



2024 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.

2024 International System Dynamics Conference

Bridging Perspectives for
New Insights

Bergen, Norway
August 4-8, 2024

Letter from our President

Dear valued Society sponsors,

Thanks to our sponsors' generous contributions over the years, we've been able to underwrite conference attendance, support membership growth, promote the field worldwide, and foster a global community of System Dynamics scholars and practitioners.

In 2023, we introduced a 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. Keep an eye out for the début of the SDS Donor Hall of Fame to be revealed at the 2024 Bergen Conference.

Our prospectus showcases the Society's sponsorship opportunities. Partnering with us can help 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. We can create a custom sponsorship package that effectively conveys your message to the global System Dynamics community if the options presented don't align with your needs.

We invite you to explore the 2024 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,

Allyson Beall King
President 2024

Conference

Exhibitor \$1,750

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 \$3,500

2 complimentary registrations

- All above +
- One 30-minute meeting for exhibitor demos during the conference
- Special placement on marketing materials, emails, and websites
- Co-develop and market a page for your organization on Society website
- Dedicated Zoom meeting room to connect w/ attendees

Champion \$7,000

3 complimentary registrations

- All above +
- A 3-minute advertisement featured before one plenary
- Additional 15-minute meeting for exhibitor demo (45 min total)
- An individual email announcing sponsorship to 11,000+ mailing list
- Premier placement on marketing materials
- Amplification on Society's social media

Dynamic Partner \$25,000

12 complimentary memberships (24 if students) 4 complimentary registrations

- All benefits on the left +
- 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
- Listing in [System Dynamics Review](#) online
- Recognition during each Society [Seminar Series](#)
- Ability to list relevant events on [Society calendar](#)
- Co-develop and market a page for your organization on Society website
- One Sponsor-a-Conference-Scholar
- Preeminent location on all marketing materials for the Society and Conference
- Conference moderator will explicitly thank you
- Bespoke opportunities designed in partnership with Executive Director which might include hosting a special event, hackathon, scholarship, internship, or prize. Complex events may require additional funding support.

Conference On-Site

Coffee 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 45-minute exhibitor demo of product or service
- Recognition during our annual [conference](#)

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](#) online
- Ability to list your relevant events on Society [calendar](#)
- Badge for your website, social media and/or LinkedIn to indicate that you are a sponsor

Lunch 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 Lunch displayed on stand at Lunch entrance

For the 2024 Conference, the following event will only occur with sponsorship support.

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



Other Sponsorship

Sponsor-a-Conference-Scholar \$500

CONFERENCE SCHOLARSHIP

Join us in developing future leaders of our field by sponsoring a scholar's 2024 conference attendance. 100% of your contribution goes toward supporting a scholar who otherwise might not be able to attend.

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

Sponsor-a-Summer-School-Scholar \$500

SUMMER SCHOOL SCHOLARSHIP

Support scholars to enrich their learning and deepen their skills by attending the 2024 Summer School. 100% of your contribution goes toward supporting a scholar with financial need and potential to make a positive impact in their community through System Dynamics.

- Acknowledgment during the conference
- Scholars provided a zoom background with your organization's logo
- Announcement of sponsorship on social media



Contact Info

Organization:

Contact:

Email:

Phone:

Address:

State:

Postal Code:

Country:

Website:

Social Media Handles:

Memberships
& Conference Tickets

Name; Email:

systemdynamics.org

Conference

- ☐ Exhibitor \$1,750
- ☐ Conference Supporter \$3,500
- ☐ Conference Champion \$7,000
- ☐ 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? ____

Combined

- ☐ Dynamic Partner \$25,000

Payment Method

- ☐ Check ☐ Wire Transfer ☐ Credit Card

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

rebecca@systemdynamics.org

meagan@systemdynamics.org

System Dynamics Society

815 E St #12747

San Diego, CA 92112 USA

Contact Us

rebecca@systemdynamics.org

meagan@systemdynamics.org

+1 (617)504-3797

systemdynamics.org

