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.

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

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 Sponsors
**Visionary**
- Charles Schwab
- KPMG LLP
- RMS
- Salesforce

**Benefactor**
- Chevron
- DFJ Venture Capital
- McKesson
- Oracle
- San Francisco Business Times

**Pacesetter**
- Bank of America
- Bank of the West
- Goldman Sachs
- Harden Communications
- Ireland Presentations
- MUFG
- Pricewaterhouse Coopers

**Patron**
- Autodesk
- First Republic
- Gunderson Dettmer
- Melissa Maquilan Radic
- RINA Accountancy Corporation
- Robert Half International
- Heidi Roizen
- University of San Francisco
- Woodruff Sawyer

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FinancialWomenSF.org
# 2019 Annual Sponsorship Opportunities and Benefits

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**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 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

- 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

- 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
- 1/4 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
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- Recognition as sponsor in FWSF Newsletters and member communication
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- Recognition as sponsor in FWSF Newsletters

- Recognition as sponsor in print ads
- Recognition as sponsor in print ads
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**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

**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
- 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

- 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

- Exclusive recruiting opportunity with Scholarship winners
- Exclusive recruiting opportunity with Scholarship winners

**Advertising Timeline**

- April: Print Ads, Email Mailings, Electronic Newsletter
- May: Event Signage Program Materials
- June: Email Mailings, Event Signage Program Materials
- July: Electronic Newsletter
- August: Email Mailings, Print Ads
- September: Event Signage Program Materials
- October: Electronic Newsletter

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