



**SFTMA**  
SAN FRANCISCO TREASURY  
MANAGEMENT ASSOCIATION



# Sponsorship

## Options & Benefits 24-25

The mission of SFTMA is to foster a community for treasury professionals by providing exceptional educational resources and unparalleled networking opportunities in the Bay Area.

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 [admin@SFTMA.org](mailto:admin@SFTMA.org)

 [www.SFTMA.org](http://www.SFTMA.org)

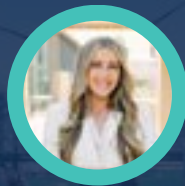
# About Us

We strive to empower our members with the knowledge and connections needed to excel in their careers, drive innovation, and shape the future of the treasury industry. Through a commitment to continuous learning and meaningful engagement, we aim to build a supportive network where professionals can collaborate, grow, and achieve their full potential.

## Board of Directors



**Charlie Praska**  
President  
State Street Global



**Liz Olinger**  
Vice President  
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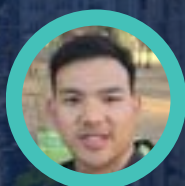
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**Michelle Saechao**  
Director of Programs  
ICD



**Tam Luu**  
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**Samantha Winter**  
Director of Education  
Citi



## Fireside Forum Moderator

*2 available (January and March)*

Sponsoring the Fireside Forum presents a unique opportunity to elevate your brand's visibility and align with treasury industry leadership. This sponsorship places your brand at the heart of the conversation, offering unparalleled exposure to a targeted audience in the treasury and financial industry.

- branding on all event materials
- role of moderator during the fireside chat
- five (5) event tickets
- post-program attendee list (name, title, company, email)
- logo and hyperlink on SFTMA website homepage



## Holiday or Summer Social

*2 available (November and June)*

Sponsoring our Holiday Social offers a fantastic opportunity to showcase your brand in a relaxed atmosphere. This sponsorship is an ideal way to build meaningful connections and engage with attendees in a memorable, informal setting.

- branding on all event materials
- dedicated shout-out and retractable banner at the event
- three (3) event tickets
- post-event attendee list (name, title, company, email)
- logo and hyperlink on SFTMA website homepage



## Holiday or Summer Social Drink Tickets

*2 available (November and June)*

Sponsoring the Drink Tickets at our holiday social offers a fun and engaging way to highlight your brand. As the exclusive Drink Ticket Sponsor, your logo will be prominently featured on all drink tickets distributed to attendees.

- business card custom drink ticket (2 per attendee)
- dedicated shout-out at the event
- one (1) event ticket
- post-event attendee list (name, title, company)
- logo and hyperlink on SFTMA website homepage



## Virtual Seminar

*3 available (October, February, and April)*

*sponsorship requires confirmed speaking submission*

Submitting a speaking session for a virtual education seminar provides a powerful platform to showcase your expertise while enhancing your brand's credibility. As a speaking sponsor, this is a chance to position your organization as a thought leader, engage with a targeted audience of treasury professionals, and drive meaningful conversations.

- branding on all event materials
- speaking role during virtual seminar
- post-event attendee list (name, title, company, email)
- logo and hyperlink on SFTMA website homepage



## Mix & Mingle Happy Hour

*3 available (October, February, and April)*

Sponsoring the Mix and Mingle Happy Hour offers your brand prime visibility during a social event. This sponsorship lets you connect with participants in a casual networking-friendly setting, helping to build relationships and leave a lasting, positive impression.

- exclusive sponsorship and branding on all event materials
- dedicated shout-out and retractable banner at the event
- business card custom drink ticket (2 per attendee)
- three (3) event tickets
- post-event attendee list (name, title, company, email)
- logo and hyperlink on SFTMA website homepage

Thank you for partnering with the SFTMA and fostering a community for treasury professionals.