

# 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.



## Mission

Our mission is to advance the field of System Dynamics and promote its use as a powerful tool for understanding complex systems and solving real-world problems.

We aim to:

- Foster collaboration and knowledge sharing among System Dynamics practitioners, researchers, and educators.
- Provide access to the latest research, best practices, and tools in the field.
- Support the growth and development of System Dynamics professionals through training, networking, and professional development opportunities.
- Raise awareness and understanding of System Dynamics and its applications among decision-makers, organizations, and the broader public.

## 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, website, conferences, seminars, and social media.**



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



## MEMBERSHIP

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

**1.3K**

Members

**18** [Special Interest Groups](#)  
**22** [Chapters](#)



## SUBSCRIBERS

Our Mailchimp mailing list is a key communication channel






**11.8K**

Subscribers



## SOCIAL MEDIA REACH

Our followers are growing fast!

-  6,800
-  9,000
-  3,100
-  1,200
-  5,800

**25.9K**

Followers



## WEBSITE REACH

**~4**  
Minutes  
Spent/Page

**151K**

Website Visits/Yr



## CONFERENCE

Our second international hybrid conference in Chicago.  
40% Online | 58% Live  
67% Regular | 33% Student  
53 Countries Represented  
40 Supported Conference Volunteers

**456**

Conference Attendees



## SUMMER SCHOOL

Intensive training to deepen System Dynamics knowledge and skills.

**98**

Participants



## SEMINAR SERIES

12 annual presentations by thought leaders in the field

**720**

Attendees



## NETWORKING SERIES

10 Networking Sessions  
Practitioner, SIG, and Member Networking

**120+**

Participants



## JOURNAL

Record **Impact Factor** for the [System Dynamics Review](#) (2022)  
28 Articles published in **SDR**

**4.8**

Impact Factor



## UNIVERSITY INNOVATION

73 Universities worldwide teaching System Dynamics

**73**

Universities



## AWARDS

We provide awards for outstanding scholars in the field  
2023 Awards Granted:  
Dana Meadows Award  
SD Applications  
Outstanding Service  
Best Health Systems Paper  
PwC Hackathon

**\$10K**

Award Funding



## SCHOLARSHIPS

We provide scholarships for our programs.  
12 Summer School  
18 Conference  
2 Student Chapter  
12 Membership

**44**

Scholarships



## GUIDESTAR RATING

We are proud of our financial and leadership DEI transparency.





# 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,

A handwritten signature in black ink that reads "Allyson".

Allyson Beall King  
President 2024

# Society

## Sponsor \$1,500

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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 online
- Recognition during each Society Seminar Series
- Ability to list relevant events on Society calendar

## Patron \$3,000

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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
- Co-develop and market a page for your organization on Society website
- One Sponsor-a-Scholar for our annual conference

## Benefactor \$6,000

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### 12 complimentary memberships (24 if students)

- All above +
- Individual email announcing sponsorship to 11,000+ mailing list

## Dynamic Partner \$25,000

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

- All above +
- Preeminent location on all marketing materials, emails, and website (Society and Conference)
- 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 benefits:

- Conference moderator will explicitly thank you
- Space to exhibit your organization at 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
- 45 minute meeting for exhibitor demos during conference
- Dedicated Zoom meeting room to connect w/ attendees
- 3 minute advertisement featured before one plenary

# Conference

## Exhibitor \$1,750

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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 \$3,500

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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
- Co-develop and market a page for your organization on Society website
- Dedicated Zoom meeting room to connect w/ attendees

## Champion \$7,000

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### 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

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

- All 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

## Conference Sponsor-a-Scholar \$500

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### 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

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

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### 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

## Seminar Sponsor \$1,000

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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)

## Project Sponsor \$1,500

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Accelerate our ongoing projects, including the University Innovation Team, 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.



# University Partnerships

## University Partner \$500

### 3 complimentary student memberships

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
- Unlimited additional student memberships at a discounted rate of \$25 each (for current students and recent graduates)

## University Collaborator \$1,500

### 2 complimentary faculty memberships 3 complimentary student memberships

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.

All benefits on the right +

- Logo and link on Society [Homepage](#)
- Unlimited additional faculty (regular) memberships at \$100 each
- 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](#) online
- Ability to list your relevant events on Society calendar.





## 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](http://systemdynamics.org)

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

## Society

- Sponsor \$1,500
- Patron \$3,000
- Benefactor \$6,000
- University Partner \$500
- University Collaborator \$1,500
- Seminar Sponsor \$1,000  
Seminar \_\_\_\_\_
- Project Sponsor \$1,500  
Project \_\_\_\_\_
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## Combined

- Dynamic Partner \$25,000

## Payment Method

- Check  Wire Transfer  Credit Card

## 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? \_\_\_\_

## Contact Us

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