



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 2018, FWSF has awarded over \$2.5M in scholarships over 30 years.

2018 Sponsors

Visionary

Charles Schwab
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Bank of America
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Goldman Sachs
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Patron

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RINA Accountancy Corporation
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Heidi Roizen
University of San Francisco
Woodruff Sawyer

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



2019 Annual Sponsorship Opportunities and Benefits

Visionary	Benefactor	Pacesetter	Patron	Table Sponsor
\$30,000	\$20,000	\$10,000	\$5,000	\$3,500
MARKETING AND ADVERTISING				
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	
MEMBERSHIPS				
5 one-year FWSF Memberships	3 one-year FWSF Memberships	1 one-year FWSF Membership		
EVENT TICKETS				
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	
RECRUITING				
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