

The Financial Women's Association of San Francisco (FWA) is a professional women's organization founded in 1956—the first such organization in the country. We provide programming in three geographic areas: San Francisco, Silicon Valley and the East Bay. The FWA 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

To promote the success of financial women.

FWA 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 FWA Scholarship Fund.
- Fostering a culture of diversity and inclusion in FWA's membership, leadership and activities.

Membership

FWA's over 600 members represent a crosssection 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

FWA serves its members in the following ways:

- **Industry Leaders 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. FWA'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:** Launched in 1996 and hosted by the FWA Scholarship Fund, this annual signature event honors a highly accomplished woman executive in finance and/or financial services. Generously underwritten last year by an array of sponsors (listed at right), to date this event has raised over \$1.5 million for scholarship awards for 180 women.
- **Access to Leaders:** FWA offers its members both online and offline 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 FWA Scholarship Fund, these awards are made to women pursuing finance-related degrees (business, economics, accounting, other) at accredited universities in the Bay Area.

2010 Sponsors

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FWA Member Profile

As you consider an FWA sponsorship, here's some information about our 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 opportunities

92% joined FWA for networking opportunities

67% belong to other professional organizations

THE FINANCIAL WOMEN'S ASSOCIATION OF SAN FRANCISCO

Corporate Sponsorship Opportunities

Promoting the success of women
in finance for over 50 years

2011 Annual Sponsorship Opportunities and Benefits

Visionary	Benefactor	Pacesetter	Patron	Table Sponsor
\$30,000	\$20,000	\$10,000	\$5,000	\$3,000
Marketing and Advertising				
Recognition for underwriting 2 programs or events	Recognition for underwriting a program or event	Recognition for co-underwriting a program or event		
Premier FWA website acknowledgement w/ link (for one year)	FWA website acknowledgement w/ link (for one year)	FWA website acknowledgement w/ link (for one year)	FWA website acknowledgement w/ link (for one year)	
Premier display of company name & logo and marketing materials for the Scholarship Luncheon	Premier display of company name & logo and marketing materials for the Scholarship Luncheon	Display of company name & logo and marketing materials for the Scholarship Luncheon		
Logo on program for the Scholarship Luncheon	Logo on program for the Scholarship Luncheon			
Premier display of company name & logo and marketing materials for the Financial Woman of the Year Luncheon	Premier display of company name & logo and 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 FWA Newsletters	Recognition as sponsor in FWA Newsletters	Recognition as sponsor in FWA Newsletters	Recognition as sponsor in FWA Newsletters	
Recognition as sponsor in the electronic invitations distributed to members	Recognition as sponsor in the electronic invitations distributed to members	Recognition as sponsor in the electronic invitations distributed to members	Recognition as sponsor in the electronic invitations distributed to members	
Recognition as sponsor in San Francisco Business Times print ads	Recognition as sponsor in San Francisco Business Times print ads	Recognition as sponsor in San Francisco Business Times print ads	Recognition as sponsor in San Francisco Business Times print ads	
Memberships				
5 one-year FWA Memberships:	3 one-year FWA Memberships:	1 one-year FWA Memberships:		
Event Tickets				
10 invitations for each of 2 premier FWA events at VIP level	5 invitations for each of 2 premier FWA events at VIP level	3 invitations for each of 2 premier FWA events at VIP level		
8 tickets to FWA program series events	6 tickets to FWA program series events	4 tickets to FWA program series events		
1 Table – seated with Scholarship Honoree and her Guest for the Scholarship Luncheon	1 Table – seated with Scholarship Honoree and her Guest for the Scholarship Luncheon			
3 VIP Premier Tables for the Financial Woman of the Year Luncheon	2 VIP Premier Tables for the Financial Woman of the Year Luncheon	1 VIP Premier Table for the Financial Woman of the Year Luncheon	1 VIP Premier Table for the Financial Woman of the Year Luncheon	1 VIP Premier Table 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			