



Program Overview:

TexasBank Touchdown is a high-impact branding and community engagement program that partners with local schools during football season to spotlight and support non-athletic student organizations.

Each week, during the live radio broadcast of the game, and at the home field, the sports commentator announces the selected student program of the week. For every touchdown our team scores, TexasBank donates \$25 to that week's chosen organization—like Band, FFA, Cheer, Theater, Auto Club, Art, Debate, or Drill Team with the announcement, “and that was another TexasBank Touchdown!”. By supporting programs beyond athletics, we’re earning trust from parents, teachers, and administrators who are people who value local investment over national noise.

The campaign is a regular monthly investment for TexasBank. We pay for radio sponsorships to ensure wide and professional reach, while all other advertising and promotion is done in-house to maximize authenticity and efficiency. The reach is substantial: 5,000-10,000 in-person fans hear our name over the PA system each game night, and tens of thousands more tune in via radio and online streaming platforms.

We’ve seen increased engagement in-branch and on social media following game nights which is proof that the name recognition and community support are resonating.

As we expand into new locations, plan to scale the program, adding more schools and increasing community reach. Many of the students we support are future customers, employees and leaders in our communities. We’re not just building brand awareness; we’re investing in our legacy. It’s all designed to position TexasBank as proven, local, strong – your true community bank – while supporting our mission to grow both relationships and assets.

Purpose:

In Texas, football isn't just an event, it's a stage, and we understand the magic happening behind the scenes: in the halftime shows, decorated locker rooms, student posters, and spirited chants from the sidelines.

TexasBank Touchdown champions all student contributors by turning every touchdown into tangible support for the often-overlooked groups that make gameday unforgettable. From the marching band's tubas to the FFA's flower fundraisers, we're putting dollars where the heart is.

Program Components:

Component	Description	Purpose
Radio Game Sponsorships	Sponsor for local game broadcasts	Brand visibility + credibility

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Weekly Program Recognition	Each week, a non-athletic program is selected and announced on-air	Student & community goodwill
Touchdown Donations	\$25 donated for every TD scored to the spotlighted student group	Tangible support for education
Digital Engagement	Weekly post highlighting the program & donation	Extend engagement online
Branch Tie-ins	Rival games highlighted and fundraisers held	Increase foot traffic

Donation History 2017-2024

The TexasBank touchdown program is simple, powerful, and truly community driven. Since launching, we've donated over \$51,675 to student groups across Texas and we're looking forward to adding more schools to our growing communities this year. Consistency matters – our name heard every single game night not only will introduce us to a new community, but will reinforce us as a reliable, invested community partner.