

# System Dynamics Society

We are a membership-based non-profit organization dedicated to spreading systems thinking and System Dynamics globally

Our vision is that System Dynamics will transform society by improving decision-making, thus helping to effectively tackle some of the most pressing social issues of our time, such as climate change, population health, equity, supply chain shortages, pandemic preparedness, and sustainability.



## What is System Dynamics?

A computer-aided approach to strategy and policy design. It uses **simulation modeling** based on feedback system theory often combined with participatory community-based methods.

## What do we offer?

We offer your organization an opportunity to support the Society's mission and enhance your **brand recognition and visibility** among the diverse global System Dynamics community through our **email marketing campaigns, Google Ads grant, website, conferences, seminars, and social media.**



## Our Purpose

"System Dynamics provides insights on some of the most complex and challenging problems facing society today and helps to identify high leverage points for tackling these issues. The Society encourages the development and use of System Dynamics around the world by bringing together researchers, educators, students, consultants and practitioners to keep abreast of current developments and to build on each other's work."

Shayne Gary, 2022 Society President

# Our Global Reach

## 2022 Review



### Membership

1300+ members spread over all continents, our members organize themselves in smaller active groups.

18 Special Interest Groups  
22 Chapters



### Social Media

We've been growing fast on all platforms. Our mailing list is our most important communication channel.

Followers

6,500  
 7,000  
 1,900  
 1,000  
 5,000

### Website

**524K**

Website Visits  
per Year

**2**

Minutes Spent/Page



### Events

**1st HYBRID Conference**  
52% Online | 48% Live  
64% Regular | 36% Student  
56 Countries Represented  
16 Scholarships Awarded

**538**

Conference  
Attendees



10 annual presentations  
by thought leaders in the  
field in our **Seminar Series**

**1.1K**

Seminar Series  
Attendees



### Advertising

**\$120,000**

Received and Spent in  
Google Ads Grant

**1.1M**

Impressions

**90K**

Clicks



### Journal

**3.040**

Record **Impact Factor** for the  
**System Dynamics Review** (2021)



We are a gold  
guidestar transparency  
organization

## Contact Us

office@systemdynamics.org  
+1 (978) 540-0411  
systemdynamics.org



# 2023 Sponsorship Prospectus

Sponsorship helps us serve our members and grow the System Dynamics field worldwide, while also providing your organization with long-term exposure to the community.

## 2023 International System Dynamics Conference

Adapting in the Face of Change

Chicago, USA

July 23-27, 2023

## Letter from our President

Dear valued Society supporters,

We couldn't have accomplished all that we have without your generous sponsorship over the years. Thanks to our sponsors contributions, we've been able to underwrite conference attendance, support membership growth, and foster a global community of System Dynamics scholars and practitioners.

We're excited to announce a new recognition opportunity for our "[Founding Sponsors](#)" who have made cumulative donations of over \$100,000 by 2027. You can find more information on our website about [Planned Giving](#) and charitable donations that will unlock this special opportunity to support our mission.

Our prospectus showcases all of the Society's current sponsorship opportunities in one convenient place. We invite you to explore how partnering with us can help you reach your target audience and increase your engagement with the System Dynamics community. We are committed to working closely with you to develop a strong partnership and ensure that your sponsorship delivers meaningful value to your organization. If you don't see an opportunity that fits your needs, please let us know. We'll work with you to create a custom sponsorship package that effectively conveys your message to the global System Dynamics community.

We urge you to review this year's sponsorship opportunities and make your pledge today. Join us in advancing the field of System Dynamics and making a lasting impact on our community.

Sincerely, *Bradley*

Bradley Morrison

2023 Society President

# Conference

## Exhibitor \$1,500

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### 1 complimentary registration

- Space to exhibit your organization at an 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 the conference

## Supporter \$3,000

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### 2 complimentary registrations

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

## Champion \$5,000

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### 3 complimentary registrations

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

## Dynamic Partner \$25,000

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12 complimentary memberships (24 if students)

4 conference complimentary registrations

- All on the left +
- Preeminent location on all marketing materials
- The conference moderator will explicitly thank you with
- Bespoke opportunities designed in partnership with Executive Director which might include hosting a special event, hackathon, scholarship, internship, or prize.

## Thread Sponsor \$1,500

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As a [thread](#) sponsor, your organization can reach a targeted segment of our **annual conference** attendees.

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

## Sponsor-a-Scholar \$500

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Join us in developing future leaders of our field by sponsoring a scholar's 2023 [conference attendance](#) or [Summer School](#). 100% of your contribution goes toward supporting a scholar who otherwise might not be able to attend.

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

# Conference On-Site

## **Break Sponsor \$15,000**

4 complimentary memberships (8 if students)  
4 complimentary registrations

### Conference Benefits

- A 1-minute plenary announcement at a 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

### 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 \$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 \$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

## **Contact Us**

office@systemdynamics.org  
+1 (978) 540-0411  
systemdynamics.org



## Contact Info

Organization:

Contact:

Email:

Phone:

Address:

State:

Postal Code:

Country:

Website:

Social Media Handles:

Memberships  
& Conference Tickets

Name; Email:

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**systemdynamics.org**

Select your sponsorship and submit your payment through our website or return this form to:

rebecca@systemdynamics.org  
System Dynamics Society  
815 E St #12747  
San Diego, CA 92112 USA

### Payment Method

Check  Wire Transfer  Credit Card



**We are a gold  
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organization**

## Conference

- Exhibitor \$1,500
- Conference Supporter \$3,000
- Conference Champion \$6,000
- Dynamic Partner \$25,000
- Break Sponsor \$15,000
- Reception Sponsor \$30,000
- Banquet Sponsor \$50,000
- Sponsor-a-Conference-Scholar \$500  
How many? \_\_\_\_
- Sponsor-a-Summer School Scholar \$500  
How many? \_\_\_\_
- Thread Sponsor \$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