



Inspiring a sustainable future, together

Partnership Opportunities



IN ASSOCIATION WITH



OPW

Oifig na
nOibreacha Poiblí
Office of Public Works

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

bordbiabloom.com

Do you have the vision to partner with us on Bord Bia Bloom?

Signalling a joyful start to summer each year, Bord Bia Bloom is a world-class, uplifting and innovative horticulture, food and drink experience with nature and sustainable living at its heart.

The festival is truly immersive; designed to inspire, educate, and entertain visitors in equal measure. It provides Bord Bia and our partners with a unique platform to engage directly with over 100,000 consumers who come to Bloom looking for ideas on how to live more in line with nature.

The quality of our gardens and features is paramount to the success of Bloom and we are proud of the informative and empowering activations that we have created with our partners and sponsors over the last 17 years. A select number of opportunities are available to build on this success in 2024 and we are inviting visionary brands to join us as we develop new and exciting content that will continue to inspire visitors in the years to come.

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



A photograph of two women in the foreground, smiling and looking at a large, colorful brochure for the Bord Bia Bloom festival. The woman on the left is wearing a yellow top and a wide-brimmed straw hat, while the woman on the right is wearing a pink and white striped shirt. They are both wearing sunglasses. The brochure they are holding features illustrations of flowers and text including 'Welcome to Bord Bia Bloom 2023', 'Flowers, food & family fun', and 'YUKO RENTAL'. The background is a blurred crowd of people at an outdoor event, suggesting a sunny day.

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.



President Michael D Higgins, Patron of Bord Bia Bloom, is pictured with Sabina Higgins, and show garden designer, Oliver Schurmann, in the First 5 Garden of Wonder and Discovery, sponsored by the Department of Children, Equality, Disability, Integration and Youth, 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



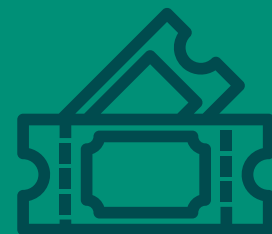
13%
families with children



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

Let's work together

Work with us as we inspire thousands of visitors at Bord Bia Bloom this June bank holiday weekend.

By joining us as a partner you will have an opportunity to co-create innovative and educational content at the festival, engage with customers and the public, share your message with influential media and stakeholders, and enjoy the exceptional goodwill that Bloom generates each year.

A select number of features are now available for sponsorship as well as opportunities to curate exciting new activations for the festival.



Sustainability

As an experience that is inspired by nature and powered by Bord Bia, Bloom is on a journey to raise standards in sustainability across our event operations and visitor content. We believe that our role as champions of Irish horticulture, food and drink, combined with our duty as host of more than 100,000 consumers, means that we are uniquely placed to advocate for a sustainable future.

With this in mind, we are seeking a brave and visionary brand to partner with us in the development of a three-year plan which will see Bord Bia Bloom reach world-class standards in sustainability. This is an exciting opportunity to collaborate with us as we develop informative and accessible content that will inspire visitors to live more sustainably and ultimately help to safeguard the future of our planet.

In addition a number of features are also available for sponsorship in 2024.

Partnership opportunity

Sustainability Partnership

Available for sponsorship

Sustainable Living Stage

Bicycle Park

Water Refill Stations



Gardening and horticulture

Our gardening and horticulture features are the beating heart of Bord Bia Bloom, ranging from our signature show gardens - which are the festival's top attraction each year - to our community-led Postcard Gardens, interactive Garden Stage, and our exciting Cultivating Talent initiative which supports the upcoming generation of talented garden designers.

Available for sponsorship

[Cultivating Talent initiative](#)

[Sculpture Garden](#)

[Postcard Gardens](#)

[Garden Stage](#)

[Plant Crèche](#)

SHOW GARDENS

For more information please
click here to see the Show Garden
sponsorship brochure



Food and entertainment

Catering

As you would expect from a festival owned and organised by Bord Bia, food plays an integral role in Bloom each year. Our vibrant and varied catering areas are crucial to the success of the festival and provide an exciting sponsorship opportunity for the right partner.

Available for sponsorship

BBQ Bliss

Entertainment

Above all else, Bloom is a great day out for all the family where there is plenty to entertain and inform visitors of all ages.

Available for sponsorship

Budding Bloomers Children's Area

The Entertainment Stage

Customised content

Ideation is a huge part of what we do at Bord Bia Bloom and we have a vast bank of ideas for future content and activations that will continue to keep the festival fresh year after year.

If you would like to hear more about them, or if you have your own ideas for customised content that can be tailored to your brand, please give us a call. We'd love to explore how we can work together to create new experiences for our visitors.



What our sponsors say



+63 Exhibitor Net Promoter Score (NPS)*

“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



“MyWaste sponsored the waste management at Bord Bia Bloom for the last two years. This involved signage at each waste pod and a marquee in year one, and the opportunity to present on the Sustainable Living Stage each day in year two. The level of engagement was great and the sponsorship delivered on our objectives. Bloom visitors tend to be well-versed on environmental issues and are receptive to new messages.”

Pauline McDonogh
Senior Executive Scientist,
Southern Region Waste Management Office

* A good NPS benchmark for business-to-business is between 30 to 70.
Source: Onside market research, June 2023.

“Over a number of years Santa Rita Estates has developed a strong working relationship with Bord Bia Bloom. From year one we increased our involvement and investment annually. Evolving out of working with a trusted partner, the company tested the event in 2013 in a low-key manner through brand activations. The ability and sensitivity of the Bloom team to our short and medium-term needs created an environment where we were happy to create extra investment. That initial approach developed into the creation of a programme of show gardens and activations, investing in Irish landscape designers and ultimately, after six years, to the largest ever show garden at Bord Bia Bloom.”

Terry Pennington
Regional Export Director Asia, Africa, Middle East, Europe,
Santa Rita Estates



“There is no other event like Bord Bia Bloom in Ireland. It is truly one-of-a-kind and we are so glad to have been involved with the festival over the last two years.

Sponsoring the Garden Stage at Bloom 2023 gave us a great opportunity to raise awareness of our brand and the level of engagement we received at our marquee was invaluable. Not only did we sell many products, but we also got plenty of ideas for new products through our conversations with the public. I absolutely recommend Bloom. In fact, I regularly tell other companies that they should be there too!”

Maria O'Donnell
Marketing Manager,
Nature Safe by Hygeia

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.



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

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

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Sponsorship Manager

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Kerrie Gardiner

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