

# 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.**

1.3K

Members

70

From 70 countries

11K

Mailing List Subscribers

[systemdynamics.org](https://systemdynamics.org)



## 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



We are a gold  
guidestar transparency  
organization



### 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)



# 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

# Society

## Sponsor \$1,000

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### 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's social media platforms and mailing list
- 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 \$2,500

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### 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 \$5,000

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### 12 complimentary memberships (24 if students)

- All above +
- Conference Thread sponsorship of your choice
- Individual email announcing sponsorship to 10,000+ mailing list

## Dynamic Partner \$25,000

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### 12 complimentary memberships (24 if students) 4 conference complimentary registrations

- All above +
- 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.

## Contact Us

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



# 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 \$6,000

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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.

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# 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

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# Other Sponsorship

## Thread Sponsor \$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.

- 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

## Project Sponsor \$1,500

Accelerate our ongoing projects, including [Bibliography](#), [Career Link](#), [Referral Service](#), [Learning Resources](#), [Marketing the Field](#), and the [Mentorship Program](#). Your support will increase our capacity to deliver and create internships for students and recent graduates. As a sponsor, your logo will be prominently displayed, and you'll have the opportunity to shape the next iteration of our services

## Sponsor-a-Scholar \$500

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

## Seminar Sponsor \$1,000

Our [Seminar Series](#) promotes system thinking and dynamics for private and public sector challenges. Sponsor a virtual seminar, be featured and highlighted, and help increase the audience. Typically, over 150 attend. Your sponsorship helps us make the seminar free for everyone.

- Logo on Seminar invitation (digital)
- The 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)

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# University Partnerships

## Collaborator \$1,000

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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 \$25 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.

## Partner \$100

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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, \$25/student.
  - Students Self-Pay: students join and pay with a discount code.
- 10% discount on conference registration for current students

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## 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

## Society

- Sponsor \$1,000
- Patron \$2,500
- Benefactor \$5,000
- University Partner \$100  
# of student memberships: \_\_\_\_  
\_\_\_ Univ. Pay or \_\_\_ Self Pay
- University Collaborator \$1,000
- Seminar Sponsor \$1,000  
Seminar \_\_\_\_\_
- Project Sponsor \$1,500  
Project \_\_\_\_\_

## Combined

- Dynamic Partner \$25,000

## Payment Method

- Check
- Wire Transfer
- Credit Card

## Conference

- Exhibitor \$1,500
- Conference Supporter \$3,000
- Conference Champion \$6,000
- 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

