



TexasBank Touchdown Program Narrative

TexasBank Touchdown is a branding campaign that turns Friday night lights into real support for student programs on game day. Launched in 2017, this weekly football-season campaign partners with local schools to spotlight non-athletic student organizations, for example, Band, FFA, Cheer, Skills Auto Club, Theater, and more. For every touchdown, TexasBank donates \$25 to the featured student group, celebrated live on air and at the stadium with, "and that was another TexasBank Touchdown"!

The goal? Amplify school spirit while delivering real dollars to student programs that often-overlooked programs that make game nights and high school unforgettable. From halftime shows to the agricultural club, we celebrate every contributor.

The cost? Regular radio spots, while handling all other advertising in-house. Backed by digital engagement and in-branch promotions, the program ties school pride to our brand in a personal, local way.

Over \$51,000 has been donated since launch, proof of impact and purpose. As we grow the bank and open new locations, we will expand this program further. TexasBank Touchdown positions us exactly where we belong, as your proven community partner. Proven, Local. Strong.