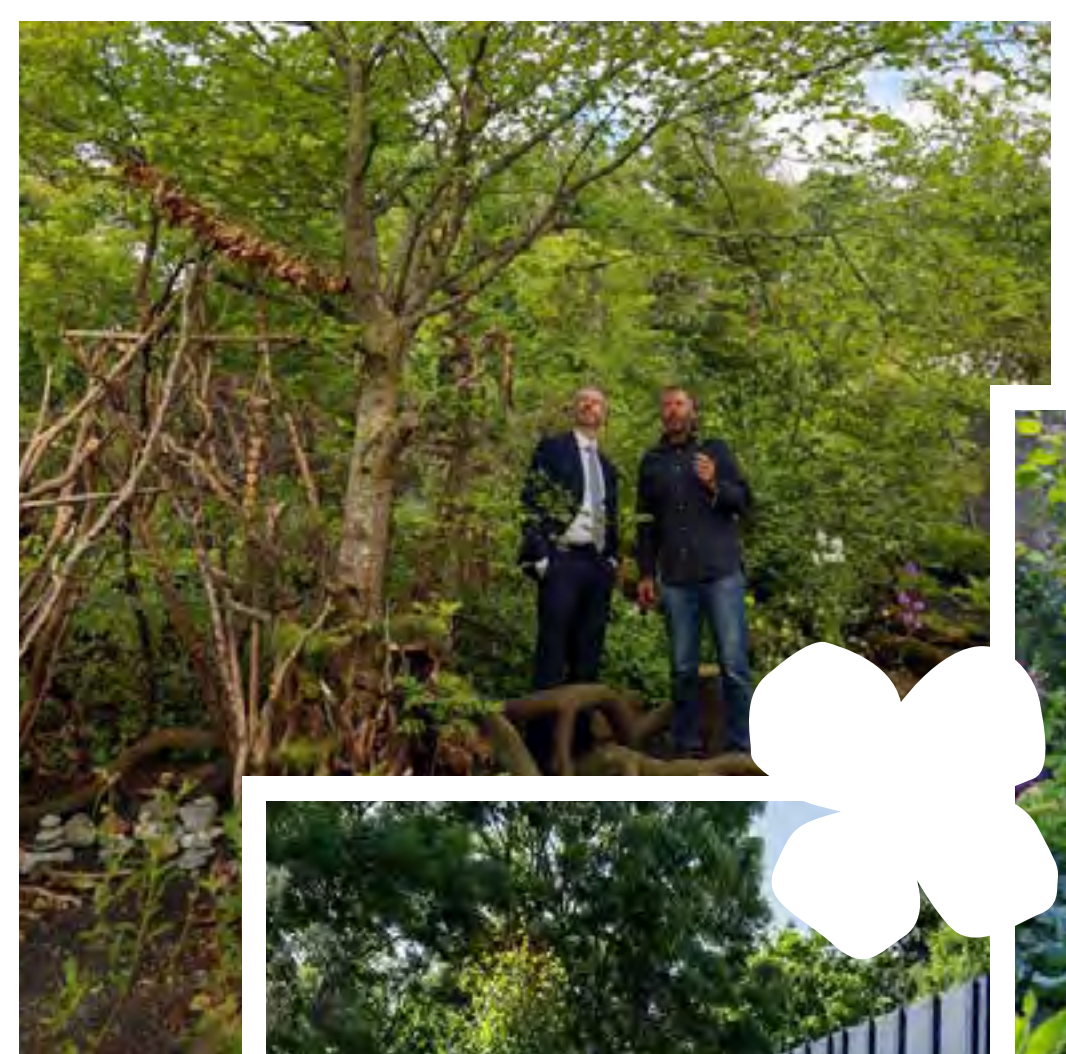
Use your garden as a springboard to launch new products, research or campaigns

Entertain valued customers, stakeholders, and team members at your show garden or hold receptions in one of the Bloom hospitality outlets\*

Receive a ticket allocation which you can use to invite clients and stakeholders

Purchase additional guest tickets at a preferential rate

\* Subject to availability. Please note, hospitality opportunities are limited and are allocated on a first come, first served basis.





# 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 and Bord Bia Bloom Show Guide, including a dedicated overview of your show garden

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



# Sculpture in the Park

The annual 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.

## 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 and Bord Bia Bloom Show Guide – including dedicated garden pages featuring your logo

Complimentary tickets

Exhibitor wristbands

Tickets to an Evening at Bloom

## Feature garden

Cost: €25,000

\* Prices are guides and exclusive of VAT



“ 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. We are already looking forward to next year. ”

April Dunne  
Brand Manager,  
Currys



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





# “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”



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

## Why did you sponsor a garden 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 will be the guiding force for future Citroën models.

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, complete with planting and recycled materials that are 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.

## What did your sponsorship involve and how did you make the most of your participation in the festival?

We worked very closely with our garden designer, Nicola Haines, ensuring our shared values were clear and that both the brand and garden vision were aligned. We used our Q2 media budget cleverly in the run up to the critical July 232 registration period, to drive brand awareness of the newly launched all-electric ë-C4 X, 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. 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. 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”.

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

The reaction was incredible. Our supporting video content drove anticipation and cut through, being outside of ‘car category norm’ communications. 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. The car buying process is a long one; this allowed us to restart a conversation around the Citroën brand, our ambitions, and helped to at least put the brand back into the consideration set of potential new car buyers beyond the event itself and into the 2024 sales period.



A photograph of a lush garden. In the foreground, there's a circular pond with a dark, reflective surface. To the left of the pond, a wooden path made of planks leads towards the background. The garden is filled with various plants, including tall purple flowers, green ferns, and other foliage. In the background, there's a dark wooden structure, possibly a shed or a fence, and more trees. The overall scene is vibrant and well-maintained.

Marie Keating Foundation  
'Catching Cancer Early' Garden,  
sponsored by AstraZeneca and  
MSD and designed by Robert  
Moore, at Bord Bia Bloom 2023



# “The show gardens are an incredibly creative way to capture public and media attention”

Jayne O'Toole, Senior Communications Officer 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 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 important 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.

We have had the opportunity to fundraise each year with our ribbon wall and in 2023 we held a breakfast briefing around our 'Catching Cancer Early' theme. 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 2023 and did the sponsorship deliver on your objectives?

The Marie Keating Foundation had a media reach of 5,656,656 from a range of coverage over print, digital, radio and television thanks to the opportunities available through Bord Bia Bloom 2023. 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.

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 2023 we donated our garden to the Recovery Haven Cancer Support Centre in Tralee, Co. Kerry. This gave us great opportunity for further coverage after the festival and to ensure that our garden 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 Bloom in the future?**

Absolutely, Bloom has been such a positive experience for us, surpassing expectations year after year. We have hosted five show gardens at Bloom and without exception it is the most uplifting and positive week in our calendar every year. We are already looking forward to Bloom 2024!



# “ 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, Integration and Youth, 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 which we will launch soon.

## Would you recommend sponsoring a Bloom show garden to others?

Absolutely! In fact, we have already 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.





**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 garden created a space where we could tell positive stories about fostering, how important it is, and how much foster carers are needed”



Caoilfhionn O’Kane of Tusla shares her experiences of sponsoring a show garden at Bloom.

## Why did you sponsor a garden at Bord Bia Bloom?

We are facing a crisis in Ireland at the moment as we do not have enough foster carers to cope with the number of children who need refuge. This is down to many reasons, from the knock-on effects of the pandemic to the housing crisis, and as many established foster carers are now retiring we are experiencing a huge shortage.

Sponsoring a show garden at Bord Bia Bloom 2023 allowed us to shine a spotlight on this critical issue. The garden created a space where we could tell positive stories about fostering, how important it is, and how much foster carers are needed.

## Was your sponsorship worthwhile?

It was our first time participating in Bloom and it was a very positive experience. The public were very receptive to our message and it was a great morale booster for the team. Throughout the five days of the festival we were joined in our marquee by foster carers, their adult children, and adults who had been fostered as children. They shared their experiences of fostering and, along with our staff, they were able to dispel some of the myths around fostering and share information on how to become a foster carer.

The response was phenomenal on site, across our social channels, and in the media. We were not expecting the level of media interest and were thrilled to be featured on the RTÉ

television programme on Bloom which generated a lot of interest the next day. Our engagement on Instagram increased by 650% and we saw a big spike on X (Twitter) and LinkedIn.

Over 140 visitors also left their contact details with us for follow ups which was incredible as we usually receive less than 40. It’s too early to tell whether the sponsorship will have a demonstrable impact on recruitment but it certainly helped to facilitate important conversations and the garden generated a lot of goodwill.

## What was it like working with the Bloom team?

The Bloom team are brilliant to work with. Kerrie Gardiner, the Show Garden Manager, is very supportive through every step of the journey, and all the team on site are so helpful. Our designer, Linda McKeown was amazing. She really got what we were trying to achieve and she was at the garden all weekend, helping us to tell our story.

## Would you return to Bloom in the future?

Yes! We would love to return with another garden in 2024 to build on the success of 2023.





The Raising Amazing Garden  
by Tusla Fostering  
designed by Linda McKeown,  
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.



## Alan Murphy

### Head of Operations

Alan has served as Head of Operations for Bord Bia Bloom for the past 17 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 16 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.



## 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 the Bloom Motoring Partner and all aspects of ticketing and entrancing.



# 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 sponsoring a garden

**Kerrie Gardiner**

Show Gardens & Horticulture Content Manager

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**Garret Buckley**

Sponsorship Manager

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