



# Inspiring a sustainable future, together

Partnership Opportunities

IN ASSOCIATION WITH



**OPW**

Oifig na nOibreacha Poiblí  
Office of Public Works

May 29<sup>th</sup> - June 2<sup>nd</sup> 2025, Phoenix Park, Dublin

[bordbiabloom.com](https://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 2025 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.

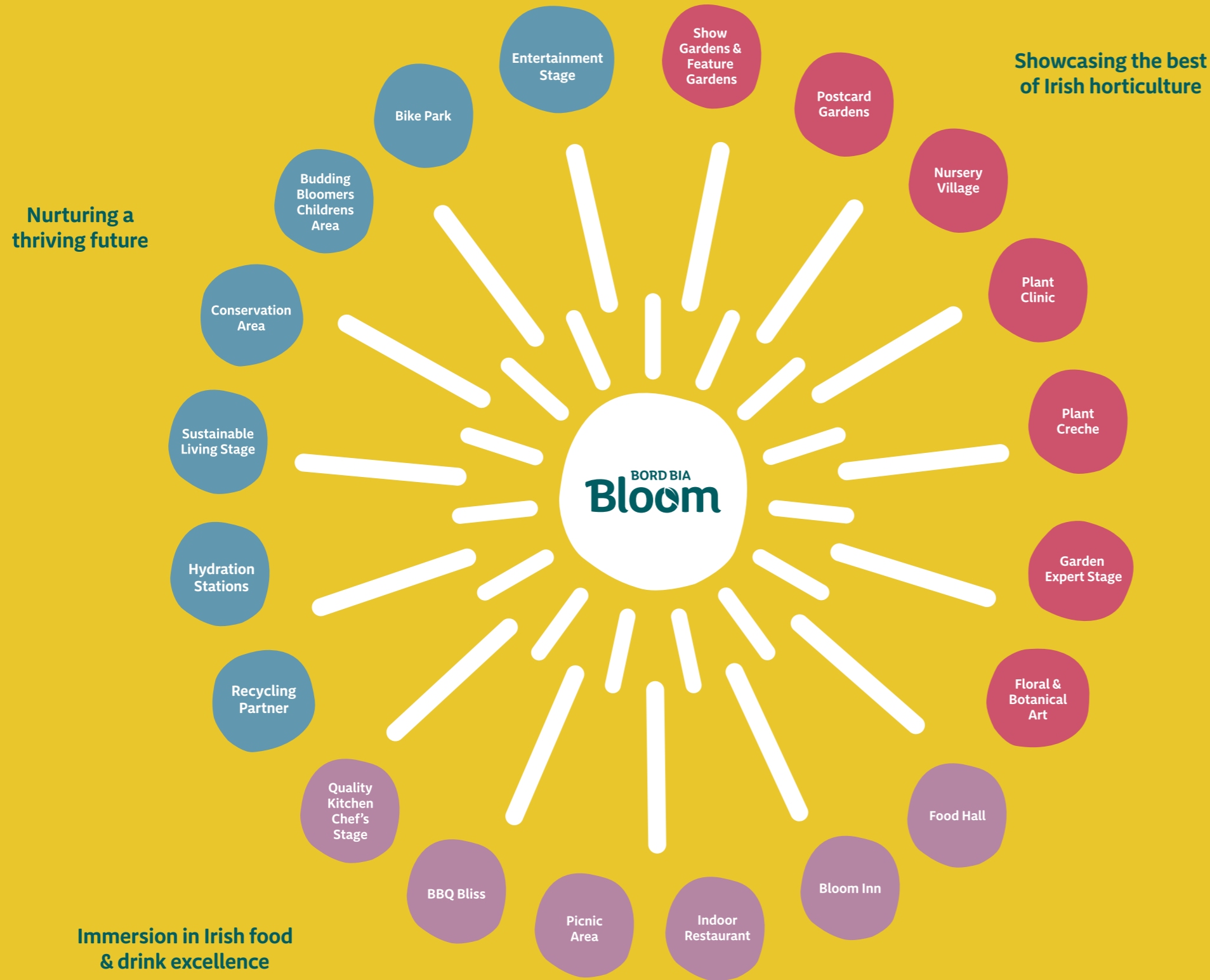
**Laura Douglas**

Head of Bord Bia Bloom & Brand Partnerships,  
Bord Bia



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

# Bord Bia Bloom 2025 Opportunities



## Help us inspire, educate and empower 100,000+ visitors

Bord Bia Bloom's purpose is to motivate people to embrace, experience and advocate for Irish horticulture, food and drink as part of a sustainable lifestyle, cultivating fans for life.

We do this through inspiring, educational and empowering activations which are designed to showcase the best of Irish horticulture, immerse visitors in Irish food and drink excellence, and enhance Bord Bia's reputation for nurturing a thriving future.

# Our audience is changing

More than 100,000 people visited Bord Bia Bloom 2023. Two-thirds were under the age of 54 with over half aged between 35-54, reflecting a blossoming interest in gardening and sustainable living among a younger cohort.

While Bord Bia Bloom is still much-loved by our traditional audience (female, 55+, ABC1), our growth is coming in our key target market (male and female, 35+, ABC1) and this is where we see the greatest potential as we reimagine Bord Bia Bloom for a new era.



# 2023 visitor numbers and ratings

Over **100,000** people attended Bord Bia Bloom 2023



**100,000+**  
Visitors



**38%** Male  
**62%** Female



**66%**  
54 and under



**34%**  
55 and over



**77%**  
ABC1



**13%**  
Families with children



**58%**  
First-time visitors



**82%**  
were very satisfied or satisfied  
with their experience



**94%**  
plan to return



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



**81%**  
visited primarily to see  
the show gardens



**+25**  
Visitor Net Promoter  
Score (NPS)\*

## 2023 Media Coverage



**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

## 2023 Media Partner

**RTÉ**

\* A good NPS benchmark for the public is between 0 and 30. Source: Onside market research, June 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 16 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 the last 14 years he has worked with many companies establishing new and innovative elements to the event, most recently the BBQ Bliss Area in association with Tesco. 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.





The Raising Amazing Garden  
by Tusla Fostering,  
designed by Linda McKeown,  
at Bord Bia Bloom 2023

# 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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