



**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**

<b>APRIL 27–MAY 2, 2025</b> Commercial Lending School with Texas Bankers Association at SMU Cox	<b>MAY 27–JUNE 6, 2025</b> SW Graduate School of Banking at SMU Cox	<b>SEPTEMBER 4–7, 2025</b> Assembly for Bank Directors Newport, Rhode Island
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Learn more and register now at [swgsb.org](http://swgsb.org)

[f](#) [x](#) [in](#) [@](#)

**DEVELOPING DYNAMIC LEADERS**

The SW Graduate School of Banking at SMU Cox engages bankers in all positions, other financial services professionals and affiliates, regulators, bank directors, and aspiring bank directors with knowledge and leadership for stronger careers, organizations, and communities.

Please see below 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**  
National Certified Community Bank Director's Program at SMU Cox  
[Learn More](#)
- THROUGHOUT 2025**  
Special Events Continuing Education (SECE) program in collaboration with FINRA  
[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

**Welcome to Campus!**

Our SW Graduate School of Banking welcomed more than 300 students from 20 states to campus at a reception sponsored by C2C Construction Consulting. The atmosphere during our three summer resident sessions fosters knowledge and professional growth for years to come.

Learn more at the link in bio. #SWGSB #Banking #Leadership #Employment #FinancialEducation #BusinessBanks

bankerhogge for Class of '24

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

**16th Assembly for Bank Directors**

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

**SWGSB**  
at SMU Cox

**EXCEPTIONAL EDUCATION for BANKING LEADERS**

MAY 27–JUNE 6, 2025 | DALLAS, TEXAS

**16th 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**

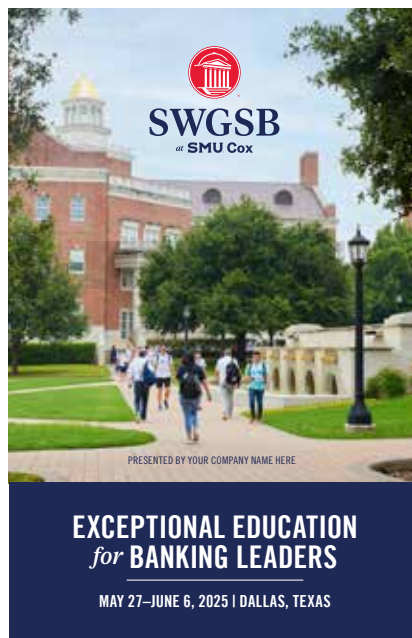
PRESENTED BY  
YOUR COMPANY NAME HERE





# 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

- Logo on an easel sign 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

- Logo on an easel sign 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 (SOLD)** to Moody National Bank and Tolleson Wealth Management

- 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!*



# 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:*

## **SWG SB SUMMER SESSION**

*May 26–June 5, 2026*

300+ Decision Makers, Community Leaders, and Faculty

### **SWG SB 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:*

## **SWG SB SUMMER SESSION**

*May 26–June 5, 2026*

300+ Decision Makers, Community Leaders, and Faculty

### **SWG SB 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





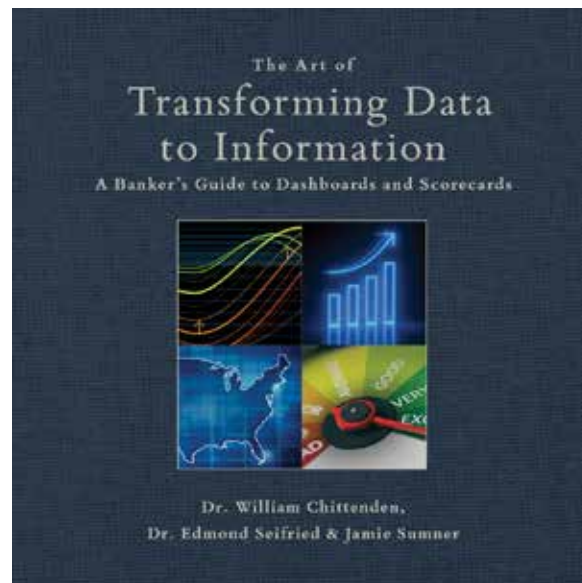
# Sponsorships and *Benefits*

## **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

