

MERRION SQUARE



11-14 JUNE 2026



DUBLIN FESTIVAL

**PARTNERSHIP**

**OPPORTUNITIES**

**TASTE OF  
DUBLIN IS  
THE CITY'S  
ULTIMATE**

**CULINARY  
CELEBRATION**

**ARE YOU READY TO CREATE UNFORGETTABLE  
MOMENTS & EXCEPTIONAL CULINARY EXPERIENCES?**



A close-up photograph of a white plate containing several golden-brown, breaded fried items, possibly fish or chicken, served on a bed of shredded green lettuce. The plate is lined with a patterned paper liner. The background is a dark wooden table with other plates of food out of focus.

**DUBLIN'S**

**LATEST, GREATEST &  
MOST EXCITING**

**RESTAURANTS**

**W O R L D W O**

**A HOST OF  
WORLD-CLASS  
CHEFS**





**& LEADING  
ARTISAN  
PRODUCERS**



# IN ONE ICONIC LOCATION



# WE ARE TASTE OF DUBLIN



# EVENT OVERVIEW

TASTE OF DUBLIN IS THE DEFINITIVE SHOWCASE OF DUBLIN'S LATEST, GREATEST AND MOST EXCITING RESTAURANTS, CHEFS AND LEADING FOOD AND DRINK BRANDS.

## DEVOUR YOUR CITY



DATES

11<sup>th</sup> – 14<sup>th</sup> June 2026



LOCATION

Merrion Square

Join us and over 30,000 hungry Dubliners as we take over Merrion Square for a next level food-fuelled garden party, slap bang in the centre of Europe's coolest city.

The event provides a valuable touchpoint to showcase products, engage and build relationships with a passionate, food-loving audience.

Taste of Dublin is divided into two sessions a day; a lunchtime session from 12-16.30 & an evening session from 18.00-22.30.



# THE RECIPE

## CONNECTION

BRINGING TOGETHER A PASSIONATE AUDIENCE THAT SHARES A LOVE OF EXCEPTIONAL FOOD AND DRINK.

## VIBRANCY

INTRODUCING OUR AUDIENCE TO CUTTING EDGE FOOD TRENDS, CHEFS, INNOVATIONS AND CULTURES.

## AUTHENTICITY

THE DEFINITIVE SHOWCASE OF TOP CULINARY TALENT IN A UNIQUE ENVIRONMENT.

## QUALITY

QUALITY AT EVERY TURN WITH DISHES THAT ARE BEAUTIFULLY PRESENTED, IMMERSING GUESTS INTO AN INDULGENT EXPERIENCE.

## AMBITION

RAISING STANDARDS AND PUSHING BOUNDARIES, DRIVEN TO CREATE THE BEST EXPERIENCES IN THE WORLD.





...CARES PASSIONATELY ABOUT THE FOOD THEY EAT AND WHERE IT COMES FROM.



...IS KNOWLEDGEABLE ABOUT FOOD & DRINK & LIKES TO IMPRESS THEIR FRIENDS.



...ENJOYS DISCOVERING, TASTING AND COOKING NEW DISHES.

# OUR AUDIENCE...



...ENJOYS EATING AT THE BEST RESTAURANTS.



...VALUES GOOD QUALITY PRODUCTS AND IS NOT PRICE SENSITIVE.



...WILL TRAVEL TO GREAT LENGTHS TO KEEP THEMSELVES INFORMED.



**60%**

**FEMALE**



**29-50**

**54% OF EVENT VISITORS AGE RANGE**



**€90**

**AVERAGE SPEND AT EVENT**



**91%**

**WOULD RECOMMEND EVENT TO FAMILY & FRIENDS**

# A POWERFUL MARKETING PLATFORM

## LIVE BROADCAST



Broadcast engagements have included a LIVE RTÉ broadcast as part of The Late Late Show, LIVE pre-event cookery segments with Virgin Media's Ireland AM. Live on-site interviews with 98FM and pre-event interviews with Today FM and Newstalk.

**110+**



Pieces of editorial coverage, including the Irish Independent, Irish Times, Irish Daily Star, RTÉ, Newstalk, Lovin and more.

## 140+ MEDIA & INFLUENCERS



Attended the event including: Lovin Dublin, Char Food Guide, Dublin Social, James Kavanagh, Glenda Gilson, Terrie McEvoy & More



**48.9K**

Instagram Followers



**38.9K**

Facebook Followers



**5.5K**

TikTok Followers



**15.7K**

Email Database



**94K**

YouTube Views



**3.3M**

Digital Impressions



**2.2M**

Meta Impressions



**3.2M**

TikTok Views



**143.9M**

PR Reach



**8.7M**

Media Campaign Reach

# MEDIA COVERAGE

THE IRISH TIMES



ONE OF IRELAND'S LONGEST-RUNNING FOOD FESTIVALS WILL ALLOW YOU TO TOUR THE WORLD ON A PLATE.

BIG 7 | ✈️ Travel



TASTE OF DUBLIN TRANSFORMS MERRION SQUARE INTO A FOOD LOVER'S NIRVANA, WHERE THE VERY BEST OF IRELAND'S CULINARY TALENT COMES TOGETHER FOR A FOUR-DAY FEAST.

IMAGE



NOT ALL FOOD FESTIVALS WERE MADE EQUALLY, AND THE LINE-UP OF EVENTS TAKING PLACE ACROSS THE WEEKEND AT TASTE OF DUBLIN PROVES EXACTLY THAT.

LOVIN



FOR THE PAST TWO DECADES, THE FOOD FESTIVAL HAS CEMENTED ITSELF AS A HIGHLIGHT OF OUR SUMMER.

## OUR 2025 MEDIA PARTNERS

LOVIN

TODAY fm

RTÉ

98FM

Char.

Virgin media

# 2025 BRAND PERFORMANCE VISITOR SURVEY RESPONSES

**74.94% OF  
RESPONSES**

CITE 'DISCOVERING  
NEW FOOD, DRINKS  
AND LIFESTYLE  
PRODUCTS' AS THE  
TOP REASON TO  
ATTEND TASTE OF  
DUBLIN

(MOST CHOSEN ANSWER OF 9 OPTIONS)

OUR TASTE KITCHEN  
(CHEF DEMO STAGE)  
WAS THE MOST  
VISITED ACTIVATION  
ON-SITE, WITH

**51%**  
OF VISITORS  
ATTENDING

FOLLOWING THE TASTE  
KITCHEN, THE MOST ATTENDED  
ACTIVATIONS BY VISITORS WERE

**BRAND RESTAURANT  
COLLABORATIONS,  
WINE MASTERCLASSES,  
WHISKEY  
MASTERCLASSES,  
CHOCOLATE MAKING  
MASTERCLASSES  
AND COOKERY/HOME  
LIVING WORKSHOPS.**

THESE TYPES OF EXPERIENCES  
ARE NOTABLY 'ALWAYS ON',  
WITH SCHEDULES OFFERING  
DEMONSTRATIONS RUNNING  
BACK-TO-BACK DURING EACH  
SESSION.

THE BRAND THAT STOOD  
OUT THE MOST TO VISITORS  
WAS THE OWNER OF THE

**TASTE KITCHEN**  
STAGE, FOLLOWED  
CLOSELY BY A  
**SOFT DRINKS BRAND**  
THAT SPONSORED A  
RESTAURANT  
COLLABORATION AND OUR  
**HEADLINE SPONSOR**

**68.4%** OF VISITORS  
CORRECTLY IDENTIFIED OUR  
HEADLINE SPONSOR

# BRAND PERFORMANCE

VISITORS  
REPORTED BEING

**3.1 X**

MORE FAVOURABLE  
TOWARDS A BRAND  
AFTER ENGAGING  
WITH THEM AT  
TASTE, WITH A

**5 X**

INCREASE FOR TOP-  
PERFORMING BRANDS

THE SATISFACTION  
SCORE ACROSS BRAND  
EXPERIENCES IS

**VERY  
HIGH**

WITH THE  
MAJORITY  
SCORING 80%

(EITHER SATISFIED OR VERY SATISFIED)

VISITORS  
REPORTED BEING

**2.6 X**

MORE LIKELY TO  
BUY / USE A BRAND  
FOLLOWING THEIR  
INTERACTION AT  
TASTE, WITH A

**3 X**

INCREASE IN BRAND  
CONSIDERATION FOR  
TOP-PERFORMING  
BRANDS

\*Responses gathered from Taste™ research

**OVERVIEW OF**

# PARTNERSHIP OPPORTUNITIES

**PLATINUM PARTNER**



**EVENT FEATURE**



DESIGNATION AS

# PLATINUM PARTNER



## BRAND VISIBILITY & MARKETING

GENERAL	Promotion Of Partner Brand In The Event Marketing Campaign
ATL ADVERTISING	Logo Included In All Outdoor Marketing Of The Event eg Adverts On Luas Pillars, Bus Shelters As Applicable
EVENT WEBSITE - PARTNERS PAGE	Partner Brand Information, Including Logo And Links To Website & Social Channels
EVENT WEBSITE - THING TO DO	Dedicated Page For Partner's Activity To Promote The Brand And Activation Including Images, Copy And A Hyperlink
EVENT WEBSITE	Logo Included In Sponsor Banner On Event Website
EMAIL MARKETING	Minimum Of 3 X Pre-Show Newsletter Inclusions (C. 15.7K) Promoting Partner's Activity
EMAIL MARKETING	Logo Included In Sponsor Banner On Event Emails
SOCIAL MEDIA: FACEBOOK, TWITTER & INSTAGRAM	Minimum Of 3 X Social Post Inclusions Across Event Social Platforms (C.87.7K)
ON-SITE SIGNAGE	Logo Incorporated In The Event Branding Including Welcome Signage And 'You Are Here' Boards
HIGHLIGHTS VIDEO	Partner Brand Included In Post-Event Taste Highlights Video
PR	Introduction To PR Team And Content Intuitively Integrated Into PR Campaign Where Appropriate

## TICKET ALLOCATION

GENERAL ENTRY	80 General Admission Tickets (Specific Sessions)
GENERAL ENTRY & VIP	Opportunity To Purchase Additional Tickets Across All Sessions At A 10% Discount

## ACTIVATION

ACTIVATION SPACE	6x6m Activation Space Including Marquee Structure, Flooring, Double Socket Bespoke Activation Sizes Available Upon Request (Additional Costs For Build & Activation Of Space)
DATA COLLECTION & COMPETITIONS	Opportunity For Partner To Collect Data On-Site And Host Exclusive Competitions Amplified Via. Taste Owned Social Channels

**INVESTMENT €34,500 + VAT**

**DESIGNATION AS**

# EVENT FEATURE

## BRAND VISIBILITY & MARKETING

<b>GENERAL</b>	Promotion Of Partner Brand In The Event Marketing Campaign
<b>EVENT WEBSITE - PARTNERS PAGE</b>	Partner Brand Information Including Logo And Links To Website & Social Channels
<b>EVENT WEBSITE - THING TO DO</b>	Dedicated Page For Partner Brand 's Activity To Promote The Brand And Activation Including Images, Copy And A Hyperlink
<b>EMAIL MARKETING</b>	1 X Pre-Show Newsletter Inclusion (C. 15.7K) Promoting Partner Brand's Activity
<b>SOCIAL MEDIA: FACEBOOK, TWITTER &amp; INSTAGRAM</b>	3 X Social Post Inclusion Across Event Social Platforms (C.87.7K)
<b>ON-SITE SIGNAGE</b>	Brand Name and Location Included on 'You Are Here' Boards
<b>PR</b>	Brand Intuitively Integrated Into PR Campaign Where Appropriate

## TICKET ALLOCATION

<b>GENERAL ENTRY</b>	50 Single-Entry General Admission Tickets (Specific Sessions)
<b>GENERAL ENTRY &amp; VIP</b>	Opportunity To Buy Additional Tickets At A 10% Discount

## ACTIVATION

<b>ACTIVATION SPACE</b>	6x6m Activation Space Including Marquee Structure, Flooring, Double Socket Bespoke Activation Sizes Available Upon Request (Additional Costs For Build & Activation Of Space)
-------------------------	--

## INVESTMENT

**€18,500 + VAT**



# DUBLIN FESTIVAL

**GILLIAN MOONEY**

SPONSORSHIP MANAGER

[GILLIAN@EQUINOXEVENTS.IE](mailto:GILLIAN@EQUINOXEVENTS.IE)