

PUBLIC ENGAGEMENT VAN

**Driving discovery
Inspiring futures**

PARTNERSHIP OPPORTUNITIES 2025-2026



ABOUT THE VAN

- **The IBMS Public Engagement Van is a new mobile outreach initiative designed to drive awareness and educate children and the public about how biomedical science is at the heart of everyone's healthcare.**
- **The van brings hands-on, interactive science experiences to schools, communities and public events across the UK.**



“Biomedical science plays a critical role in every patient’s healthcare journey, yet it often goes unseen.

The IBMS Public Engagement Van is our way of bringing that science into the spotlight—directly into schools, communities, and public spaces across the UK.

By inspiring young minds and raising awareness of our profession, we are not only educating the public but also investing in the future of biomedical science.”

David Wells, Chief Executive, IBMS



PROJECT GOALS

**Driving
discovery.
Inspiring
futures.**

-  **Inspire young minds through engaging, practical science experiences**
-  **Educate communities about the role and importance of biomedical science in healthcare**
-  **Connect with underrepresented communities across the UK and improve access to biomedical science education**
-  **Demonstrate real-world applications of biomedical laboratory techniques and technologies**
-  **Promote STEM careers and improve diversity in science**

WHY GET INVOLVED?

- ✚ **Support grassroots science education**
- ✚ **Demonstrate your organisation's commitment to innovation and inclusion**
- ✚ **Align with Corporate Social Responsibility goals through meaningful community outreach**
- ✚ **Connect with future scientists and healthcare professionals**



OUR TARGET AUDIENCES

- **Primary and secondary school students**
- **Teachers and educators**
- **Families and community groups**
- **Local councils and healthcare advocates**
- **STEM-curious members of the public**



WHO CAN BOOK THE VAN?

**IBMS members
for school visits,
science fairs
and local events**

**Schools and colleges
for curriculum-linked
demonstrations and
careers guidance**

**Community
organisations and local
councils for public
engagement events**

The IBMS will use the van for public engagement and careers events they attend

Headline Partner: Investment £40,0000



Brand visibility

- ✓ Logo on all exterior sides of the van
- ✓ Logo displayed inside the van on two selected pieces of equipment or surfaces
- ✓ 30-second sponsor-supplied video played inside the van
- ✓ Full company feature on the IBMS Public Engagement Van website
- ✓ Tagged in van-related IBMS social media posts

Promotion and content

- ✓ Monthly spotlight on IBMS social channels
- ✓ Included in two IBMS features (digital or print)
- ✓ Option to include up to two promotional products to be given to children/public at events

Events and van usage

- ✓ Invitation to the van launch for three guests
- ✓ Up to three sponsor-led uses of the van per year
- ✓ Opportunity to support the IBMS at national STEM and careers events

Educational activities

- ✓ Sponsorship of one on-board activity
- ✓ Co-branded activity sheet
- ✓ Option to develop lesson plan resources

Innovation partner: Investment £25,000



Brand visibility

- ✓ Logo displayed inside the van on one piece of equipment or surface
- ✓ Sponsorship listing with logo on the IBMS Public Engagement Van website
- ✓ Tagged in van-related IBMS social media posts

Promotion and content

- ✓ Quarterly spotlight on IBMS social channels
- ✓ Option to include one promotional product to be given to children/public at events

Events and van usage

- ✓ Invitation to the van launch for two guests
- ✓ One sponsor-led use of the van per year
- ✓ Opportunity to support the IBMS at national STEM and careers events

Educational activities

- ✓ Sponsorship of one on-board activity

Discovery partner: Investment £15,000



Brand visibility

- ✓ Sponsorship listing with company name on the IBMS Public Engagement Van website

Promotion and content

- ✓ Two spotlights on IBMS social channels per year

Events and van usage

- ✓ Invitation to the van launch for two guests
- ✓ Priority booking for van use
- ✓ Opportunity to support the IBMS at national STEM and careers events

Educational activities

- ✓ Sponsorship of one on-board activity

Inspiration Supporter: Investment £2,000



Educational activities

- ✓ Sponsorship of one on-board activity

Three 'Inspiration supporter' packages are available

IBMS PUBLIC ENGAGEMENT VAN - PARTNERSHIP OPTIONS

AUTUMN 2025 - DECEMBER 2026

	Headline Partner £40,000	Innovation Partner £25,000	Discovery Partner £15,000	Inspiration Supporter £2,000
Brand visibility				
Logo on exterior of van	✓	✗	✗	✗
Logo inside the van	✓ Two locations	✓ One location	✗	✗
Listing on van webpage	✓ Full feature	✓ Listing with logo	✓ Company name	✗
30- sec sponsor video inside van	✓	✗	✗	✗
Tagged in van-related social posts	✓	✓	✗	✗
Promotion and content				
Spotlight on IBMS social channels	✓ Monthly	✓ Quarterly	✓ Twice a year	✗
Promotional products	✓ Two items	✓ One item	✗	✗
Two IBMS features (digital or print)	✓	✗	✗	✗
Education activities				
Sponsor one onboard activity	✓	✓	✓	✓
Co-branded activity sheet	✓	✗	✗	✗
Option to co-develop lesson plans	✓	✗	✗	✗
Events and access				
Invitation to launch event	✓ For three people	✓ For two people	✓ For one person	✗
Use of van	✓ Up to three times per year	✓ Once a year	✓ Priority booking	✗
Opportunities to support the IBMS at STEM and careers events	✓	✓	✓	✗

IMPACT AND REPORTING

All sponsors will receive:

- ⬡ **A detailed impact report with engagement metrics**
- ⬡ **Photos and videos from events**
- ⬡ **Testimonials from schools and community partners**



PARTNER WITH US

**Partnerships are available for Autumn 2025 -
December 2026**

For further information, please contact:

Lynda Rigby

IBMS Executive Head of Marketing and Membership

lyndarigby@ibms.org

Phone: 020 7713 0214



RESOURCES AND FURTHER INFORMATION

CONNECTING SCIENCE AND SOCIETY: THE BENEFITS OF MOBILE OUTREACH

**Broaden access
and reduce
barriers to
participation**

**Develop interest
through immersive,
real-world
experiences**

**Create inclusive,
inspiring
environments**

**Strengthen STEM
identity and
aspirations**

**Support teacher
development and
confidence**

IBMS COMMUNICATION CHANNELS AND AUDIENCE REACH

The Biomedical
Scientist
Readership
35K

IBMS Social
Media Followers
113K

IBMS website
average views
per month
183K

PUBLIC ENGAGEMENT VANS AND CAREERS REFERENCES

Revolutionizing
STEM Education:
The Impact of
Mobile Learning
Labs

The State of
Global Teenage
Career
Preparation