

THE FINANCIAL WOMEN'S ASSOCIATION OF SAN FRANCISCO

Corporate Sponsorship Opportunities

50
YEARS

Promoting the success of women
in finance for over 50 years

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 event in 2009 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 \$1.450 million for scholarship awards for 170 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.

2009 Sponsors

Visionary

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Robert Half
Wharton/University of Pennsylvania, San Francisco

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

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2009 Annual Sponsorship Opportunities and Benefits

Visionary	Benefactor	Pacesetter	Patron	Table Sponsor
\$30,000	\$20,000	\$10,000	\$5,000	\$2,500
Access to Exclusive FWA Assets				
Recognition for underwriting 2 programs or events	Recognition for underwriting a programs or events	Recognition for co-underwriting a programs or events		
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		
Featured participation at career networking program	Participation at career networking program	Participation at career networking program		
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)	
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		
5 one-year FWA memberships*	3 one-year FWA memberships*	1 one-year FWA memberships*		
June 4, 2009 - Luncheon Honoring 2009 Scholarship Recipients - The Palace Hotel - 11:30 - 2:00 PM				
Premier display of company name & logo and marketing materials	Premier display of company name & logo and marketing materials			
Logo on program	Logo on program			
One Table – seated with Scholarship Honoree and her Guest	One Table – seated with Scholarship Honoree and her Guest			
Opportunity to include branded item in honoree gift bags.	Opportunity to include branded item in honoree gift bags.			
Scholarship Recipient Access				
Exclusive recruiting opportunity with Scholarship winners.	Exclusive recruiting opportunity with Scholarship winners.			
October 7, 2009 - Financial Woman of the Year Luncheon - The Palace Hotel - 11:00-2:00 PM				
Premier display of company name & logo and marketing materials	Premier display of company name & logo and marketing materials	Display of company name & logo	Name recognition.	Name recognition
Full-page ad in program	1/2 page ad in program	1/2 page ad in program	1/4 page ad in program	
Three VIP Premier Tables	Two VIP Premier Tables	One VIP Premier Table	One VIP Event Table	One Event Table
10 invitations to the VIP pre-event	6 invitations to the VIP pre-event	4 invitations to the VIP pre-event	2 invitations to the VIP pre-event	
Recognition in scholarship video and at podium	Recognition in scholarship video and at podium	Recognition in scholarship video and at podium	Recognition in scholarship video	Recognition in program

* Must meet membership requirements or will be considered a "Friend of FWA". For budget and planning purposes, please note that for all levels 75% of the sponsorship amounts go towards the FWA Scholarship Program.