



**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 exists to advance 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 Celebration (June)** – a virtual event in 2020 to celebrate our scholarship recipients
- **Financial Woman of the Year Celebration (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 (to be postponed in 2020)

## 2019 Sponsors

### Visionary

Charles Schwab  
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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



# 2020 Annual Sponsorship Opportunities and Benefits

<b>Visionary</b>	<b>Benefactor</b>	<b>Pacesetter</b>	<b>Patron</b>	<b>Sponsor</b>
<b>\$30,000</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>
<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 Celebration	Premier display of company name & logo and marketing materials for the Scholarship Celebration	Display of company name & logo on program and marketing materials for the Scholarship Celebration		
Logo on program for the June Scholarship Celebration	Logo on program for the June Scholarship Celebration	Logo on program for the June Scholarship Celebration	Name recognition at the June Scholarship Celebration	
Premier display of company name & logo on marketing materials for the September Recipient Celebration	Premier display of company name & logo on marketing materials for the September Recipient Celebration	Name recognition for the September Recipient Celebration	Name recognition for the September Recipient Celebration	Name recognition for the September Recipient Celebration
Recognition in scholarship video to be shown at September Recipient Celebration	Recognition in scholarship video to be shown at September Recipient Celebration	Recognition in scholarship video to be shown at September Recipient Celebration	Recognition in scholarship video to be shown at September Recipient Celebration	
Recognition as sponsor in FWSF Newsletters and weekly member communications	Recognition as sponsor in FWSF Newsletters and weekly member communications	Recognition as sponsor in FWSF Newsletters and/or email blasts	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	Recognition as sponsor in print ads
<b>MEMBERSHIPS</b>				
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	Six month participation in FWSF WIN Alliance
<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		
<b>2020 Changes Due to Global Pandemic:</b>				
<p>Exclusive invitations to sponsor only virtual events, including the September 2020 Recipient Celebration (in lieu of Financial Woman of the Year event) and the Sponsor and Member-only viewing of the August 2020 Passing the Torch Video Celebrating Women's Suffrage.</p> <p>Exclusive access to the 2020 Scholarship Video for sharing internally in their organization.</p>				
<b>RECRUITING</b>				
Contribute an article and post up to 5 jobs in one of the quarterly newsletters/email blasts	Contribute an article and post up to 5 jobs in one of the quarterly newsletters/email blasts			
Exclusive recruiting opportunity with Scholarship winners	Exclusive recruiting opportunity with Scholarship winners			

At FWSF, we know the needs of your company are changing, we welcome the opportunity to customize a sponsorship to meet your needs. Please do not hesitate to reach out to our 2020 Sponsorship Co-Chairs Mellissa Maquilan-Radic (melmaquilan@gmail.com) or Meredith Rosen (meredith@bedellfrazier.com) to learn more.