



**SW Graduate
School of Banking
at SMU Cox**

2026 SPONSORSHIP OPPORTUNITIES



World Class
Executive Education



SW Graduate
School of Banking
at SMU Cox

SUPPORT THE SW GRADUATE SCHOOL OF BANKING PROGRAMS!

As a sponsor of the SW Graduate School of Banking at SMU Cox programs, your tax-deductible contribution helps you reach emerging leaders, industry experts, and experienced financial professionals.

We welcome your participation as a sponsor interested in opportunities that provide strong connections with today's and tomorrow's banking leaders.



“

“As a faculty member for more than two decades, I can assure you that SWGSB has changed the trajectory of thousands of careers. It is a transformational experience that builds effective leaders.”

WILLIAM T. CHITTENDEN, PH.D.
SWGSB PRESIDENT AND CEO





Investment Overview

2026 SPONSORSHIP LEVELS AT A GLANCE

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Benefits vary by investment level.





Sponsorships Overview

SWGSB PROVIDES *Strategic Reach*

Your sponsorship goes further with our powerful marketing efforts. Your brand benefits from built-in exposure to SWGSB's highly engaged audience of financial professionals—online, in inboxes, and through print and direct mail across the industry.

EMAIL MARKETING Estimated Value: **\$81,539**

778,000+ emails delivered, **195,000+** opens, **35,000+** unique clicks to our website

Based on conservative industry benchmarks of \$0.15 per open, \$1.50 per click

SOCIAL MEDIA Estimated Value: **\$2,171**

321,000+ organic impressions across Facebook, Instagram, X, and LinkedIn

Based on average platform CPMs: Gupta Media, WebFX.

WEBSITE TRAFFIC Estimated Value: **\$178,000+** in equivalent ad value from projected website traffic. SWGSB's website generated 59,000+ sessions in 2025, up 19.65% from the 2024, driven by organic search, direct engagement, referrals, and email campaigns. The anticipated traffic for 2026 is 71,500+ sessions.

Using industry-standard valuation methods based on what it would cost to reach a similar audience to our website, with the same amount of traffic, with paid advertising.

DIRECT MAIL MARKETING Estimated Value: **\$243,000**

150,000+ brochures delivered, **390,000+** postcards delivered

According to estimates provided by Mailchimp and Gunderson Direct.

PRINT AND DIGITAL ADS IN INDUSTRY PUBLICATIONS Estimated Value: **\$36,000**

Print and digital advertising reach through *Arkansas Banker*, *California Banker*, *Illinois Banker*, and *Oklahoma Banker* with a combined **circulation of 6,000+** and combined approximate **readership of 12,000+** to banking decision makers.

Based on current ad rates, circulations, and SWGSB's annual ad buys.

2026 ESTIMATED STRATEGIC VALUE: \$540,710



Sponsorships Overview

PRINT AND DIGITAL MEDIA Examples

Exceptional Executive Education

The SW Graduate School of Banking at SMU Cox is a nationally recognized leader in banking and commercial lending education, bank management training, and bank director training programs that strengthen careers, organizations, and communities.

UPCOMING 2025 PROGRAMS for ILLINOIS BANKERS ASSOCIATION MEMBERS

APRIL 27–MAY 2, 2025
Commercial Lending School with Texas Bankers Association at SMU Cox

MAY 27–JUNE 6, 2025
SW Graduate School of Banking at SMU Cox

SEPTEMBER 4–7, 2025
Assembly for Bank Directors Newport, Rhode Island

Learn more and register now at swgsb.org

DEVELOPING DYNAMIC LEADERS

The SW Graduate School of Banking at SMU Cox empowers bankers in all positions, other financial services professionals and affiliates, regulators, bank directors, and aspiring bank directors with knowledge and relationships that strengthen careers, organizations, and communities.

Propel your career with one of our upcoming programs:

APRIL 27–MAY 2, 2025
Commercial Lending School with Texas Bankers Association at SMU Cox
[Learn More](#)

MAY 27–JUNE 6, 2025
SW Graduate School of Banking at SMU Cox
[Learn More](#)

SEPTEMBER 4–7, 2025
Assembly for Bank Directors Newport, Rhode Island
[Learn More](#)

OCTOBER 20–22, 2025
National Certified Community Bank Director's Program at SMU Cox
[Learn More](#)

Throughout 2025
SWGSB Alumni Continuing Education virtual program in collaboration with FinPro
[Learn More](#)

Follow and connect with us on social media.

Exceptional Executive Education for Banking Leaders

SWGSB
at SMU Cox

The Nation's Leader in Bank Director Education

NATIONAL CERTIFIED COMMUNITY BANK DIRECTOR'S PROGRAM
October 20–22, 2025 at SMU Cox

swgsbfoundation

Welcome to Campus!

Our SW Graduate School of Banking welcomed more than 300 students from 20 states to campus at a reception sponsored by C2D Construction Consulting. The atmosphere during our three summer resident sessions fosters friendships and professional growth for years to come.

Learn more at the link in bio. #SWGSB #banking #leadershipdevelopment #executiveeducation #texasbankers

bankerboggs *SW Class 67* *4 likes*

View insights Boost post

30 likes May 25

Add a comment...

SW Graduate School of Banking
at SMU Cox

161st Assembly for Bank Directors

January 29–February 1, 2026
The Ritz-Carlton O'ahu, Turtle Bay Oahu, Hawaii

SWGSB
at SMU Cox

EXCEPTIONAL EDUCATION for BANKING LEADERS

MAY 27–JUNE 6, 2025 | DALLAS, TEXAS

161st Assembly for Bank Directors

JANUARY 29–FEBRUARY 1, 2026
THE RITZ-CARLTON O'AHU, TURTLE BAY OAHU, HAWAII

SW Graduate School of Banking
at SMU Cox



Our Programs

SPONSORSHIPS AVAILABLE FOR THE FOLLOWING SW GRADUATE SCHOOL OF BANKING PROGRAMS

- 1 Commercial Lending School in partnership with Texas Bankers Association**
April 26–May 1, 2026
100+ Banking Professionals Destined for Leadership and Faculty
- 2 SWGSB Summer Session**
May 26–June 5, 2026
300+ Graduate Students Destined for Leadership, Faculty, and Guests
- 3 National Certified Community Bank Director's Program**
October 19–21, 2026
100+ Decision Makers, Community Leaders, and Faculty
- 4 Assemblies for Bank Directors, twice annually**
January 29–February 1, 2026
Oahu, Hawaii
100+ Decision Makers, Community Leaders, Faculty, and Guests
- 5**
September 3–6, 2026
Beaver Creek, Colorado
100+ Decision Makers, Community Leaders, Faculty, and Guests

All sponsorships are for individual institutions.

A multiyear commitment locks in your sponsorship at the current level.





TITLE SPONSOR

Our most visible and prestigious sponsorship, the Title Sponsor position is reserved for one company per year and provides premium benefits in association with SWGSB, establishing the sponsor synonymously with the school on all marketing materials for each event for the year.



TM

TITLE SPONSOR

Sponsorships and Benefits *for all programs*





Sponsorships and *Benefits*

TITLE SPONSOR \$50,000 investment

The Title Sponsor name becomes part of each SWGSB program and appears on everything throughout each session, digital and printed. For example, “SW Graduate School of Banking Summer 2026 *presented by Company Name*, SW Graduate School of Banking National Certified Community Bank Director’s Program *presented by Company Name*, SW Graduate School of Banking Assemblies for Bank Directors *presented by Company Name*, SW Graduate School of Banking Commercial Lending School in partnership with Texas Bankers Association *presented by [in text form]*. See page 11 for how this would look on a postcard for one of our programs. If you’d like to see more examples of how you can leverage this investment across all programs, we can walk you through the benefits.



**SW Graduate
School of Banking**
at **SMU Cox**

PRESENTED BY YOUR COMPANY NAME HERE



SWGSB
at **SMU Cox**

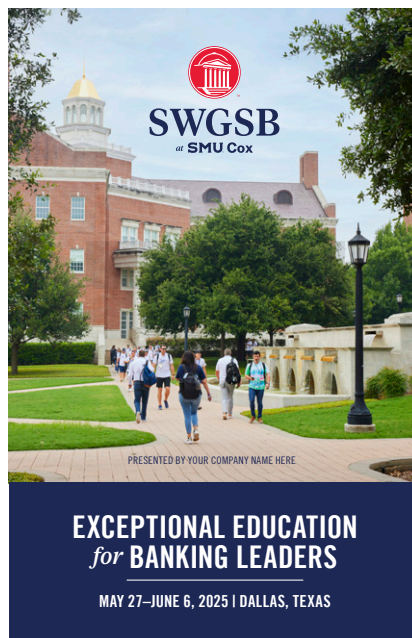
PRESENTED BY
YOUR COMPANY NAME HERE





Sponsorships and *Benefits*

TITLE SPONSOR *Benefit Examples*



All title sponsorship benefits are available for 2026 if sponsorship is confirmed and secured by 11/15/25.



Sponsorships and *Benefits*

Example of the 161st Assembly postcard with title sponsor name:





Sponsorships and *Benefits*

TITLE SPONSOR *Additional Benefits*

- Logo on office ticker during programs for SWGSB Summer Session, CLS, and NCCBD
- Logo on custom SWGSB lanyards (worn in the majority of photographs of all events)
- Logo at the top of the Sponsors page on the SWGSB website and each event page
- Logo on email blasts (for all programs) and sponsor page of catalog and pre-session packets (for SWGSB Summer Session)
- Logo on graduation static backdrop slide for SWGSB Summer Session
- Logo in graduation video, if produced, for SWGSB Summer Session
- Name mention in all national press releases for all programs
- Logo and mention on a dedicated social post and dedicated email blast as the title sponsor for each program
- Logo on group sponsor social media post and email blast for all programs
- Logo with top placement on group sponsor signage (digital and large printed sign) at events for all programs
- Logo in sponsorship slide presentation with company description for all programs
- Logo alternated with SWGSB logo on the step-and-repeat signage used as a backdrop for photo opportunities at on-campus events for the year





PRESENTING SPONSORS

The Presenting Sponsorships have specific titles
and investment levels based on each event and
correlating relevant benefits.



Commercial Lending School

April 26–May 1, 2026



Sponsorships and *Benefits*



Presenting Sponsorship Opportunities:

COMMERCIAL LENDING SCHOOL

April 26–May 1, 2026

100+ Decision Makers, Community Leaders, and Faculty

COMMERCIAL LENDING SCHOOL PRESENTING SPONSOR

\$33,000 (SOLD) to Texas Bankers Association, with a three-year commitment to 2027

- Logo as a partner on all event promotional digital and printed materials
- Joint press release announcing program
- Logo and company description on event slideshow
- Logo on sponsor section of website
- Logo on dedicated social post
- Logo on group social post and email blast

Sold!

COMMERCIAL LENDING SCHOOL WELCOME RECEPTION

Sunday, April 26, 2026

\$8,500 (SOLD) to CD Construction Consulting, with a three-year commitment through 2027

- Company name on table tents at the Welcome Reception
- Opportunity to speak at Welcome Reception (3 minutes)
- Logo and company description on event slideshow
- Logo on sponsor section of website
- Logo on dedicated social post
- Logo on group social post and email blast

Sold!



Sponsorships and *Benefits*



Presenting Sponsorship Opportunities:

COMMERCIAL LENDING SCHOOL

April 26–May 1, 2026

100+ Decision Makers, Community Leaders, and Faculty

COMMERCIAL LENDING SCHOOL BREAKFASTS

Monday, April 27–Friday, May 1, 2026

\$8,500 (1 available)

- Logo on signage at breakfast each morning, five (5) total
- Opportunity to speak at first breakfast (3 minutes)
- Logo and company description on event slideshow
- Logo on sponsor section of website
- Logo on dedicated social post
- Logo on group social post and email blast

COMMERCIAL LENDING SCHOOL KARAOKE NIGHT

Thursday, April 30, 2026

\$10,000 (1 available)

- Logo on signage at Karaoke Night
- Opportunity to speak at Karaoke Night (3 minutes)
- Logo and company description on event slideshow
- Logo on sponsor section of website
- Logo on dedicated social post
- Logo on group social post and email blast



SWGGSB Graduate Program

May 26–June 5, 2026



Sponsorships and *Benefits*



Presenting Sponsorship Opportunities:

SWGSB SUMMER SESSION

May 26–June 5, 2026

300+ Decision Makers, Community Leaders, and Faculty

SWGSB SUMMER SESSION WELCOME RECEPTION

Tuesday, May 26, 2026

\$8,500 (SOLD) to CD Construction Consulting, with a three-year commitment through 2027

- Company name on table tents at the Welcome Reception
- Opportunity to speak at Welcome Reception (3 minutes)
- Logo and company description on event slideshow
- Logo on sponsor section of website
- Logo on dedicated social post
- Logo on group social post and email blast

Sold!





Sponsorships and *Benefits*



Presenting Sponsorship Opportunities:

SWGSB SUMMER SESSION

May 26–June 5, 2026

300+ Decision Makers, Community Leaders, and Faculty

KEYNOTE DINNER *Thursday, May 28, 2026*

Distinguished Service Award Honoree Michael G. O'Rourke, president and CEO of TIB NA

Distinguished Alumnus Award Honoree J. Carter Tolleson, CEO of Tolleson Wealth Management

Keynote Speaker—Garda World Security Corporation Founder, Chairman, President, and Chief

Executive Officer Stephan Crétier, recipient of the 2025 International Horatio Alger Award

Platinum Sponsors \$15,000 (SOLD) to Bank of the West and TIB NA

- Opportunity to speak at event (3 minutes)
- Preferred seating at event for one (1) table of ten (10) guests
- Logo on signage at the event including event program and table tents
- Logo and company description on event slideshow
- Logo on sponsor section of website
- Logo on dedicated social post
- Logo on group social post and email blast

Sold!

Gold Sponsor \$12,500 (1 available) (SOLD) to Moody National Bank

- Preferred seating at event for one (1) table of ten (10) guests
- Logo on signage at the event including event program and table tents
- Logo and company description on event slideshow
- Logo on sponsor section of website
- Logo on dedicated social post
- Logo on group social post and email blast

one left!



Sponsorships and *Benefits*



Presenting Sponsorship Opportunities:

SWGSB SUMMER SESSION

May 26–June 5, 2026

300+ Decision Makers, Community Leaders, and Faculty

KEYNOTE DINNER *Thursday, May 28, 2026*

Distinguished Service Award Honoree Michael G. O'Rourke, president and CEO of TIB NA

Distinguished Alumnus Award Honoree J. Carter Tolleson, CEO of Tolleson Wealth Management

Keynote Speaker—Garda World Security Corporation Founder, Chairman, President, and Chief Executive Officer Stephan Crétier, recipient of the 2025 International Horatio Alger Award

Silver Sponsors \$10,000 (SOLD) to Texas Bank and Trust and TBA

- Logo on signage at the event including event program, slideshow, and table tents
- Preferred seating at event for four (4) guests
- Logo on sponsor section of website
- Logo on group social post and email blast

Sold!

Bronze Sponsors \$7,500 (SOLD) to IBAT

- Company name on signage at the event including event program, slideshow, and table tents
- Preferred seating at event for two (2) guests
- Company name on sponsor section of website
- Company name on group social post and email blast

Sold!



Sponsorships and *Benefits*



Presenting Sponsorship Opportunities:

SWGSB SUMMER SESSION

May 26–June 5, 2026

300+ Decision Makers, Community Leaders, and Faculty

SWGSB SUMMER SESSION BOWLING AND BILLIARDS NIGHT AT BOWLERO DALLAS

Tuesday, June 2, 2026

\$15,000 (SOLD) to First United Bank

- Logo on event signage at venue
- Opportunity to welcome students to event
- Bowling for 4 guests
- Logo on sponsor section of website
- Logo on dedicated social post and email blast

Sold!





Sponsorships and *Benefits*



Presenting Sponsorship Opportunities:

SWGSB SUMMER SESSION

May 26–June 5, 2026

300+ Decision Makers, Community Leaders, and Faculty

SWGSB AWARDS DINNER *Thursday, June 4, 2026*

Presenting \$15,000 (SOLD) to Alston & Bird

- Logo on the Distinguished Alumnus, Valedictorian, and Salutatorian Awards
- Opportunity to speak at event (3 minutes)
- Preferred seating at event for one (1) table of ten (10) guests
- Logo on event signage including event program and table tents
- Logo and company description on event slideshow
- Logo on sponsor section of website
- Logo on dedicated social post
- Logo on group social post and email blast

Sold!

Honors Circle \$10,000 (2 available)

- Logo on event signage including event program, slideshow, and table tents
- Preferred seating at event for four (4) guests
- Logo on sponsor section of website
- Logo on group social post and email blast



Sponsorships and *Benefits*



Presenting Sponsorship Opportunities:

SWGGSB SUMMER SESSION

May 26–June 5, 2026

300+ Decision Makers, Community Leaders, and Faculty

SWGGSB AWARDS DINNER *Thursday, June 4, 2026*

Sustainers \$7,500 (2 available)

- Company name on event signage including event program, slideshow, and table tents
- Preferred seating at event for two (2) guests
- Company name on sponsor section of website
- Company name on group social post and email blast





Sponsorships and *Benefits*



Presenting Sponsorship Opportunities:

SWGSB SUMMER SESSION

May 26–June 5, 2026

300+ Decision Makers, Community Leaders, and Faculty

GRADUATION *Friday, June 5, 2026* **\$15,000** (1 available)

- Logo on event signage including event program and slideshow
- Opportunity to speak at event (3 minutes)
- Preferred seating at event for four (4) guests
- Logo and company description on event slideshow
- Logo on sponsor section of website
- Logo on dedicated social post and email blast





National Certified Community Bank Director's Program

October 19–21, 2026



Sponsorships and *Benefits*



Presenting Sponsorship Opportunities:

NATIONAL CERTIFIED COMMUNITY BANK DIRECTOR'S PROGRAM

October 19–21, 2026

100+ Decision Makers, Community Leaders, and Faculty

NCCBD PRESENTING SPONSOR \$15,000 (1 available)

- Company name on all event promotional digital materials
- Logo on all event promotional printed materials
- Opportunity to speak at networking event (3 minutes)
- Company name on sign for networking event
- Logo on signage at breakfast each morning
- Logo and company description on event slideshow
- Logo on sponsor section of website
- Logo on dedicated social post
- Logo on group social post and email blast





Assemblies for Bank Directors

Winter 2026 and Fall 2026



Sponsorships and *Benefits*



Presenting Sponsorship Opportunities:

ASSEMBLIES FOR BANK DIRECTORS

Jan 29–Feb 1, 2026

Turtle Bay, Oahu, Hawaii

100+ Decision Makers, Community Leaders, and Faculty

PRESENTING KEYNOTE LUNCHEON \$7,500 (SOLD) to Commerce Street Capital

- Opportunity to speak at event (3 minutes)
- Preferred seating at event for two (2) people
- Logo on event signage
- Logo and company description on event slideshow
- Logo on sponsor section of website
- Logo on dedicated social post
- Logo on group social post and email blast

Sold!

WELCOME RECEPTION AND BREAKFASTS \$7,500

- Logo on event signage for Welcome Reception (Thursday) and breakfast (3 mornings)
- Opportunity to speak at Welcome Reception (3 minutes)
- Logo on sponsor section of website
- Logo on dedicated social post
- Logo on group social post and email blast



Sponsorships and *Benefits*



Presenting Sponsorship Opportunities:

ASSEMBLIES FOR BANK DIRECTORS

Jan 29–Feb 1, 2026

Turtle Bay, Oahu, Hawaii

100+ Decision Makers, Community Leaders, and Faculty

GOLF TOURNAMENT *Saturday, January 31, 2026 \$8,000* (1 available)

- Logo on signage at tournament and hospitality golf cart
- Company name on the back of the SWGSB golf cap
- Logo on the second pole of golf balls (SWGSB on one side; your logo on the other)
- Logo on the golf tournament winner award (crystal or cup)
- Opportunity to provide golf-related gift item(s) to the golfers at tournament
- Logo on sponsor section of website
- Logo on dedicated social post
- Logo on group social post and email blast





Sponsorships and *Benefits*



Presenting Sponsorship Opportunities:

ASSEMBLIES FOR BANK DIRECTORS

September 3–6, 2026

*Park Hyatt Beaver Creek Resort and Spa
Vail / Beaver Creek, Colorado*

100+ Decision Makers, Community Leaders, and Faculty

PRESENTING KEYNOTE LUNCHEON \$7,500 (SOLD) to Commerce Street Capital

- Opportunity to speak at event (3 minutes)
- Preferred seating at event for two (2) people
- Logo on event signage
- Logo and company description on event slideshow
- Logo on sponsor section of website
- Logo on dedicated social post
- Logo on group social post and email blast

Sold!

WELCOME RECEPTION AND BREAKFASTS \$7,500 (SOLD) to The First State Bank

- Logo on event signage for Welcome Reception (Thursday) and breakfast (3 mornings)
- Opportunity to speak at Welcome Reception (3 minutes)
- Logo on sponsor section of website
- Logo on dedicated social post
- Logo on group social post and email blast

Sold!



Sponsorships and *Benefits*



Presenting Sponsorship Opportunities:

ASSEMBLIES FOR BANK DIRECTORS

September 3–6, 2026

*Park Hyatt Beaver Creek Resort and Spa
Vail / Beaver Creek, Colorado*

100+ Decision Makers, Community Leaders, and Faculty

REFRESHMENT BREAKS \$6,000 (SOLD) to Fenimore Kay Harrison

- Logo on event signage during daily breaks
- Opportunity to mingle with guests
- Logo on sponsor section of website
- Logo on dedicated social post
- Logo on group social post and email blast

Sold!

GOLF TOURNAMENT *Saturday, September 6, 2026* \$8,000 (1 available)

- Logo on signage at tournament and hospitality golf cart
- Company name on the back of the SWGSB golf cap
- Logo on the second pole of golf balls (SWGSB on one side; your logo on the other)
- Logo on the golf tournament winner award (crystal or cup)
- Opportunity to provide golf-related gift item(s) to the golfers at tournament
- Logo on sponsor section of website
- Logo on dedicated social post
- Logo on group social post and email blast



ADDITIONAL OPPORTUNITIES

Our In-Kind and CEO Circle sponsorships offer
unique opportunities to showcase your brand.



Sponsorships and *Benefits*

IN-KIND SPONSORS *Investment varies*

In-kind sponsors serve a valuable role providing services in exchange for exclusive marketing exposure.

- Company name listed on website and group sponsorship signage, email blasts, and posts
- Categories: Floral, Food & Beverage, Hotel and Media





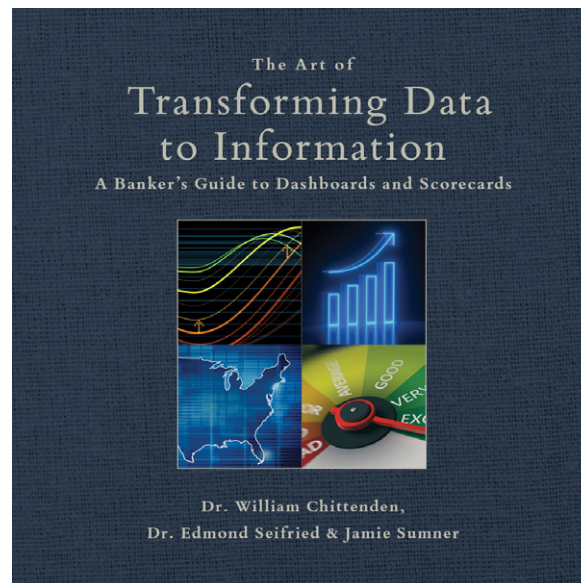
Sponsorships and *Benefits*

BOOK SPONSORSHIP \$16,000 investment

The Art of Transforming Data to Information: A Banker's Guide to Dashboards and Scorecards

SWGSB President and CEO William T. Chittenden, Ph.D., SWGSB Chief Economist Edmond J. Seifried, Ph.D., and frequent SWGSB faculty member Jamie Sumner, partner at Velligan-Blaxall Consultants, LLC, have joined forces on this new book, approximately 2,000 copies of which will be given to community bank officers and directors and other industry leaders.

- Logo on a bookplate in each book
- Logo on slideshow for Spring and Fall Assemblies for Bank Directors and National Certified Community Bank Director's Program
- Logo on custom post to SWGSB's social media channels announcing the book
- Logo on group email blast announcing the book





Membership and *Benefits*

CEO CIRCLE MEMBERSHIP *\$7,500 investment*

Community banks with assets of \$500 million or under qualify for this level of partnership. These memberships are not tied to single events but support programming for the fiscal year. Your company will receive the following benefits for 2026:

- Company name on group sponsor signage, programs, and slideshows at events for:
 - SWGSB Summer Session
 - National Certified Community Bank Director's Program
 - Commercial Lending School
- Company name on sponsor section of website
- Company name on group social post and email blast for all programs
- Logo on slideshow for Spring and Fall Assemblies for Bank Directors
- Logo on custom post 1x per year to SWGSB's social media channels in a date range of your company's choosing
- Logo on group email blast announcing the CEO Circle members

