SW Graduate School of Banking at SMU Cox

2027 SPONSORSHIP OPPORTUNITIES

The Future of Banking *Starts Here*

SW Graduate School of Banking at SMU Cox

INVEST IN THE FUTURE OF BANKING LEADERSHIP

Partner with the SW Graduate School of Banking at SMU Cox and connect your organization with the people shaping the future of banking.

Your tax-deductible sponsorship provides meaningful opportunities to engage with emerging leaders, accomplished industry experts, and experienced financial professionals from across the banking industry.

Join more than 12,000 alumni and a community of organizations committed to advancing banking education—and building valuable relationships with today's leaders and tomorrow's decision-makers.

> "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*

2027 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: $115,118
1,102,000+ emails delivered, 270,000+ opens, 49,000+ unique clicks to our website

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

SOCIAL MEDIA Estimated Value: $13,576
460,000+ organic impressions across Facebook, Instagram, X, and LinkedIn

Social value reflects what sponsors would pay to reach these audiences through paid advertising, using each platform's current 2026 CPM — LinkedIn at $40 (its premium rate reflects a high-value B2B audience of finance professionals), Facebook and Instagram at $11, and X at $6.50 — multiplied by our organic impressions on each.

WEBSITE TRAFFIC Estimated Value: $240,766+ in equivalent ad value from projected website traffic. SWGSB's website generated 69,000+ sessions in 2026, up 18.63% from 2025, driven by organic search, direct engagement, referrals, and email campaigns.

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: $292,000
209,000+ brochures delivered, 421,000+ postcards delivered

Estimated based on direct-mail marketing benchmarks from Mailchimp and Gundir.

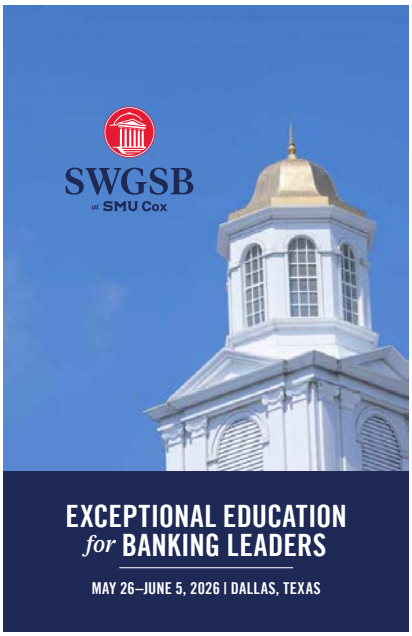
PRINT AND DIGITAL ADS IN INDUSTRY PUBLICATIONS Estimated Value: $36,000
Print and digital advertising reach through *Arkansas Banker*, *California Banker*, *Illinois Banker*, and *Oklahoma Banker* with a combined circulation of 6,000+ and combined approximate readership of 12,000+ to banking decision makers.

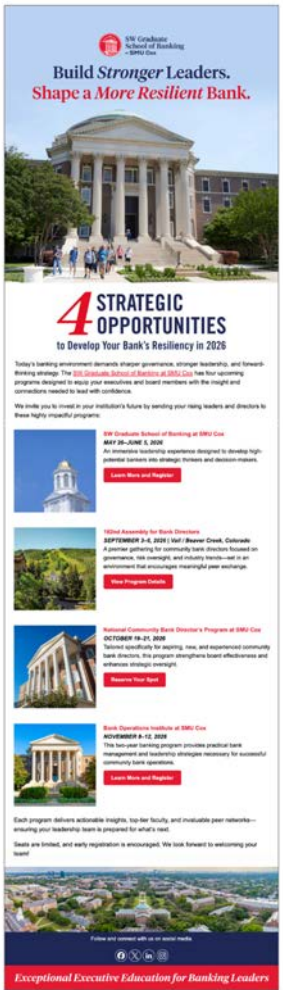
Based on current ad rates, circulations, and SWGSB's annual ad buys.

2027 ESTIMATED STRATEGIC VALUE: $697,460+

Sponsorships *Overview*

PRINT AND DIGITAL MEDIA *Examples*





Our Programs

SPONSORSHIPS AVAILABLE FOR THE FOLLOWING SW GRADUATE SCHOOL OF BANKING PROGRAMS

1. Commercial Lending School in partnership with Texas Bankers Association
   April 25–30, 2027
   100+ Banking Professionals Destined for Leadership and Faculty

2. Graduate School of Banking
   June 1–11, 2027
   300+ Graduate Students Destined for Leadership, Faculty, and Guests

3. National Certified Community Bank Director's Program
   October 18–20, 2027
   100+ Decision Makers, Community Leaders, and Faculty

4. Assemblies for Bank Directors, twice annually
   163rd Assembly for Bank Directors
   January 28–31, 2027
   Loews Ventana Canyon Resort, Tucson, Arizona
   100+ Decision Makers, Community Leaders, Faculty, and Guests

5. 164th Assembly for Bank Directors
   August 19–22, 2027
   Portland Sheraton at Sable Oaks, Portland, Maine
   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.

TITLE SPONSOR

Sponsorships and Benefits *for all programs*

Sponsorships and *Benefits*

TITLE SPONSOR *$75,000 investment*

Make Your Name Part of the SWGSB Experience. As Title Sponsor, your organization receives one of the most visible and far-reaching opportunities across the entire SWGSB portfolio. Your company name becomes an integral part of each SWGSB program—appearing in program naming, digital communications, printed materials, and throughout every session. This creates consistent, high-level visibility with banking leaders and decision-makers across multiple programs and audiences.

For example:

- SW Graduate School of Banking Summer 2027 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 the Texas Bankers Association, presented by [Company Name]

This is more than sponsorship recognition. It is a powerful opportunity to align your brand with one of the industry's most respected names in banking education—and to build meaningful visibility and connections with today's and tomorrow's banking leaders.

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 2027 if sponsorship is confirmed and secured by 12/15/26.

Sponsorships and *Benefits*

Example of the 163rd Assembly postcard with Title Sponsor name:

Sponsorships and *Benefits*

TITLE SPONSOR *Additional Benefits*

- Logo on office ticker during all on-campus programs
- Logo on custom SWGSB lanyards (worn in the majority of photographs of all events)
- Logo at the top of the Sponsors & Partners page on the SWGSB website and each event page
- Logo on email blasts for all programs and sponsor page of catalog and presession packets for the Graduate School of Banking
- Logo on graduation stage backdrop for Graduate School of Banking
- Logo in graduation video, if produced, for Graduate School of Banking
- 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 25–30, 2027

Sponsorships and *Benefits*

Presenting Sponsorship Opportunities:

COMMERCIAL LENDING SCHOOL

April 25–30, 2027

100+ Decision Makers, Community Leaders, and Faculty

COMMERCIAL LENDING SCHOOL PRESENTING SPONSOR

$33,000 (SOLD) to Texas Bankers Association, with a three-year commitment through 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 25, 2027

$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 25–30, 2027

100+ Decision Makers, Community Leaders, and Faculty

COMMERCIAL LENDING SCHOOL BREAKFASTS

Monday, April 26–Friday, April 30, 2027

$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 29, 2027

$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

Graduate School of Banking

June 1–11, 2027

Sponsorships and *Benefits*

Presenting Sponsorship Opportunities:

GRADUATE SCHOOL OF BANKING

June 1–11, 2027

300+ Decision Makers, Community Leaders, and Faculty

GRADUATE SCHOOL OF BANKING WELCOME RECEPTION

Tuesday, June 1, 2027

$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:

GRADUATE SCHOOL OF BANKING

June 1–11, 2027

300+ Decision Makers, Community Leaders, and Faculty

SWGSB LEGACY AND LEADERSHIP DINNER *Thursday, June 3, 2027*

Distinguished Service Award Honoree TBD
Distinguished Alumnus Award Honoree TBD
Richard Johnson Founder's Award Honoree Robert L. Clarke, Of Counsel, Bracewell LLP

Platinum Sponsors $15,000

- Opportunity to speak at event (3 minutes)
- Preferred seating at event for one (1) table of eight (8) guests
- Logo on signage at the event including event program and table markers
- 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

Gold Sponsor $12,500

- Preferred seating at event for one (1) table of eight (8) guests
- Logo on signage at the event including event program and table markers
- 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

Sponsorships and *Benefits*

Presenting Sponsorship Opportunities:

GRADUATE SCHOOL OF BANKING

June 1–11, 2027

300+ Decision Makers, Community Leaders, and Faculty

SWGSB LEGACY AND LEADERSHIP DINNER *Thursday, June 3, 2027*

Distinguished Service Award Honoree TBD
Distinguished Alumnus Award Honoree TBD
Richard Johnson Founder's Award Honoree Robert L. Clark, Of Counsel, Bracewell LLP

Silver Sponsors $10,000

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

Bronze Sponsors $8,000

- Company name on signage at the event including event program, slideshow, and table markers
- 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:

GRADUATE SCHOOL OF BANKING

June 1–11, 2027

300+ Decision Makers, Community Leaders, and Faculty

GRADUATE SCHOOL OF BANKING BOWLING AND BILLIARDS NIGHT AT LUCKY STRIKE DALLAS *Tuesday, June 8, 2027*

$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:

GRADUATE SCHOOL OF BANKING

June 1–11, 2027

300+ Decision Makers, Community Leaders, and Faculty

SWGSB AWARDS DINNER *Thursday, June 10, 2027*

Presenting $15,000 (1 available)

- 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 eight (8) guests
- Logo on event signage including event program and table markers
- 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

Honors Circle $10,000 (2 available)

- Logo on event signage including event program, slideshow, and table markers
- 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:

GRADUATE SCHOOL OF BANKING

June 1–11, 2027

300+ Decision Makers, Community Leaders, and Faculty

SWGSB AWARDS DINNER *Thursday, June 10, 2027*

Sustainers $8,000 (2 available)

- Company name on event signage including event program, slideshow, and table markers
- 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:

GRADUATE SCHOOL OF BANKING

June 1–11, 2027

300+ Decision Makers, Community Leaders, and Faculty

GRADUATION *Friday, June 11, 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 18–20, 2027

Sponsorships and *Benefits*

Presenting Sponsorship Opportunities:

NATIONAL CERTIFIED COMMUNITY BANK DIRECTOR'S PROGRAM

October 18–20, 2027

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 2027 and Fall 2027

Sponsorships and *Benefits*

Presenting Sponsorship Opportunities:

ASSEMBLIES FOR BANK DIRECTORS

January 28–31, 2027

Loews Ventana Canyon Resort

Tucson, Arizona

100+ Decision Makers, Community Leaders, and Faculty

PRESENTING KEYNOTE LUNCHEON $8,000

- 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

WELCOME RECEPTION AND BREAKFASTS $8,000

- 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

January 28–31, 2027

Loews Ventana Canyon Resort

Tucson, Arizona

100+ Decision Makers, Community Leaders, and Faculty

GOLF TOURNAMENT *TBD* *Saturday, January 30, 2027* $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

August 19–22, 2027

Portland Sheraton at Sable Oaks

Portland, Maine

100+ Decision Makers, Community Leaders, and Faculty

PRESENTING KEYNOTE LUNCHEON $8,000

- 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

WELCOME RECEPTION AND BREAKFASTS $8,000

- 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

August 19–22, 2027
Portland Sheraton at Sable Oaks
Portland, Maine

100+ Decision Makers, Community Leaders, and Faculty

REFRESHMENT BREAKS $6,000 (1 available)

- 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

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

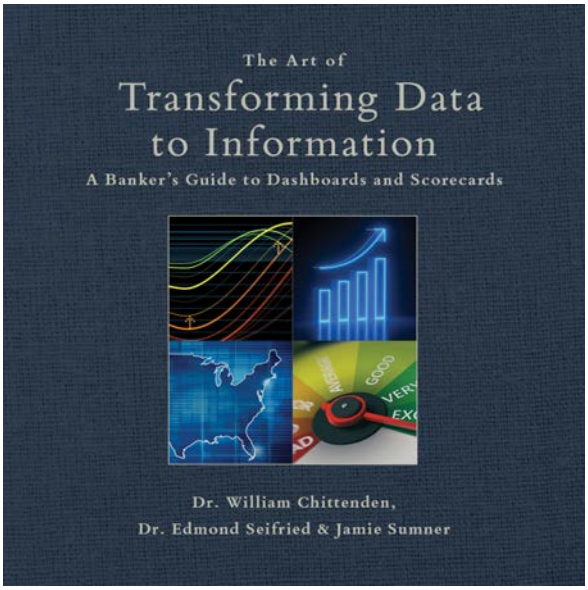
Sponsorships and *Benefits*

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 Arcsalus Advisors, 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 *$8,000 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 2027:

- Company name on group sponsor signage and slideshows at events for Graduate School of Banking, National Certified Community Bank Director's Program, Commercial Lending School, and Assemblies for Bank Directors
- Company name on sponsor section of website
- Company name on group social post and email blast for all programs
- Logo on group email blast announcing the CEO Circle members