

# Sponsorship & Engagement Opportunities

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Institute of Developmental & Regenerative Medicine

University of Oxford

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Institute of  
Developmental &  
Regenerative  
Medicine





# About IDR

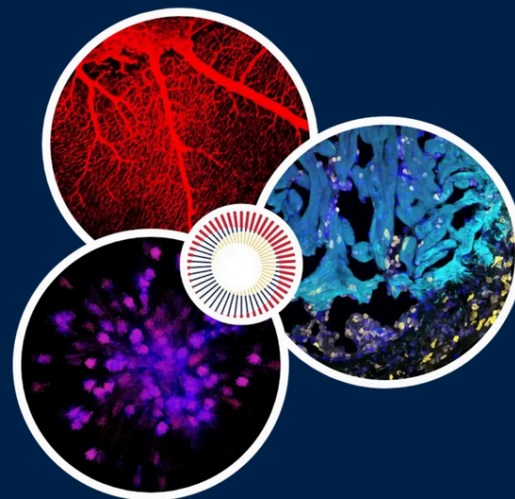
The Institute brings together interdisciplinary researchers united by a common goal: understanding how organs form, how diseases emerge, and how tissues can be repaired.

Located on the University of Oxford's Old Road Campus, IDR provides state-of-the-art laboratories, highly collaborative research environments, and access to specialist imaging, genomics, computational, and facilities support.

Researchers at IDR work in partnership with clinical departments, academic units across Oxford, NHS Trusts, industry partners, and global collaborators.

## Our Research Themes

- **Cardiology**
- **Immunology**
- **Neurology**



# Our Affiliations

The **Institute of Developmental & Regenerative Medicine** houses researchers from multiple University of Oxford departments and works closely with a wide range of partner centres and interdisciplinary programmes. With these researchers co-located within the IDRM building, organisations engaging with the Institute can reach a broad and diverse scientific community, spanning cardiovascular science, immunology, neuroscience, and related disciplines.

## Our Home Departments



## Our Centres



MRC/BHF Centre of Research Excellence  
in Advanced Cardiac Therapies



## Partner Departments and Centres



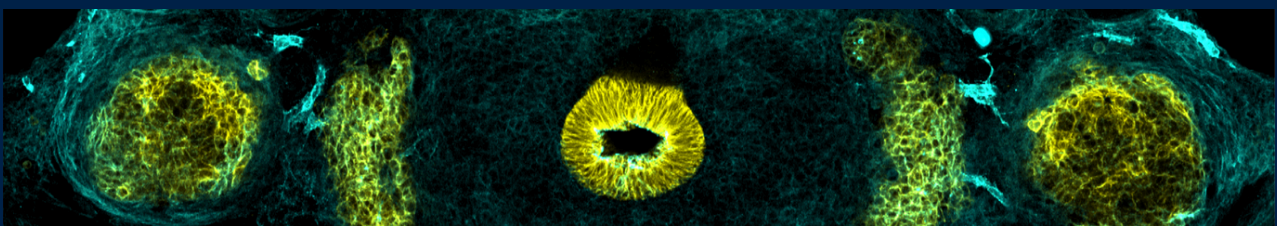
# Supplier Event Packages

Supplier events provide organisations with the opportunity to engage directly with researchers based in the IDRM building. Events are promoted internally and designed to maximise visibility across our diverse, co-located research community.

Package	Description	Duration	Fee
<b>Breakfast Bites</b>	Early-morning exhibition table with rolling slide deck. Catering is recommended.	2 hours	£350
<b>Lunch &amp; Learn</b>	Lunchtime, supplier-led hosted presentation. Catering required.	2 hours	£500
<b>Mini Exhibition</b>	All-day exhibition table within the IDRM building.	5 hours	£600

## What these events offer

Supplier events are designed to support knowledge exchange, product awareness, and relationship building. Events take place within the IDRM building, ensuring access to a diverse and engaged research audience.



## Standard benefits

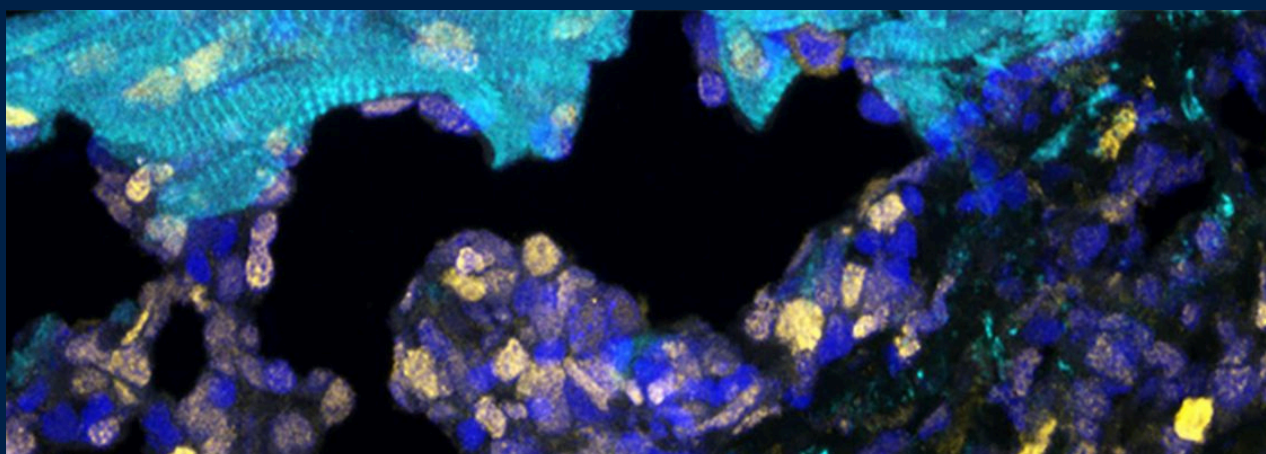
All supplier event packages include:

- Promotion to IDRМ researchers, students, and staff
- Cross-campus promotion to neighbouring Old Road Campus units
- Event poster creation
- Digital signage promotion in advance of the event
- Use of dedicated event space with standard AV setup
- Staff support for access and setup
- LinkedIn acknowledgement

## Optional add-ons

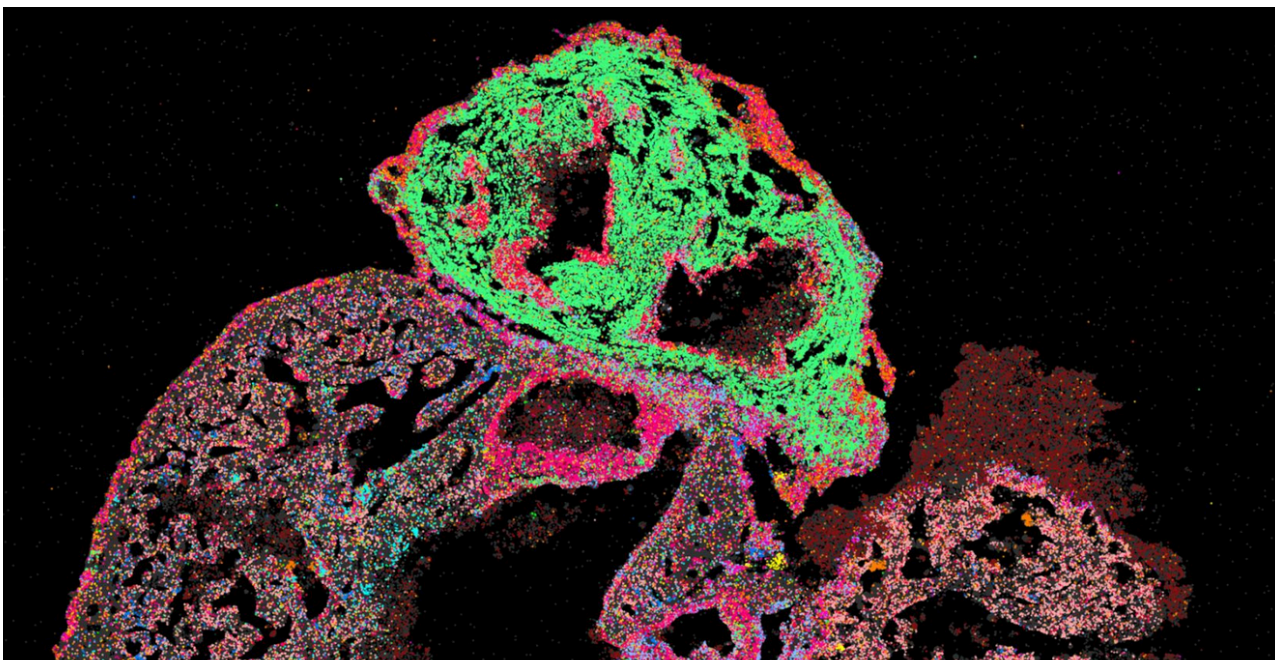
Additional services are available to enhance visibility and flexibility.

Add-On	Description	Fee
<b>Mini Exhibition Add-On</b>	Extended exhibition table	£300
<b>Digital Signage Slot</b>	Post-event visibility	£150
<b>Early Access Setup</b>	Additional setup time	£50 / 30 mins
<b>Extend Event Time</b>	Additional event duration	£100 / hour



# Sponsorship Packages

These sponsorship options focus on visibility and brand recognition rather than event delivery. They are designed to require minimal staff time while offering meaningful exposure within the IDRМ building.



## Institute Event Sponsorship

We occasionally work with external organisations that are interested in supporting IDRМ internal events, such as networking sessions or institute-level activities.

If you are interested in sponsoring one of our internal events, we would be pleased to discuss potential opportunities with you. Sponsorship arrangements are flexible and developed on a case-by-case basis, depending on the nature of the event and mutual interests.

Details of benefits, levels of recognition, and any associated costs are not fixed and would be agreed in advance following discussion.

**To explore this further, please get in touch with us.**

## Digital Signage Sponsorship

Digital signage is displayed throughout high-traffic communal areas within the IDRМ building, providing repeated exposure to researchers, staff, and visitors.

Package	Description	Fee
<b>1-Month Slot</b>	One dedicated signage slot	£200
<b>3-Month Slot</b>	Quarterly visibility	£500
<b>6-Month Slot</b>	Half-year rotation	£900
<b>Annual Slot</b>	Year-round presence	£1,400

## Additional Sponsorship Opportunities

These options offer simple ways to maintain a visible presence within IDRМ throughout the year.

Package	Description	Fee
<b>Newsletter Spotlight</b>	Supplier feature in the termly IDRМ newsletter	£150 per inclusion
<b>Website Acknowledgement Tile</b>	Logo and link on the IDRМ partners webpage	£350 per year
<b>Social Media Acknowledgement</b>	Quarterly LinkedIn acknowledgements	£300 per year
<b>Table-Drop Marketing</b>	Brochure placement in communal areas	£150 per month

# Commercial Partner

## Building long-term partnerships with IDRMM

The Commercial Partner Programme is designed for organisations seeking an ongoing relationship with the Institute of Developmental & Regenerative Medicine, rather than a one-off engagement. It offers a structured, year-round presence within the IDRMM building, combining regular visibility with repeated opportunities to engage directly with our research community.

By becoming a Commercial Partner, organisations benefit from consistent exposure to a diverse, co-located group of researchers spanning cardiovascular science, immunology, neuroscience, and related disciplines, all housed within a single research environment.

## Why become a Commercial Partner?

The Programme provides a cost-effective way to maintain visibility and engagement across the year, while reducing the administrative burden associated with multiple individual bookings.

### Commercial Partners benefit from:

- 5x Supplier event credits (Mini Exhibition, Lunch & Learn, Breakfast Bites)
- Priority access to preferred event dates
- 20% off additional supplier bookings
- Logo on the IDRMM website
- Quarterly LinkedIn acknowledgement
- One-year slot in the all-year digital signage rotation

**The guide price for this package is £3,000/year.**



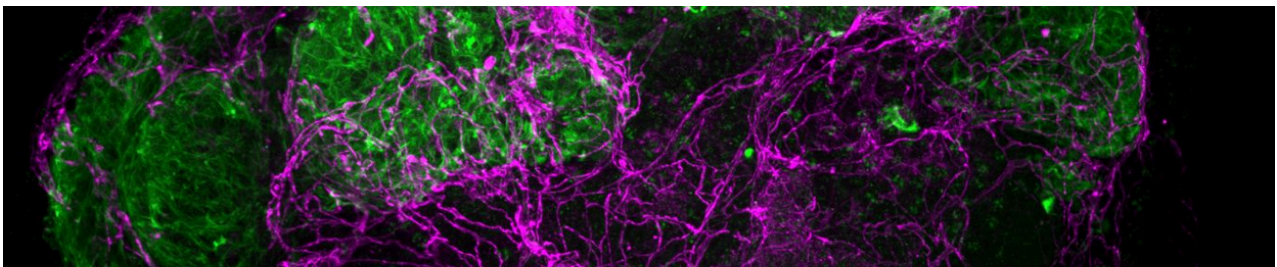
# Engagement Process

## How engagement with the IDRМ works

Engagement with the Institute of Developmental & Regenerative Medicine (IDRM) takes different forms, depending on whether an organisation is booking a supplier event or entering into a sponsorship or partnership arrangement.

To ensure clarity and a positive experience for all involved, these engagement routes follow distinct but complementary processes, each coordinated centrally by IDRM.

All engagement activity is managed in line with University of Oxford policies and with consideration for the shared research environment within the IDRM building.



## Supplier Event Packages

Supplier events (Breakfast Bites, Lunch & Learn sessions, and Mini Exhibitions) follow a formal booking process. This ensures appropriate use of shared space, clear expectations, and consistent delivery.

### Step 1 - Initial enquiry

Organisations get in touch to discuss:

- The event format they are considering
- Indicative dates and availability
- The type of engagement they would like with the IDRM research community

This initial discussion is exploratory and helps confirm suitability before any dates are provisionally held.

## **Step 2 - Provisional booking**

Once an event format and date are agreed:

- The event space is provisionally reserved
- Any optional add-ons are discussed
- IDRМ confirms next steps for formal booking

## **Step 3 - Booking confirmation**

Supplier events are confirmed via an Engagement Booking Form, which sets out:

- The scope of the event
- Roles and responsibilities of both parties
- Payment and invoicing arrangements
- Cancellation terms
- Health, safety, and data protection requirements

Bookings are provisionally held for 14 days pending receipt of the signed booking form (and PO, if applicable). A Purchase Order (PO) is preferred where possible.

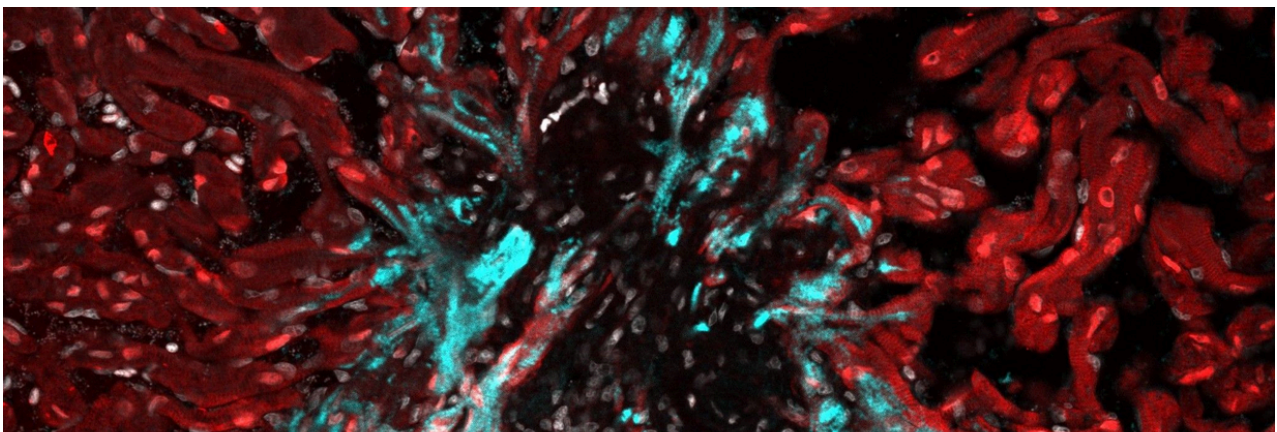
Once confirmed, an invoice for the full booking amount is issued in accordance with University of Oxford finance procedures.

## **Step 4 - Preparation and promotion**

Following confirmation, IDRМ coordinates preparation in line with the standard benefits outlined in the *Supplier Event Packages* section of this booklet, including promotion, space allocation, and practical arrangements.

## **Step 5 - Event delivery and follow-up**

On the day of the event, IDRМ provides appropriate on-site support. Following delivery, agreed post-event communications are issued.



# Sponsorship & Commercial Partner Programme

Sponsorship opportunities (including digital signage, event sponsorship, and the Commercial Partner Programme) follow a more flexible confirmation process, reflecting their non-event or longer-term nature.

## Step 1 - Initial discussion

All sponsorship arrangements begin with a conversation to understand:

- The organisation's objectives and interests
- The type of visibility or engagement being sought
- Indicative timescales and duration

This discussion helps identify the most appropriate sponsorship option.

## Step 2 - Sponsorship selection

Based on the discussion, IDRМ will outline suitable sponsorship options, which may include:

- Digital signage and visibility packages
- Event sponsorship
- The Commercial Partner Programme

Options can be combined or adapted where appropriate.

## Step 3 - Sponsorship confirmation

Sponsorships are confirmed via a written sponsorship summary, which clearly outlines:

- The sponsorship package selected
- Duration of the sponsorship
- Visibility and recognition included
- Payment and invoicing arrangements
- Any relevant conditions or acknowledgements

This approach provides clarity without requiring a full event booking agreement.

## Step 4 - Sponsorship activation

Once confirmed, sponsorship visibility is delivered in line with the agreed package and timescales.

Any additional activity beyond the agreed scope are discussed separately.

# Contact us



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