



**Financial Women of San Francisco (FWSF) is a professional women’s organization founded in 1956—the first such organization in the country.**

We provide programming in the Bay Area. The FWSF Scholarship Fund is an affiliated 501(c)(3) public charity that awards scholarships to promising women studying finance at Bay Area colleges and universities.

## Mission

**Advancing the success of women in finance.**

FWSF advances professionalism in finance and financial services by promoting the development, career progress and leadership of women.

### We do this by:

- Providing a public forum for examination of important contemporary issues in business, finance, governmental policy and civic affairs.
- Providing a broad-based network of contacts for women in the field and encouraging camaraderie and cooperation.
- Gaining greater recognition for women’s achievements in business.
- Providing professional development and leadership opportunities for women.
- Encouraging women to seek career opportunities in finance and business.
- Providing financial support to women studying for careers in finance through the FWSF Scholarship Fund.
- Fostering a culture of diversity and inclusion in FWSF’s membership, leadership and activities.

## Membership

FWSF’s over 400 members represent a cross-section of executives and managers in finance and the financial services industry including accountants, analysts, bankers, brokers, CFOs, controllers, estate lawyers, financial planners, hedge fund managers, human resources professionals, investment bankers, marketers, money managers, treasurers, venture capitalists and others. Our members come from San Francisco, the Peninsula, the East Bay and beyond.

## Benefits

**FWSF serves its members in these ways:**

- **Industry Leadership Series** featuring leading experts discussing topical finance-related issues. Examples include: global outsourcing, diversity in the boardroom, the power of institutional and private equity investors, microfinance and the multigenerational financial services market.
- **Professional Development Series** featuring mentoring programs and seminars on areas of professional and personal interest. Examples include negotiation and communication skills, networking techniques and issues of leadership.
- **Networking Events** including social mixers and other gatherings to allow financial women to enhance their networks of personal and professional relationships. FWSF’s Sponsor/Member Career Networking events will enable sponsors to introduce their organizations to a qualified group of finance professionals.
- **Financial Woman of the Year Event:** This annual signature event honors a highly accomplished woman executive in finance and/or financial services. We celebrated the 20th anniversary of this high profile event in 2015. It was generously underwritten last year by an array of sponsors (listed at right).
- **Access to Leaders:** FWSF offers its members online directories to facilitate networking, providing access to some of the most accomplished women in the industry.
- **Job Postings:** Online, in a variety of finance and related fields.
- **Scholarships:** Provided by the FWSF Scholarship Fund, these awards are made to women pursuing finance related degrees (business, economics, accounting, other) at accredited universities in the Bay Area. As of 2016, FWSF has awarded \$2M in scholarships over 30 years.

## 2017 Sponsors

### Visionary

Charles Schwab  
Gilead Sciences  
KPMG LLP  
Oracle  
Salesforce

### Benefactor

Chevron  
Honeywell  
McKesson  
Robin Washington  
San Francisco Business Times

### Pacesetter

Bank of America  
Bank of the West  
Boston Consulting Group  
Dignity Health  
Evercore Partners  
Goldman Sachs  
Hall Capital Partners  
Harden Communications  
Intuit  
Ireland Presentations  
Saama Technologies  
Sutter Health  
Wells Fargo  
Workday

### Patron

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Stephanie Di Marco  
Franklin Templeton Investments  
Google  
Hitachi  
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JP Morgan  
Morgan Stanley  
Mizuho  
PricewaterhouseCoopers  
RINA Accountancy Corporation  
Robert Half International  
US Bank  
Visa  
David Wells

## FWSF Member Profile

As you consider an FWSF sponsorship, here’s some information about members that you may find interesting:

- 57% have a masters or doctorate degree
- 45% have a median personal income of \$150K or more
- 41% have a median household income of \$250K or more
- 47% are owners, executives or senior management
- 74% are employed full time
- 68% have professional certifications and/or licenses
- 92% joined FWSF for networking opportunities
- 67% belong to other professional organizations



## 2018 Annual Sponsorship Opportunities and Benefits

Visionary	Benefactor	Pacesetter	Patron	Table Sponsor
\$30,000	\$20,000	\$10,000	\$5,000	\$3,500
<b>MARKETING AND ADVERTISING</b>				
Premier FWSF website acknowledgement w/ link (for one year)	FWSF website acknowledgement w/ link (for one year)	FWSF website acknowledgement w/ link (for one year)	FWSF website acknowledgement w/ link (for one year)	
FWSF website home page acknowledgement, Premier display of company name & logo on marketing materials for the Scholarship Luncheon	Premier display of company name & logo and marketing materials for the Scholarship Luncheon	Display of company name & logo on program and marketing materials for the Scholarship Luncheon		
Logo on program for the Scholarship Luncheon	Logo on program for the Scholarship Luncheon	Logo on program for the Scholarship Luncheon	Name recognition at Scholarship Luncheon	
Premier display of company name & logo on marketing materials for the Financial Woman of the Year Luncheon	Premier display of company name & logo on marketing materials for the Financial Woman of the Year Luncheon	Name recognition for the Financial Woman of the Year Luncheon	Name recognition for the Financial Woman of the Year Luncheon	Name recognition for the Financial Woman of the Year Luncheon
Full page ad in program for the Financial Woman of the Year Luncheon	1/2 page ad in program for the Financial Woman of the Year Luncheon	1/2 page ad in program for the Financial Woman of the Year Luncheon	1/4 page ad in program for the Financial Woman of the Year Luncheon	
Recognition in scholarship video and at podium for the Financial Woman of the Year Luncheon	Recognition in scholarship video and at podium for the Financial Woman of the Year Luncheon	Recognition in scholarship video and at podium for the Financial Woman of the Year Luncheon	Recognition in scholarship video and at podium for the Financial Woman of the Year Luncheon	
Recognition as sponsor in FWSF Newsletters and member communication	Recognition as sponsor in FWSF Newsletters and member communication	Recognition as sponsor in FWSF Newsletters	Recognition as sponsor in FWSF Newsletters	
Recognition as sponsor in print ads	Recognition as sponsor in print ads	Recognition as sponsor in print ads	Recognition as sponsor in print ads	
<b>MEMBERSHIPS</b>				
5 one-year FWSF Memberships	3 one-year FWSF Memberships	1 one-year FWSF Membership		
<b>EVENT TICKETS</b>				
10 invitations for premier FWSF events at VIP level	5 invitations for premier FWSF events at VIP level	3 invitations for premier FWSF events at VIP level		
8 tickets to FWSF program series events	6 tickets to FWSF program series events	4 tickets to FWSF program series events		
1 Table (seats 10) – seated with Scholarship Honoree and her Guest for the Scholarship Luncheon	1 Table (seats 10) – seated with Scholarship Honoree and her Guest for the Scholarship Luncheon			
3 VIP Premier Tables (each seats 10) for the Financial Woman of the Year Luncheon	2 VIP Premier Tables (each seats 10) for the Financial Woman of the Year Luncheon	1 VIP Premier Table (seats 10) for the Financial Woman of the Year Luncheon	1 VIP Premier Table (seats 10) for the Financial Woman of the Year Luncheon	1 VIP Premier Table (seats 10) for the Financial Woman of the Year Luncheon
10 invitations to the VIP pre-event for the Financial Woman of the Year Luncheon	6 invitations to the VIP pre-event for the Financial Woman of the Year Luncheon	4 invitations to the VIP pre-event for the Financial Woman of the Year Luncheon	2 invitations to the VIP pre-event for the Financial Woman of the Year Luncheon	
<b>RECRUITING</b>				
Contribute an article and post up to 5 jobs in one of the quarterly newsletters	Contribute an article in one of the quarterly newsletters			
Monthly email promotion of posted job openings	Monthly email promotion of posted job openings	Monthly email promotion of posted job openings		
Exclusive recruiting opportunity with Scholarship winners	Exclusive recruiting opportunity with Scholarship winners			

### Advertising Timeline

APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
Print Ads, Email Mailings Electronic Newsletter	Event Signage Program Materials	Email Mailings Event Signage Program Materials		Electronic Newsletter Email Mailings Print Ads	Event Signage Program Materials	Electronic Newsletter