



BAY AREA
CFO OF THE YEAR
AWARDS

June 4, 2020
Hyatt Regency, San Francisco

SPONSORSHIP OPPORTUNITIES

Larkin Street Youth Services, in partnership with the *San Francisco Business Times*, hosts the annual *Bay Area CFO of the Year Awards*. It is a unique Awards dinner, to recognize financial heroes who play a critical role in the success of their companies, and to raise critical funding for Larkin Street's work to end youth homelessness.

The CFO of the Year Awards attracts Bay Area financial and business leaders who gather to recognize the impressive group of CFO Finalists and Award Winners. Since 2006 the event has raised more than \$6 Million to benefit Larkin Street Youth Services, which provides comprehensive housing, education, employment, health services and much more to young people experiencing homelessness. Learn more at larkinstreetyouth.org.



KEY HIGHLIGHTS

- Attended by over 500 key financial and business leaders
- Nominate year-round at cfoawards.org
- Independent Selection Panel comprised of highly regarded business and academic leaders
- **Hall of Fame – Lifetime Achievement Winner** announced in February
- Finalists honored, and Winners announced at the event
 - **Public Company – Large**
 - **Public Company – Small to Medium**
 - **Non-Public Company**
 - **Non-Profit Organization**
 - **Emerging Company**
 - **Transformation Agent**

“Sponsoring the CFO of the Year Awards eventhas served as a catalyst to connect both our clients and our employees to all the good things that Larkin Street does for youth experiencing homelessness in our community.” -Michael A. Silva, Market President, San Francisco & North Bay, Comerica Bank

BAY AREA
CFO OF THE YEAR
AWARDS



BAY AREA CFO OF THE YEAR AWARDS

BENEFITS

Why support this event?

- Over 150 Bay Area CFOs, companies and organizations honored in the past 14 years including Apple, Lagunitas Brewing Company, TiVo, Lyft, Google, eBay, Tesla, Visa, Cisco, Pixar, OpenTable, California Academy of Sciences, NetSuite, Williams-Sonoma, Chevron Corporation and Gilead Sciences
- Network with C-Level Executives
- Speaking opportunity with 500+ business and community leaders
- Align your brand with Larkin Street Youth Services, a results oriented non-profit leader

PARTNER FEEDBACK

“The Bay Area CFO of the Year Awards is a spectacular event and the fact that it supports Larkin Street makes it unique. I was blown away to learn that Larkin Street has helped 75,000 homeless kids in San Francisco.”

**– Will Waddill,
OncoMed Pharmaceuticals
2011 CFO of the Year, Emerging
Company**

“Robert Half has been a supporter of the Bay Area CFO of the Year Awards since its inception. We strongly believe that businesses must work with the nonprofit community to create a better tomorrow. This stellar event offers a unique opportunity for the business and nonprofit communities to converge, network, and support our local community and we are beyond proud to participate.”

**-Kristina Marinovich
District President, Robert Half**

“We understand the value that Larkin Street Youth Services brings to the San Francisco community and know that countless lives have been changed for the better with the help of these fantastic programs.

Sponsoring the CFO of the Year Awards event in partnership with Larkin Street has deepened the relationship between our organizations. It has served as a catalyst to connect both our clients and our employees to all the good things that Larkin Street does for youth experiencing homelessness in our community. And further, it has provided a wonderful forum for us to recognize and honor those talented CFOs that we have the privilege of working with every day.”

**-Michael A. Silva
Market President, San Francisco &
North Bay, Comerica Bank**



YOUTH SERVICES

RESULTS

Your sponsorship dollars at work

- Since 1984, Larkin Street has given hope and help to over 75,000 young people experiencing homelessness in San Francisco.
- Larkin Street receives 100% of the net proceeds from the CFO of the Year Awards.
- Over \$6 million has been raised through the CFO Awards since its inception.
- Over 80% of all funds raised for Larkin Street go directly to program support.
- Last year, Larkin Street helped more than 2,500 homeless youth through a range of services including housing, healthcare, education and employment services.
- **3 out of 4 youth who complete Larkin Street's housing programs exit street life.**

2020 SPONSORSHIP AT A GLANCE CHART

LEVELS / BENEFITS	TITLE (closed)	MOBLIE GIVING (limit 1)	LIFETIME (closed)/ LEADERSHIP (limit one)	ALUMNI TABLE (limit 1)	FINALIST RECEPTION (closed)	PLATINUM (4 open)	MAIN RECEPTION (closed)	GOLD	SILVER	BRONZE	LARKIN STREET
Company mention in three press releases and logo in one Larkin Street newsletter	Yes										
Speaking role	Co-MC role at awards dinner & ceremony	At awards dinner & ceremony	At awards dinner & ceremony	At awards dinner & ceremony	At Finalist Reception	At awards dinner & ceremony					
Ad in event program book	Full-page	Half-page	Quarter-page								
Ad in SFBT event supplemental publication.	Full-page	Half-page	Half-page	Quarter-page	Half-page	Quarter-page					
Acknowledgment in event print and digital publications	Logo in all	Logo in select	Logo in select	Logo in select	Logo in select	Logo in select	Logo in select	Logo/listing in select	Listing	Listing	Listing
Placement in Larkin Street ads in the San Francisco Business Times	Logo in up to 9	Logo in up to 7	Logo in up to 7	Logo in up to 7	Logo in up to 7	Logo in up to 7	Logo in up to 4	Logo in up to 6	Listing in up to 4	Listing in up to 4	Listing in up to 4
Branding opportunities	Post-event mixer				Finalist Reception		Main Reception				
Tickets to the Finalist Reception	10 Tickets	10 tickets	10 tickets	10 tickets	10 tickets	10 tickets	2 tickets				
Tickets to the Awards Dinner	10 with premier placement	10	10	10	10	10	10	10	6	4	2

BAY AREA
CFO OF THE YEAR
AWARDS

LIFETIME AWARD (closed)

\$27,500

- Presenting role at awards dinner and ceremony.
- 10 tickets to the Finalist Reception and Awards Dinner.
- Logo in select event print and digital publications.
- Half-page ad in SFBT event supplemental publication.
- Half-page ad in event program book
- Logo placement in up to 6 Larkin Street ads in the SFBT.

MOBILE GIVING

\$30,000

- Speaking role at awards dinner and ceremony.
- 10 tickets to the Finalist Reception and Awards Dinner.
- Logo in select event print and digital publications.
- Half-page ad in SFBT event supplemental publication.
- Half-page ad in event program book
- Logo placement in up to 7 Larkin Street ads in the SFBT.

TITLE (closed)

\$45,000

- Role at awards dinner and ceremony.
- 10 tickets to the Finalist Reception and Awards Dinner.
- Logo placement in all event print and digital publications and one Larkin Street newsletter.
- Full-page ad in event program book.
- Full page ad in SFBT event supplemental publication.
- Premier logo placement in up to 9 Larkin Street ads in the SFBT.
- Company mention in three event press releases.
- Branding opportunities in post-event mixer

2020 SPONSORSHIP BENEFITS

BAY AREA
CFO OF THE YEAR
AWARDS

ALUMNI TABLE

\$22,500

- Speaking role at awards dinner and ceremony.
- 10 tickets to the Finalist Reception and Awards Dinner.
- Logo in select event printed and digital publications.
- Quarter-page ad in SFBT event supplemental publication.
- Logo placement in up to 6 Larkin Street ads in the SFBT.

FINALIST RECEPTION *(closed)*

\$27,500

- Exclusive placement of company signage at Finalist Reception (200 attendees).
- 10 tickets to the Finalist Reception and Awards Dinner.
- Logo in select event printed and digital publications.
- Half-page ad in SFBT event supplemental publication.
- Logo placement in up to 6 Larkin Street ads in the SFBT.

LEADERSHIP

\$27,500

- Speaking role at awards dinner and ceremony.
- 10 tickets to the Finalist Reception and Awards Dinner.
- Logo in select event printed and digital publications.
- Half-page ad in SFBT event supplemental publication.
- Half-page ad in event program book
- Logo placement in up to 6 Larkin Street ads in the SFBT.

2020 SPONSORSHIP BENEFITS

B A Y A R E A
CFO OF THE YEAR
A W A R D S

GOLD

\$12,500

- 10 tickets to the Main Reception and Awards Dinner.
- Logo in select event print and digital publications.
- Logo placement in up to 6 Larkin Street ads in the SFBT.

MAIN RECEPTION *(closed)*

\$15,000

- Exclusive placement of company signage at Main Reception (300 attendees).
- 2 tickets to the Finalist Reception and Awards Dinner.
- 8 tickets to the Main Reception and Awards Dinner.
- Logo in select event print and digital publications.
- Logo placement in up to 4 Larkin Street ads in the SFBT.

PLATINUM

\$20,000

- Presenting role during awards ceremony.
- 10 tickets to the Finalist Reception and Awards Dinner.
- Logo in select event print and digital publications.
- Quarter-page ad in SFBT event supplemental publication.
- Logo placement in up to 6 Larkin Street ads in the SFBT.

2020 SPONSORSHIP BENEFITS

2020 SPONSOR BENEFITS

SILVER

\$8,000

- 6 tickets to the Main Reception, Dinner and Awards Ceremony
- Placement of company name at event, in program book and on event website
- Company name included in up to four Larkin Street ads in the SFBT

BRONZE

\$5,500

- 4 tickets to the Main Reception, Dinner and Awards Ceremony
- Placement of company name at event, in program book and on event website
- Company name included in up to four Larkin Street ads in the SFBT

LARKIN STREET

\$2,200

- 2 tickets to the Main Reception, Dinner and Awards Ceremony
- Placement of company name at event, in program book and on event website
- Company name included in up to four Larkin Street ads in the SFBT

TABLE

\$4,000

10 tickets to the Main Reception, Dinner and Awards Ceremony

TICKET

\$400

1 ticket to the Main Reception, Dinner and Awards Ceremony

Fair Market Value of each guest admission is \$175.00, any funds donated over that amount are considered tax-deductible.

Yes, I/we want to support the 2020 Bay Area CFO of the Year Awards!

2020 SPONSOR PAYMENT/PLEDGE FORM

LEVEL

Write in level below

- Title ____@ \$45k
- Mobile Giving ____@ \$30k
- Leadership ____@ \$27.5k
- Lifetime @ \$27.5k
- Finalist Reception ____@ \$27.5k
- Alumni ____@ \$22.5k
- Platinum ____@ \$20k

- Main Reception ____@ \$15k
- Gold ____@ \$12.5k
- Silver ____@ \$8k
- Bronze ____@ \$5,500k
- Larkin Street ____@ \$2.2k
- Table of 10 ____@ \$4000k
- Individual ticket ____ @ \$400

YOUR INFO

Contact Name: _____
 Company/Donor Name: _____
 Company website: _____
 Email: _____ Phone: _____
 Mailing Address: _____

PAYMENT

Circle payment type

Check: Please email an invoice
 Credit Card (VISA, MC, AMEX)
 Name on card

 # _____
 Exp _____
 CVV _____

Email to: events@larkinstreetyouth.org :: or call: 415-673-0911, x306

NOMINATIONS

Nominating committee

Bill Burke, VP Relationship Management, Comerica Bank

Marilyn Campbell, Larkin Street Community Volunteer

Donna Davidson, Principal, Davidson Associates

Tim de Kay, Partner, West Region Emerging Growth and Internet Media Industry Leader, Deloitte

Scott Finegold, President, Finegold Commercial Real Estate

Mike Jenkins, Committee Co-Chair, VP/Private Wealth Advisor, Morgan Stanley Private Wealth Management

Scot Meyer, Analyst, Morgan Stanley Private Wealth Management

Jackie Grandy, Director, The Siegfried Group, LLP

Anees Pretorius, Director, The Siegfried Group, LLP

Laura Reale, Managing Director, The Siegfried Group, LLP

Michael P. Sullivan, Financial Advisor, Morgan Stanley Wealth Management

Tess Minter, Intern Coach

Researcher interns: Kavleen Batra, Anookya Harish, Aaron Huang, Rohun (Ro) Hundal, and Zachary Roy, MBA Candidates, University of San Francisco

A pro-bono Nominating Committee and an independent Selection Panel, coordinated by the event committee, manages the nomination and selection process.

HOW IT WORKS

- **Submitting Nominations:** Nominations may be submitted any time, but any nominations received after January 22 will be considered for the following year. The nominator is kept confidential in all cases.
- **Who May Submit a Nomination:** Anyone may submit a nomination in any category. Employees, bankers, attorneys, public relations managers are excellent sources for nominations. Self-nominations are also permitted.
- **Eligibility:** Company must be headquartered in Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Sonoma, or Solano counties.

SELECTION PROCESS

Selection Panel

Alison Davis, Managing Partner, Fifth Era,
Board Member: Royal Bank of Scotland, Diamond Foods, Fiserv,
Unisys, and Ooma

Art Fatum, Retired Chief Financial Officer, MidPen Housing
Corporation and former Chair Bay Area CFO of the Year Awards

Mary Huss, Bay Area President and Publisher of the Silicon Valley
Business Journal and San Francisco Business Times

Sharon McCollam, Winner, 2012 Hall of Fame – Lifetime
Achievement Award, Former Chief Administrative Officer and
Chief Financial Officer, Best Buy

Byron Pollitt, Winner, 2013 Hall of Fame – Lifetime Achievement
Award, Retired Executive Vice President and Chief Financial
Officer, Visa

The Nominating Committee, comprised of business executives and research analysts, screens nominations and provides information to the independent Selection Panel.

The Selection Panel, comprised of business and academic leaders, selects the finalists and the winners in each category, and makes the final decision on finalists and winners.

Winner are Revealed at the Awards Dinner in June and are announced through media channels and the San Francisco Business Times outlets.

PAST WINNERS

Year	Hall of Fame/Lifetime Achievement	Public Company - Large	Public Company – Small to Med	Emerging Company	Non-Profit Organization	Non-Public Company	Transformation Agent
2019	David Wells, Formerly of Netflix	Kelly Kramer, Cisco	Barry Zwarenstein, Five9	Jason Child, Opendoor	Kathy Cheng, YMCA SF	Erin Sorgel, Peterson CAT	Ajay Vashee, Dropbox
2018	Patricia E. (Pat) Yarrington, Chevron Corporation	Robynne Sisco, Workday	Peter Kuipers, Omnicell	Erin Collard, Blend	Brent Copen, Tiburcio Vasquez Health Center (TVHC)	Mandy Fields, BevMo!	John Rainey, PayPal
2017	Robin L. Washington, Gilead Sciences Inc.	Stephen M. Robb, Clorox Co.	G. Bradley Cole, Genomic Health	Stuart West, Automattic	Carl Nichols, Girls Scouts of Northern California	George R. Lotti Jr., Heat and Control Inc.	Cathie Lesjak, HP Inc.
2016	Peter Oppenheimer, Apple, Inc.	Tim Cabral, Veeva Systems	Jim Burns, Silver Spring Networks, Inc	Brian Roberts, Lyft	Kim Carim, San Francisco Ballet	Chuck Kurth, Art.com AND Leon Sharyon, Lagunitas Brewing Company	Larry E. Bodner, Big Heart Pet Brands
2015	Patrick Pichette, Google	Julie Whalen, Williams-Sonoma	Jim Cox, Advent Software	Mike Dinsdale, DocuSign	James H. Obendorf, Habitat for Humanity East Bay/Silicon Valley	Tim Maly, SurveyMonkey	Mike Herring, Pandora
2014	Bob Swan, eBay Inc.	Deepak Ahuja, Tesla Motors	Peter Bardwick, Rocket Fuel	Sarah Friar, Square	Garfield Byrd, Wikimedia Foundation	Kendall Baker, Revolution Foods	Michael Metzner, Recurrent Energy
2013	Byron Pollitt, Visa Inc.	Frank Calderoni, Cisco	Ron Gill, NetSuite	Carrie Dolan, Lending Club	Amy Prescott Donovan, Alameda County Community Food Bank	Mark Lomele, Recology	Daniel Morissette, Stanford Hospital & Clinics

Year	Hall of Fame/Lifetime Achievement	Public Company - Large	Public Company – Small to Med	Emerging/Venture Backed Company	Non-Profit Organization (Community Service)	Non-Public Company	Transformation Agent
2012	Sharon McCollam, Williams-Sonoma, Inc.	Sydney Carey, TIBCO Software, Inc.	Kenneth Arola, Align Technology, Inc.	Douglas Bettinger, Avago Technologies	D. Kemp Valentine, BRIDGE Housing Corporation	Brian Mayhew, Metropolitan Transportation Commission	Douglas Bettinger, Avago Technologies
2011	Larry Carter, Cisco Systems, Inc.	Thomas Olinger, AMB Property Corporation	Willis Newton, Jr., First Republic Bank	William Waddill, OncoMed Pharmaceuticals, Inc	Jeni Izuel, Net Impact	Richard Bohling, Woodruff-Sawyer & Company	A. William Stein, Digital Realty Trust, Inc.
2010	Robert P. Wayman, Hewlett-Packard Company	Christine A. Tsingos, Bio-Rad Laboratories, Inc.	Brent Stumme, LoopNet, Inc.	Warren Jenson, Silver Spring Networks	Michael Day, AAA Northern California, Nevada & Utah		Matt Roberts, OpenTable
2009	Peter A. Darbee, PG&E and Pacific Gas & Electric Company	Daniel J. Heinrich, The Clorox Company	Martin A. Kropelnicki, California Water Service Group	Jack Jenkins-Stark, BrightSource Energy, Inc.	Paul Sussman, Tenderloin Neighborhood Development Corp	Nathan Brostrom, UC Berkeley	Byron H. Pollitt, Visa, Inc.
2008	Andy D. Bryant, Intel Corporation	George Reyes, Google, Inc.	Earl Fry, Informatica Corporation	Karen Blasing, Force10 Networks, Inc.	Art Fatum, Low Income Investment Fund	Jonathan C. Gologorsky, Lark Creek Restaurant Group	Alison Rempel Brown, California Academy of Sciences
2007	Jeffrey O. Henley, Oracle	Howard I. Atkins, Wells Fargo & Company	Michael T. Everett, WebEx Communications, Inc	Jim McGeever, NetSuite, Inc.	Dennis Wu, UCBH Holdings, Inc.	Richard A. Chicotel, Shorenstein Properties, LLC	
2006	Lou Lavigne, Genentech, Inc.	John F. Milligan, PhD, Gilead Sciences, Inc.	Simon Bax, Pixar Animation Studios		Nancy H. Handel, Applied Materials, Inc.	Michael C. Blaszyk, Catholic Healthcare West	Ken Jones, UCSF Medical Center