



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** – leading experts and senior executives address current issues in finance, business, and career progression
- **Professional Development** – workshops build skills and advance personal and professional effectiveness
- **Member-only Networking** – monthly Brown Bag Lunches and quarterly Mixers offer networking in an informal setting
- **Lifestyle Events** – activities provide opportunities to share social, cultural, and charitable interests
- **Corporate Women’s Network Alliance** – FWSF facilitates a quarterly meeting for the leaders of Women’s Initiative Networks (WIN) within sponsoring organizations. A great way to learn best practices, source programming ideas and collaborate across companies on programs.

Annually, we hold four signature events:

- **Economic Outlook (January)** – leading financial experts share their economic and market outlook for the coming year
- **International Women’s Day (March)** – our half-day solutions-oriented exploration of the challenges that women address as they work to have successful careers, particularly in the financial industry
- **Scholarship Luncheon (June)** – a lunch event to celebrate our scholarship recipients
- **Financial Woman of the Year Luncheon (September/October)** – for over 20 years, we have recognized a female senior executive who demonstrates remarkable commitment to her profession, service to her community, and support for the advancement of women

2018 Sponsors

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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 \$30,000	Benefactor \$20,000	Pacesetter \$10,000	Patron \$5,000	Table Sponsor \$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 One-year participation in FWSF WIN Alliance	3 one-year FWSF Memberships One-year participation in FWSF WIN Alliance	1 one-year FWSF Membership One-year participation in FWSF WIN Alliance	One-year participation in FWSF WIN Alliance	
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