

PARTNERSHIP OPPORTUNITIES



ABOUT HARVEY'S LAB TOURS

Harvey's Lab Tours give young patients and their families a behind-the-scenes look at hospital laboratories.

By meeting biomedical scientists and seeing what happens to their samples, children feel less anxious, better informed and gain a greater sense of control over their healthcare journey.





THE IMPACT OF HARVEY'S LAB TOURS



BENEFITS FOR YOUNG PATIENTS AND THEIR FAMILIES



Confidence & emotional wellbeing

- Increased confidence
- Reduced fear of medical procedures
- Feeling seen and respected
- A more positive experience of hospital environments
- Familiar, friendly faces in healthcare

Understanding and control

- Understanding their care
- Making sense of what happens to their samples
- Greater sense of control in their own health
- Clearer understanding for families about the testing process

Support for long-term health

- Encouraging ownership of their health
- Helping children feel more comfortable during future appointments
- Strengthening trust between families and healthcare professionals

FEEDBACK FROM FAMILIES



We used to dread blood test days. Now Finn walks in calmly and confidently. It's made such a difference – not just for Finn, but for all of us.

Amy, Finn's mum



Oscar got up at our school assembly and told everyone about his Harvey's Lab Tour adventure, something he's never done before. It just shows what a positive impact these sessions can have, even outside the lab.

Oscar's teacher

HARVEY'S LAB TOURS: PARTNERSHIP PACKAGES



Harvey's Lab Tours help young patients feel calmer, informed and more in control during what can be an overwhelming time.

Each visit depends on high-quality resources that build confidence and reduce anxiety.

By partnering with us, your organisation will directly fund the items that make this possible - from lab coats to teddies and squishies that reassure children during tests.

Your support will:

- ✓ Enable more children to access these life-changing tours
- ✓ Provide comforting, confidence-boosting items
- ✓ Include siblings so whole families feel supported
- ✓ Improve patient experience across UK hospitals

LAB COATS



Harvey's Lab Coats

Investment: £12,000

Your logo on the sleeve of lab coats for young patients

Brand recognition on 500 lab coats

A Harvey lab coat helps young patients relax and feel part of the team from the moment their tour begins.

Your sponsorship provides a confidence-boosting coat that children can proudly keep and wear.

TEDDY BEARS



Current bear design



Initial design of new bear

Harvey's Lab Tour Teddies

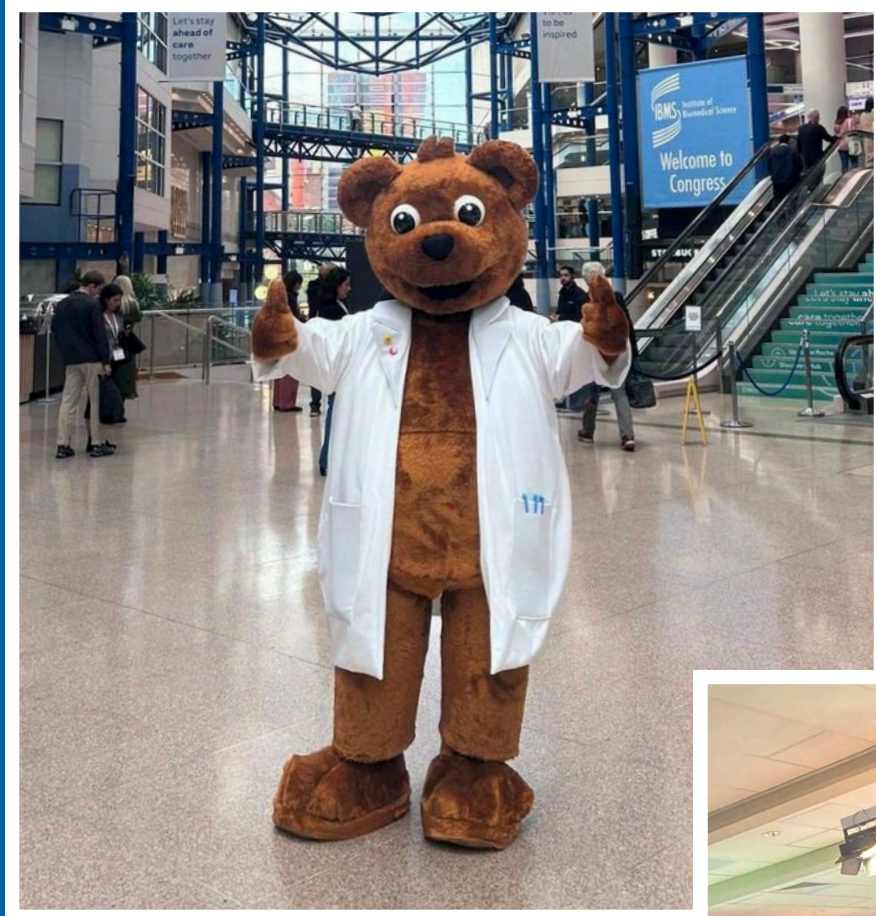
Investment: £10,000

Your logo on the
foot/back of the bear

Brand recognition
on 1,000 bears

A Harvey teddy offers
comfort during and long
after hospital visits,
helping children stay calm
in difficult moments.

HARVEY BEAR MASCOT



Harvey's Lab Tour Mascot Branding

Investment: £2,000

**Your logo on the front
Harvey's Lab Coat**

**Harvey the mascot creates a
real wow factor at tours and
events, leaving children excited
and engaged.**

**Families and IBMS members
love sharing their encounters,
giving your brand strong social
media visibility.**

HARVEY SQUISHY



Initial design of the Squishy

Harvey's Squishy

Investment: £3500

Your logo on the back
of the squishy bear

Brand recognition
on 500 bears

The Harvey squishy
helps children
manage anxiety
during blood tests
and procedures

HARVEY BAG CHARM



Harvey Bag Charm

Investment: £8000

**Your logo on the back
of the bear**

**Brand recognition
on 1000 charms**

**For young patients to wear with
pride on their bags and show
they're part of Harvey's team
wherever they go.**

**Fun take-home extra for
siblings who join a tour.
Helping them feel included
and part of Harvey's team.**

DIGITAL RECOGNITION

All partnership opportunities include:

**Acknowledgement on the
Harvey's Lab Tour area of
the IBMS website**

**Monthly sponsor spotlight
on Harvey's Lab Tours and
IBMS social platforms**

WHY PARTNER WITH HARVEY'S LAB TOURS?



Partnering with Harvey's Lab Tours means making a direct, measurable difference to the wellbeing of young patients and their families.

Your support provides practical tools that reduce fear, build confidence and improve the overall patient experience.



- ✓ Demonstrate your organisation's commitment to social value and community support
- ✓ Enhance your brand reputation through a partnership with the IBMS
- ✓ Gain long-term visibility via items families keep and share
- ✓ Strengthen public understanding of biomedical science



JOIN US IN SUPPORTING YOUNG PATIENTS

Your support will help ensure that every child who goes on a Harvey's Lab Tour feels calm, confident and cared for.

Together, we can continue to offer life-changing, family-centered experiences to young patients at a time when they need it most.



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HELPING YOUNG PATIENTS UNDERSTAND THEIR HEALTHCARE