

# 2023 SPONSORSHIP PROSPECTUS



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.

We are pleased to announce a new recognition for "Founding Sponsors," those who have made cumulative contributions of more than \$100,000 by 2027. You can find new information on our website about Planned Giving and charitable donations to unlock this opportunity to support the Society's mission.

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,

*Bradley*

Bradley Morrison  
2023 Society President

## 41st International System Dynamics Conference

### Adapting in the Face of Change

Chicago, USA

JULY 23-27, 2023

# 2023 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
- Recognition during our [annual conference](#)
- Listing in [System Dynamics Review](#) hard copy and online
- Recognition during each Society Seminar Series
- Ability to list your relevant events on the [Society calendar](#)

PATRON | US\$2,500

**6 complimentary memberships (12 if students)**

- All above +
- Amplification of your posts on Society social media
- Special placement on marketing materials, emails, and website
- One Sponsor-a-Scholar for our annual conference

BENEFACTOR | US\$5,000

**12 complimentary memberships (24 if students)**

- All above +
- [Conference thread](#) sponsorship of your choice
- Amplification on social media
- Individual email announcing sponsorship to 10,000+ mailing list

## CONFERENCE

EXHIBITOR | US\$1,500

**1 complimentary registration**

- Space to exhibit your organization at onsite conference
- Organization's name on all conference literature and emails
- Logo w/ link included on [conference websites](#)
- Announcement of sponsorship via social media
- Inclusion in special thank you letter to all conference sponsors sent prior to conference

CONFERENCE SUPPORTER | US\$3,000

**2 complimentary registrations**

- All above +
- One 30 minute meeting for exhibitor demos during conference
- Special placement on marketing materials, emails, and websites
- Dedicated Zoom meeting room to connect w/ attendees

CONFERENCE CHAMPION | US\$6,000

**3 complimentary registrations**

- All above +
- 3 minute advertisement featured before one plenary
- Additional 30 minute meeting for exhibitor demo (60 min total)
- Individual email announcing sponsorship to 10,000+ mailing list
- Premier placement on marketing materials
- Amplification on Society social media
- Conference Thread sponsorship

DYNAMIC PARTNER | US\$25,000

**12 complimentary memberships (24 if students)**

**4 complimentary registrations**

All above + preeminent location on all marketing materials, conference moderator will explicitly thank you, bespoke opportunity designed in partnership with Executive Director which might include hosting a special event, hackathon, scholarship, internship, or prize.

# 2023 CONFERENCE ON-SITE OPPORTUNITIES

## BREAK SPONSOR

US\$15,000

**4 complimentary memberships (8 if students)**

**4 complimentary registrations**

Break Sponsors at the Conference get access to a wide variety of benefits, including the following:

### Conference Benefits

- 1 minute plenary announcement of break
- Special placement of name or logo on all conference literature, website, and emails
- Custom sponsor Zoom background for your attendees
- Private conference Zoom room to connect w/ attendees
- Optional 60 minute exhibitor demo of product or service
- Recognition during our annual conference
- Conference thread sponsorship of your choice (see relevant page)

### Society Benefits

- Logo w/ link on Conference Website and Society Homepage
- Recognition during each Society Seminar Series
- Announcement of sponsorship via social media and email
- Amplification on social media
- Unlimited # of additional sponsored members at \$100 each
- Option to post on wiSDom, the Society's blog
- Listing in System Dynamics Review hard copy and online
- Ability to list your relevant events on the Society calendar

## RECEPTION SPONSOR

US\$30,000

**4 complimentary memberships (8 if students)**

**4 complimentary registrations**

- All previously mentioned benefits to the left +
- Opportunity to welcome reception attendees during 3 minute plenary announcement
- Premier location on all marketing materials
- Marketing materials highlighting your organization at the conference Reception displayed on stand at Reception entrance

## BANQUET SPONSOR

US\$50,000

**4 complimentary memberships (8 if students)**

**4 complimentary registrations**

- All previously mentioned benefits +
- Opportunity to welcome banquet attendees during 7 minute plenary announcement
- Marketing materials highlighting your organization at the conference Banquet displayed on stand at Banquet entrance

# 2023 FURTHER SPONSORSHIP OPPORTUNITIES

## THREAD SPONSOR

US\$1,500

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.

- Acknowledgement on thread conference presentations
- Opportunity to introduce sessions and/or chair parallel session
- Recognition on Society website as thread sponsor
- Sponsorship included in conference program
- Announcement of sponsorship on social media

## SPONSOR-A-SCHOLAR

US\$500 CONFERENCE ATTENDEE

US\$500 SUMMER SCHOOL

Due to the generous support of sponsors and contributors, we were able to fund scholars who otherwise might not have been able to attend the 2022 conference and/or Summer School. Join us in developing the future leaders of our field by making a contribution to sponsor 2023 conference attendance by scholars and/or Summer School scholars. 100% goes to support a scholar.

- Acknowledgement during the conference program
- Opportunity to interact with your scholar(s)
- Scholars provided zoom background with your organization's logo
- Announcement of sponsorship on social media

## PROJECT SPONSOR

US\$1,500

We offer a few new sponsorship opportunities for your consideration in 2023. They 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.

## 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)

# 2023 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

## UNIVERSITY COLLABORATOR

US\$1,000

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 access to the digital System Dynamics Review. In addition, your university gains name recognition within the System Dynamics community and receives a variety of additional benefits.

- Logo and link on [Society Homepage](#), Degree Courses Page, and [Online Course Catalog](#).
- 2 complimentary faculty memberships
- 3 complimentary student memberships
- Unlimited additional faculty (regular) memberships at \$100 each
- Unlimited additional student memberships at \$20 each (for current students and recent graduates)
- Announcement of University Collaborator sponsorship in our Newsletter and on social media.
- Option to post on [wiSDom](#), the Society's blog
- Recognition during our annual conference
- Listing in [System Dynamics Review](#) hard copy and online
- Ability to list your relevant events on the [Society calendar](#).

## HAVE A SPONSORSHIP IDEA?

We would be happy to work with you to create a customized package. Contact [rebecca@systemdynamics.org](mailto:rebecca@systemdynamics.org) to start the conversation.



## YES, WE WANT TO SUPPORT THE SOCIETY IN 2023!

### 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

895 Park Blvd #204

San Diego, CA 92101 USA

rebecca@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)
- University Partner (\$100). # of student memberships: \_\_\_\_  
\_\_\_\_ Univ. Pay or \_\_\_\_ Self Pay
- University Collaborator (\$1,000)
- Seminar Sponsor (\$1,000)  
Which Seminar: \_\_\_\_\_
- Project Sponsor (\$1,500)  
Which Project: \_\_\_\_\_

### COMBINED

- Dynamic Partner (US\$25,000)

## PAYMENT METHOD

- CHECK
- WIRE TRANSFER
- CREDIT CARD

### CONFERENCE

- Exhibitor (US\$1,500)
- Conference Supporter (US\$3,000)
- Conference Champion (US\$6,000)
- Break Sponsor (\$15,000)
- Reception Sponsor (\$30,000)
- Banquet Sponsor (\$50,000)
- Sponsor-a-Conference-Scholar (US\$500)  
How many? \_\_\_\_
- Sponsor-a-Summer School Scholar(US\$500) How many? \_\_\_\_
- Thread Sponsor (US\$1,500):
  - \_\_ Diversity
  - \_\_ 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