Dear Society Supporters:

We are so grateful for what our sponsors have helped us accomplish over the years. From underwriting conference attendance and membership to enabling the growth of a worldwide community of scholars and practitioners who use System Dynamics and so much more, we are immensely thankful to our past, present, and future sponsors.

This prospectus presents all of the Society’s current opportunities in one place. We ask you to explore how the Society can help you reach your target audience and increase the effectiveness of your engagement with the System Dynamics community. We look forward to working with you to develop a stronger partnership and to ensure sponsorship delivers meaningful value to your organization. If you do not see an opportunity that fits your needs, please let us know. We will work with you to craft the perfect sponsorship package to convey your key messages to the global System Dynamics community.

We invite you to review this year’s sponsorship opportunities and submit your pledge today.

Sincerely,

Shayne Gary
2022 Society President

The 40th International System Dynamics Conference
Diversity
HYBRID IN FRANKFURT
JULY 18-22, 2022
2022 SPONSORSHIP OPPORTUNITIES

SOCIETY SPONSOR | US$1,000

3 complimentary memberships (6 if students)
- Unlimited # of additional sponsored members at $100 each
- Logo on Society homepage with link to a page of choice
- Recognition on Society social media and email
- Option to post on wiSDom, the Society's blog
- Highlight your news sent to our email list 2x per year
- Recognition during our annual conference
- Listing in System Dynamics Review hard copy and online
- Ability to list your relevant events on the Society calendar

PATRON | US$2,500

6 complimentary memberships (12 if students)
- All above +
- Amplification on Society social media
- Recognition during each Society Seminar Series

BENEFACTOR | US$5,000

12 complimentary memberships (24 if students)
- All above +
- Conference thread sponsorship of your choice (see next page)
- One Sponsor-a-Scholar (see next page)

CONFERENCES SPONSOR | US$3,000

2 complimentary registrations (4 if virtual only)
- All above +
- Special placement on marketing materials
- Amplification on Society social media

CONFERENCES SUPPORTER | US$6,000

4 complimentary registrations (8 if virtual only)
- All above +
- Space available for side event (e.g. meeting, roundtable, social)
- conference thread sponsorship of your choice

SUSTAINER | US$12,500

6 complimentary registrations (12 if virtual only)
All above + conference moderator will explicitly thank you, special placement on all marketing materials and Society presentations, customized high profile conference event (e.g. Poster Symposium, Student-Organized Colloquium, entertainment, reception) with opportunity to welcome conference attendees,

DYNAMIC PARTNER | US$25,000

8 complimentary registrations (16 if virtual only)
All above + preeminent location on all marketing, opportunity to welcome conference attendees, and bespoke opportunity designed in partnership with Executive Director which might include hosting a special event, hackathon, scholarship, internship, or prize, at the conference or throughout the year.
2022 FURTHER SPONSORSHIP OPPORTUNITIES

**SPONSOR-A-THREAD**

**US$1,500**

1 complimentary registration (2 if virtual only)
As a thread sponsor, your organization can reach a targeted segment of our annual conference attendees by sponsoring one of our conference threads. In addition to powerful pre-event promotions and on-site exposure, this sponsorship provides opportunities for post-conference visibility for your organization.

- 1 complimentary Live Conference ticket (or 2 Virtual tickets)
- Acknowledgement on thread conference presentations
- Opportunity to introduce sessions and/or chair parallel session
- Recognition on Society website with logo as thread sponsor
- Sponsorship included in conference program
- Announcement of sponsorship on social media
- Inclusion of news in June newsletter to Society email list

**SPONSOR-A-PROJECT**

**US$1,500**

We offer a few new sponsorship opportunities for your consideration in 2022. The will support projects currently underway in the office and help them to achieve completion sooner. Projects include: Bibliography, Career Link, Referral Service, Learning Resources, Marketing the Field, and the Mentorship Program. Each project has been progressing, but will benefit from further funding to increase our capacity to deliver. Funding will not only further these efforts, but provide internships for the many students and recent graduates ready, willing, and able to take them on. Sponsors will have their logo prominently displayed on the relevant page and will have the opportunity to shape the next iteration of the service.

**SPONSOR-A-SCHOLAR**

**US$500**

Due to the generous support of sponsors and contributors, we were able to fund 38 scholars who otherwise might not have been able to attend the 2021 conference or Summer School. Join us in developing the future leaders of our field by making a contribution to sponsor 2022 conference attendance by scholars. 100% of what you give goes to support a scholar.

- Acknowledgement during the conference program
- Opportunity to interact with your scholars
- Scholars provided zoom background with your corporate logo
- Sponsorship included in conference program
- Announcement of sponsorship on social media

**SEMINAR SPONSOR**

**US$1,000**

Our Seminar Series aims to promote and improve participant’s skills to effectively apply systems thinking and System Dynamics to private and public sector challenges. These virtual seminars cover a wide range of topics across many domains and typically receive over 150 in attendance. By sponsoring a Seminar you get the chance to be featured and highlighted during the seminar. We'll be able to make the seminar free for everyone and increase the audience.

- Logo on Seminar invitation (digital)
- Moderator will recognize and thank the sponsor during the Seminar
- Announcement of Seminar on Social Media and Email
- Opportunity for sponsor to include a brief message to the audience (e.g. slide on seminar deck during introduction, subject to approval)
2022 UNIVERSITY PARTNERSHIP OPPORTUNITIES

UNIVERSITY PARTNER
US$100

The purpose of the partnership is to expand the sense of community for students who are new to the field by including them in the Society. Beginning students rarely have any knowledge about the Society and are unaware of our member benefits including reduced prices for conference registration and free digital access to the System Dynamics Review.

- Logo and link on Degree Courses and Online Course Catalog pages
- $5 discount on memberships for all current students and recent graduates (those completing in the last 2 years). 2 options:
  - University Pay: purchase memberships directly, $20/student.
  - Students Self Pay: students join and pay with a discount code.
- 10% discount on conference registration for current students
- Announcement of University Collaborator sponsorship in our Newsletter and on social media.

UNIVERSITY COLLABORATOR
US$500

University Collaborators help develop the skills of our future leaders in the field by connecting their students and faculty with the Society, the numerous membership benefits and conference discounts. In addition, your university gains name recognition within the System Dynamics community.

- Logo and link on Degree Courses and Online Course Catalog pages
- 10% discount on conference registration for students and faculty members
- 1 complimentary faculty membership
- 2 complimentary student memberships
- $5 discounts on additional memberships for all current students and recent graduates
- Announcement of University Collaborator sponsorship in our Newsletter and on social media.

HAVE A SPONSORSHIP IDEA?

We would be happy to work with you to create a customized package. Contact rebecca@systemdynamics.org to start the conversation.
YES, WE WANT TO SUPPORT THE SOCIETY IN 2022!

CONTACT INFO
Organization:
Contact:
Email:
Please indicate any changed info below:
Address:
City, State, Postal Code, Country:
Phone:
Website:
Social Media Handles:
Complimentary Members & Emails:

Complimentary Conference Registrants & Emails:

Please enter your sponsorship selections and submit your payment on our website or return this form to:
System Dynamics Society
451 King Street #542
Littleton, MA 01460-0542 USA
office@systemdynamics.org

We will follow up upon receipt of this form. Thanks!

SPONSORSHIP LEVEL
SOCIETY
☐ Sponsor (US$1,000)
☐ Patron (US$2,500)
☐ Benefactor (US$5,000)

CONFERENCE
☐ Exhibitor (US$1,500)
☐ Conference Sponsor (US$3,000)
☐ Conference Supporter (US$6,000)

COMBINED
☐ Sustainer (US$12,500)
☐ Dynamic Partner (US$25,000)

OTHER
☐ Sponsor-a-Thread (US$1,500):
  ___ Diversity (NEW)
  ___ Business and Strategy
  ___ Environment and Resources
  ___ Learning and Teaching
  ___ Operations
  ___ Psychology and Human Behavior
  ___ Security, Stability, and Resilience
  ___ Transport and Mobility
  ___ Economics
  ___ Health
  ___ Methodology
  ___ Public Policy
  ___ Stakeholder Engagement

☐ Seminar Sponsor Which Seminar:

☐ Sponsor-a-Project (US$1,500) Which project:

☐ Sponsor-a-Scholar (US$500 each) How many?

☐ University Partner ($100). # of student memberships:
  ___ Univ. Pay or ___ Self Pay

☐ University Collaborator ($500). # of additional student memberships:
  ___ Univ. Pay or ___ Self Pay

PAYMENT DETAILS
☐ CHECK
In US$, drawn on US Bank, payable to System Dynamics Society via address below

☐ WIRE TRANSFER
We will send an invoice with wire details to contact email

☐ CREDIT CARD
Type:
Card Number:
Expiration Date:
Signature:
Billing Address: