



Sponsorship Packages 2024



IN ASSOCIATION WITH



OPW

Oifig na
nOibreacha Poiblí
Office of Public Works

May 30th - June 3rd 2024, Phoenix Park, Dublin

bordbiabloom.com

Your Gateway to 100,000 Consumers

Bord Bia Bloom is a world-class, uplifting, and innovative horticulture, food, and drink experience with nature and sustainable living at its heart. Held in the Phoenix Park, Dublin each June bank holiday weekend, the festival is truly immersive; designed to inspire, educate, and entertain visitors in equal measure. A select number of activations are available for sponsorship in 2024, providing you with a platform to engage with 100,000+ predominantly ABC1 visitors who attend the festival.



Gardens and Horticulture

Our prestigious gardens and horticulture features are the top attractions at Bord Bia Bloom, providing a rich tapestry of inspiration on how we can all live in line with nature. They are ideal for inventive brands and organisations that seek highly visual and creative platforms to share their story.



Show Garden Sponsors

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 communicate your message through the colourful medium of gardening. Gardens range in size from small to medium and large.

Sponsoring a show garden can be a standalone investment or form part of a broader multi-year strategic partnership with Bord Bia Bloom.

Please note, the costs on the following pages are a guide and refer to the design and build of your garden; final costs will be determined by the size, scope and ambition of your project. Bord Bia does not charge ground rent for gardens at Bloom.



Large Show Garden

Cost: €70,000 – €120,000+

Benefits include:

- The opportunity to name the show garden
- Full use of the show garden during the festival
- A dedicated marquee adjacent to the show garden (3m x 3m)
- Branding on the marquee and show garden sign
- Branding on a dedicated page for your garden on the Bord Bia Bloom website
- Branding on a dedicated page for your garden in the Bord Bia Bloom Show Garden Guide
- Permission to include the Bord Bia Bloom logo on your Bloom marketing collateral*
- An opportunity to engage with members of the media at the well-attended Media Day on the eve of Bloom
- 80 'Any Day' complimentary Bloom tickets
- 10 tickets to an Evening at Bloom
- 10 five-day wristbands (valid for all five days of Bloom)
- 30 one-day wristbands (six per day of Bloom)
- A link to purchase additional Bloom tickets at a preferential rate
- Five car park passes

Medium Show Garden

Cost: €40,000 – €70,000+

Benefits include:

- The opportunity to name the show garden
- Full use of the show garden during the festival
- A dedicated marquee adjacent to the show garden (3m x 3m)
- Branding on the marquee and show garden sign
- Branding on a dedicated page for your garden on the Bord Bia Bloom website
- Branding on a dedicated page for your garden in the Bord Bia Bloom Show Garden Guide
- Permission to include the Bord Bia Bloom logo on your Bloom marketing collateral*
- An opportunity to engage with members of the media at the well-attended Media Day on the eve of Bloom
- 50 'Any Day' complimentary Bloom tickets
- Four tickets to an Evening at Bloom
- 10 five-day wristbands (valid for all five days of Bloom)
- 25 one-day wristbands (six per day of Bloom)
- A link to purchase additional Bloom tickets at a preferential rate
- Five car park passes

Small Show Garden

Cost: €20,000 – €25,000+

Benefits include:

- The opportunity to name the show garden
- Full use of the show garden during the festival
- A dedicated marquee adjacent to the show garden (3m x 3m)
- Branding on the marquee and show garden sign
- Branding on a dedicated page for your garden on the Bord Bia Bloom website
- Branding on a dedicated page for your garden in the Bord Bia Bloom Show Garden Guide
- Permission to include the Bord Bia Bloom logo on your Bloom marketing collateral*
- An opportunity to engage with members of the media at the well-attended Media Day on the eve of Bloom
- 30 'Any Day' complimentary Bloom tickets
- Two tickets to an Evening at Bloom
- Five five-day wristbands (valid for all five days of Bloom)
- 20 one-day wristbands (six per day of Bloom)
- A link to purchase additional Bloom tickets at a preferential rate
- Three car park passes

Cultivating Talent Sponsor

Cost: €25,000

In a bid to support the next generation of garden designers and horticulture professionals, Bord Bia Bloom launched Cultivating Talent last year. 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.

Piloted with great success in 2023, this media friendly activation is now available for sponsorship in 2024, providing you with an opportunity to align your brand with a rising star in Irish horticulture and garden design.



Note: all prices detailed in this document are exclusive of VAT.

Cultivating Talent Sponsor

Cost: €25,000

Benefits include:

- Full use of the winner's show garden during the festival
- A dedicated marquee adjacent to the show garden (3m x 3m)
- Branding on the marquee and show garden sign
- Branding on a dedicated page for the show garden on the Bord Bia Bloom website
- Branding on a dedicated page the show garden in the Bord Bia Bloom Show Garden Guide
- Permission to include the Bord Bia Bloom logo on your Bloom marketing collateral*
- An opportunity to engage with members of the media at the well-attended Media Day on the eve of Bloom
- 30 'Any Day' complimentary Bloom tickets
- Two tickets to an Evening at Bloom
- Five five-day wristbands (valid for all five days of Bloom)
- 20 one-day wristbands (six per day of Bloom)
- A link to purchase additional Bloom tickets at a preferential rate
- Three car park passes

Sculpture in the Park Sponsor

Cost: €25,000 RESERVED

Located in a prime position near the main entrance to Bord Bia Bloom, the annual Sculpture in the Park feature garden is one of the first activations visitors see when they arrive at the festival. The garden is curated by The Kildare Gallery and showcases sculptures from talented Irish artists in an idyllic setting.

A Student Garden Sculpture Competition was introduced at Bloom 2023, forming part of Currys' sponsorship of the Sculpture in the Park garden. It challenged budding sculptors to create a sculpture from recycled waste from electrical and electronic equipment (WEEE), supporting Currys' sustainable message at the festival. We hope to bring the competition back to Bloom in 2024.

Note: all prices detailed in this document are exclusive of VAT.



Sculpture in the Park Sponsor

Cost: €25,000 RESERVED

Benefits include:

- A dedicated marquee adjacent to the garden
- Branding on the marquee and the Sculpture in the Park garden sign
- Branding on a dedicated page for the garden on the Bord Bia Bloom website
- Branding on a dedicated page for the garden in the Bord Bia Bloom Show Garden Guide
- Permission to include the Bord Bia Bloom logo on your Bloom marketing collateral*
- An allocation of complimentary Bloom tickets
- A link to purchase additional Bloom tickets at a preferential rate
- An allocation of complimentary tickets to an Evening at Bloom
- Car park passes

Postcard Gardens Sponsor

Cost: €25,000

The Postcard Gardens are small but impactful installations created by amateur gardeners in community groups, schools, voluntary organisations, and training groups from across the country. These jewel like gardens are one of the most popular features at Bord Bia Bloom each year, capturing the attention of visitors and media.

Located just inside the main entrance, sponsorship of the Postcard Gardens guarantees brand awareness, high footfall, and successful activation results.

Note: all prices detailed in this document are exclusive of VAT.



Postcard Gardens Sponsor

Cost: €25,000

Benefits include:

- An opportunity to collaborate with the Bord Bia Bloom team to curate the Postcard Garden themes for 2024
- A dedicated marquee adjacent to the gardens for brand activations
- Branding on the marquee and all Postcard Gardens signage
- Branding on a dedicated page for the Postcard Gardens on the Bord Bia Bloom website
- Branding on a dedicated page for the Postcard Gardens in the Bord Bia Bloom Show Garden Guide
- Permission to include the Bord Bia Bloom logo on your Bloom marketing collateral*
- An allocation of complimentary Bloom tickets
- A link to purchase additional Bloom tickets at a preferential rate
- An allocation of complimentary tickets to an Evening at Bloom
- Car park passes

Garden Stage Sponsor

Cost: €25,000

A Bord Bia Bloom favourite, the Garden Stage features a diverse programme of speakers and demonstrations over the five days of the festival. Regular speakers include gardening expert and television presenter, Gerry Daly, and Niall Hatch of Birdwatch Ireland.

This is an exciting opportunity, not only to brand the stage and engage with thousands of visitors at your marquee, but also to contribute to the curation of the stage content.



Note: all prices detailed in this document are exclusive of VAT.

Garden Stage Sponsor

Cost: €25,000

Benefits include:

- Exclusive branding of the Garden Stage
- An opportunity to participate in panel discussions each day
- A dedicated marquee for branded activations
- Sponsor branding on the Bord Bia Bloom website
- Permission to include the Bord Bia Bloom logo on your Bloom marketing collateral*
- An allocation of complimentary Bloom tickets
- A link to purchase additional Bloom tickets at a preferential rate
- An allocation of complimentary tickets to an Evening at Bloom
- Car park passes

Plant Crèche Sponsor

Cost: €10,000

The Plant Crèche is an important offering at Bord Bia Bloom, providing visitors with a secure space to store their purchases while they explore the festival. Staff offer a free 'wheelbarrow taxi' service, helping visitors to transport their plants to cars parked in Bloom's two car parks.

As a sponsor of this well-utilised feature, you may brand the Plant Crèche marquee and team tee-shirts, giving you high visibility across the Bloom site.

Note: all prices detailed in this document are exclusive of VAT.

BORD BIA
Bloom
Plant Crèche

Sponsored by



Plant Crèche Sponsor

Cost: €10,000

Benefits include:

- Exclusive branding of the Plant Crèche marquee
- Branding on the Plant Crèche staff tee-shirts
- Sponsor branding on the Bord Bia Bloom website
- Permission to include the Bord Bia Bloom logo on your Bloom marketing collateral*
- An allocation of complimentary Bloom tickets
- A link to purchase additional Bloom tickets at a preferential rate
- An allocation of complimentary tickets to an Evening at Bloom
- Car park passes

Sustainability

We believe that Bord Bia Bloom's position as one of the nation's most prestigious and best loved festivals, coupled with our role in supporting Ireland's horticulture, food, and drink industries, presents us with a valuable opportunity to facilitate and encourage discourse on the environment and climate change.

Our goal is to provide a national stage where leading stakeholders and thought leaders can gather to offer insights and advice on how we can all live healthier, more sustainable lives. A number of opportunities are available for brave and visionary brands and organisations who wish to join us in this mission.



Sustainability Partner

This is an exciting opportunity for your brand or organisation to partner with Bord Bia Bloom in the development of a three year plan which will see Bloom reach world class standards in sustainability, both as an experience and a host of over 100,000 consumers. Together we can curate a nourishing and immersive horticulture, food, and drink experience that will attract and empower the next generation.



Sustainability Partner

Cost: €100,000 RESERVED

As Bloom's official Sustainability Partner you will have an opportunity to:

- Collaborate with the Bord Bia Bloom team to create informative and inspirational sustainability content at Bloom 2024
- Participate in a photocall with the Bord Bia Bloom team in the build-up to the festival
- Feature in the on-site visitor research campaign
- Exclusively brand the popular Sustainable Living Stage
- Nominate experts to participate in panel discussions held on the Sustainable Living Stage each day
- Use the Bord Bia Bloom logo on your Bloom marketing collateral*

You will also receive:

- A dedicated marquee for branded activations at the festival
- Sponsor branding on the Bord Bia Bloom website
- Sponsor branding on the official Bord Bia Bloom map which is widely distributed at the festival
- An allocation of complimentary Bloom tickets
- A link to purchase additional Bloom tickets at a preferential rate
- An allocation of complimentary tickets to an Evening at Bloom
- Car park passes
- Priority access to Bloom's hospitality outlets before the bookings' system opens to the public

Sustainable Living Stage Sponsor

Cost: €25,000 RESERVED

Launched with great success at Bord Bia Bloom 2023, the Sustainable Living Stage is a focal point of the festival's hugely popular Conservation Area. Here sustainability, horticulture, and conservation experts discuss and share advice on how we can all live in line with nature.

As the Sustainable Living Stage sponsor you can exclusively brand the stage and you will have an opportunity to contribute to the Sustainable Living Stage panel discussions across the five days of the festival.



Note: all prices detailed in this document are exclusive of VAT.

Sustainable Living Stage Sponsor

Cost: €25,000 RESERVED

Benefits include:

- Exclusive branding of the Sustainable Living Stage
- An opportunity to participate in panel discussions each day
- A dedicated marquee for branded activations
- Sponsor branding on the Bord Bia Bloom website
- Permission to include the Bord Bia Bloom logo on your Bloom marketing collateral*
- An allocation of complimentary Bloom tickets
- A link to purchase additional Bloom tickets at a preferential rate
- An allocation of complimentary tickets to an Evening at Bloom
- Car park passes

Hydration Stations Sponsor

Cost: €20,000

In an effort to reduce Bord Bia Bloom's impact on the environment, the sale of single use packaging is prohibited at the festival. Since introducing this measure at Bloom 2022, we have increased the number of refillable water outlets across the site and there are now six prominent Hydration Stations in key locations such as the show gardens, Food Village, and Picnic Area.

Sponsorship of these important stations provides you with high brand visibility across the 70-acre site and aligns your brand with Bloom's sustainability messaging.



Note: all prices detailed in this document are exclusive of VAT.

Hydration Stations Sponsor

Cost: €20,000

Benefits include:

- Branding of all Hydration Stations
- A dedicated marquee for branded activations
- Sponsor branding on the Bord Bia Bloom website
- Permission to include the Bord Bia Bloom logo on your Bloom marketing collateral*
- An allocation of complimentary Bloom tickets
- A link to purchase additional Bloom tickets at a preferential rate
- An allocation of complimentary tickets to an Evening at Bloom
- Car park passes

Recycling Sponsor

Cost: €15,000 RESERVED

Effective waste management is crucial to Bord Bia Bloom's commitment to operate sustainably and we are proud to say that no Bloom waste is sent to landfill. Our three-bin waste segregation programme allows us to compact and recycle waste on-site and supports our core message of sustainability.

As the Recycling Sponsor, you will have high visibility across the Bloom site with branding on all waste bin zones. Your organisation will play an instrumental role in educating over 100,000 visitors about proper waste management techniques and the importance of recycling.



Note: all prices detailed in this document are exclusive of VAT.

Recycling Sponsor

Cost: €15,000 RESERVED

Benefits include:

- Branding of all waste bin zones
- A dedicated marquee for branded activations
- Sponsor branding on the Bord Bia Bloom website
- Permission to include the Bord Bia Bloom logo on your Bloom marketing collateral*
- An allocation of complimentary Bloom tickets
- A link to purchase additional Bloom tickets at a preferential rate
- An allocation of complimentary tickets to an Evening at Bloom
- Car park passes

Bike Park Sponsor

Cost: €15,000

Visitors are encouraged to take sustainable modes of transport to Bord Bia Bloom where possible. As the Bike Park sponsor, you will play a key role in facilitating and supporting this initiative.

Sponsorship of the two Bike Parks, which are strategically positioned in front of both the green and red entrances to Bloom, will ensure your brand is seen by over 100,000 visitors as they arrive at and depart from the festival.

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Bike Park Sponsor

Cost: €15,000

Benefits include:

- Branding of both Bike Parks, providing you with high visibility at the festival's entrance and exit points
- A dedicated marquee for branded activations
- Sponsor branding on the Bord Bia Bloom website
- Permission to include the Bord Bia Bloom logo on your Bloom marketing collateral*
- An allocation of complimentary Bloom tickets
- A link to purchase additional Bloom tickets at a preferential rate
- An allocation of complimentary tickets to an Evening at Bloom
- Car park passes

Entertainment and Catering

Bord Bia Bloom is a great day out for all the family, providing exciting experiences to delight visitors of all ages. A limited selection of entertainment and food activations are available for sponsorship in 2024.



Entertainment Stage Sponsor

Cost: €25,000

The Entertainment Stage is an integral part of the Bord Bia Bloom festival experience. Positioned in a prime location within the popular Picnic Area, the stage features exciting performances from well established and emerging artists which are curated by YouBloom, the global music cooperative movement. This is a valuable opportunity to place your brand at the heart of this highly visible feature.

Note: all prices detailed in this document are exclusive of VAT.



Entertainment Stage Sponsor

Cost: €25,000

Benefits include:

- Exclusive branding of the Entertainment Stage
- A dedicated marquee, if desired, for branded activations
- Activation opportunities around the Picnic Area
- Sponsor branding on the Bord Bia Bloom website
- Permission to include the Bord Bia Bloom logo on your Bloom marketing collateral*
- An allocation of complimentary Bloom tickets
- A link to purchase additional Bloom tickets at a preferential rate
- An allocation of complimentary tickets to an Evening at Bloom
- Car park passes

Budding Bloomers Children's Area Sponsor

Cost: €30,000

The always entertaining Budding Bloomers Children's Area at Bord Bia Bloom is a great space for children and adults to play and learn. Here our younger visitors can participate in a range of fun activities, from basket weaving to making their own seed bombs, and watch a variety of engaging entertainers on the Budding Bloomers live stage. Sponsoring this interactive area will give you strong brand visibility and provide you with a valuable opportunity to engage with families.

Note: all prices detailed in this document are exclusive of VAT.



Budding Bloomers Children's Area Sponsor

Cost: €30,000

Benefits include:

- Branding across the Budding Bloomers Children's Area
- A dedicated marquee for branded activations
- Sponsor branding on the Bord Bia Bloom website
- Permission to include the Bord Bia Bloom logo on your Bloom marketing collateral*
- An allocation of complimentary Bloom tickets
- A link to purchase additional Bloom tickets at a preferential rate
- An allocation of complimentary tickets to an Evening at Bloom
- Car park passes

BBQ Bliss Sponsor

Cost: €20,000

BBQ Bliss is a big crowd pleaser at Bord Bia Bloom each year, gathering some of Ireland's best restaurants and outdoor caterers together to offer a tempting range of dishes that delight barbecue lovers. Here you can occupy an enviable position in one of the festival's top food locations and engage with the thousands of consumers who visit the feature over the five days of the festival.

Note: all prices detailed in this document are exclusive of VAT.



BBQ Bliss Sponsor

Cost: €20,000

Benefits include:

- Branding across the BBQ Bliss area
- A dedicated marquee for branded activations
- Sponsor branding on the Bord Bia Bloom website
- Permission to include the Bord Bia Bloom logo on your Bloom marketing collateral*
- An allocation of complimentary Bloom tickets
- A link to purchase additional Bloom tickets at a preferential rate
- An allocation of complimentary tickets to an Evening at Bloom
- Car park passes



Be part of the success of Bord Bia Bloom

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

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