

2027 Ryder Cup Event

# Tidy Towns Engagement

February 2026



Comhairle Cathrach  
& Contae **Luimnigh**

Limerick City  
& County Council

# Marketing Activations

- Brand Limerick wayfinding signs in Adare and Ballyneety
- Inflatable Golf Balls in King John's Castle and Adare
- Ryder Cup logo projections onto King John's Castle by night
- Flags, Banners, Bunting
- Campaigns, videos, adverts featuring Limerick ongoing e.g. Golfers Guide, Tourism Ireland's "Everyone needs a cousin in Limerick"



# Activations

- Official Trophy Tour
- Giant Golf Ball Tour
- Golf themes in our civic festivals
- One Official Ryder Cup Fan Zone in city centre week of the event
- Parks and roundabouts activations
- Road closures for street parties
- Official watch parties in pubs, themed menus and drinks
- Bunting, flags and banners
- Planting by Tidy Town Groups
- Encourage businesses through corporate social responsibility to help get Limerick ready
- Decorate shop windows in Ryder Cup colours
- Entertainment through local musicians, Comhaltas, community choirs, school groups, businesses etc.
- Fun Golf Activations
- Golf development programme
- LCCC to promote a programme of Limerick events and activities to ticket holders, visitors, and locals  
<https://www.limerick.ie/my-limerick/submit-content>





# Olympics Planting



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# Olympics

## Bunting & flowers



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# Wimbledon



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# Birmingham Commonwealth Games

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# Tour de France



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# 2027 Ryder Cup - What's live....

- **Ticket-inclusive Travel Packages**  
- [www.rydercuptravelservices.com](http://www.rydercuptravelservices.com)
- **Official Property Rental Programme**  
- <https://www.rydercuptravelservices.com/en/discover-rentals>
- **Supplier Opportunities**  
- <https://e.rydercupeurope.com/p/73AP-HOA/2027-procurement-roi>
- **Volunteering**  
- <https://www.rydercup.com/2027-volunteers>



## General enquiries

Web: [www.rydercup.com/2027](http://www.rydercup.com/2027)

Email: [2027rydercup@rydercupeurope.com](mailto:2027rydercup@rydercupeurope.com)

Web: [www.limerick.ie/2027rydercup/FAQs](http://www.limerick.ie/2027rydercup/FAQs)

# Support from Tidy Towns for Limerick as host of the Ryder Cup event

Planting by Tidy Town Groups taking into consideration:-

- All Ireland Pollinator Plan
  - National Biodiversity Action Plan
  - Limerick Biodiversity Action Plan
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Categories - National Tidy Towns Competition

- Community – Your Planning and Involvement
- Streetscape and Public Places
- Green Spaces and Landscaping
- Nature and Biodiversity in your locality
- Sustainability – Doing more with less
- Tidiness and Litter Control
- Residential Streets and Housing Areas
- Approach Roads, Streets and Lanes

Flowers that provide colour in September are salvia (blue) and rudbeckia (yellow)

## How do you know if a plant is pollinator friendly?

- Do you see pollinators visiting? When choosing plants at a garden centre, you will quickly spot which flowers insects visit most.
- Choose **single-flowered** varieties or **perennials** (double-flowered or annuals are generally poor sources of pollen and nectar).

See our website for more actions you can take to help pollinators in your garden, business, farm, school or local community.

Rudbeckia



Aster



Mahonia



Crocus



Heathers



Salvia



Willow



Snowdrop



Eupatorium



Single flowered Dahlia



Viburnum



Helleborus



Autumn

Winter

Daffodils, Tulips, and traditional bedding plants like Geraniums, Begonias, busy Lizzy, Petunias, Polyanthus or Salvia splendens have virtually no pollen and nectar and are of little value to pollinators.



[www.pollinators.ie](http://www.pollinators.ie)



ATLANTIC EDGE

**LIMERICK**  
EUROPEAN EMBRACE

Your ideas for your  
Tidy Town Groups  
for the centenary  
Ryder Cup event



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