



2026 IBAT Best of Community Banking Awards

Category: Marketing

“Here Is Your Quarter Back”: How TRB Leveraged NIL

Texas Regional Bank • IBAT BOCB Entry • 2026

Context & Opportunity

When the NCAA cleared the path for Name, Image, and Likeness agreements in 2021, the brands that moved quickly were predictably large ones, national sponsors with existing sports marketing infrastructure and the budgets to match. Community banks, by and large, weren't in that conversation. Texas Regional Bank decided they should be.

In the fall of 2025, UTRGV launched its inaugural football season, a historic milestone for the university and for the Rio Grande Valley. For a bank built on the idea of being “The People You Know,” the moment was an invitation to demonstrate exactly what that means: show up authentically, tell a real story, and do it in a way that a community bank is uniquely positioned to do.

What TRB built became a replicable model for how community banks can leverage NIL, one that connects brand identity to cultural moments, produces original creative at a professional standard, and deploys it across every available channel.

The Goal

TRB set out to do something many community banks had not yet attempted: execute a full NIL partnership with a college athlete, produce original creative from it, and deploy that creative across social media, streaming television, YouTube, and live stadium media, all centered on a story that was genuinely, authentically local.

The objectives were threefold:

- Deepen TRB's brand connection to its communities during a historic cultural moment
- Produce original, high-quality creative that reflected TRB's voice and values, not a generic bank ad
- Demonstrate that a community bank could compete creatively at a level typically associated with much larger institutions

What TRB discovered along the way: while the campaign was rooted in the Rio Grande Valley, the creative resonated far beyond it. The spots generated strong engagement and audience response across all of TRB's regions, a testament to the universal appeal of good storytelling grounded in authenticity.



Why Eddie Lee Marburger

The right NIL partner wasn't just any athlete. It had to be someone whose story was the story.

Eddie Lee Marburger grew up in Mission, Texas, deep in the Rio Grande Valley. He was a standout quarterback at Sharyland High School before playing at UTSA. When UTRGV announced its inaugural football program, Marburger came home, enrolling as a graduate student to be part of something historic for his university and his community.

That arc, local kid, leaves, comes back for the moment that matters, mirrors the story TRB has always told about itself and the communities it serves. The partnership wasn't a transaction. It was a natural fit.

The Creative Concept

The campaign brief was simple: bring Texas' beloved football culture into everyday banking moments, with the deadpan humor and warmth of people who actually know each other.

The creative team drew inspiration from the style made iconic by ESPN's classic commercial spots and the dry, character-driven comedy of The Office, what TRB refers to internally as the "ESPN/Office style." The result was three original short-form commercials, each built around a football/banking concept and filmed at TRB branch locations across the Valley:

"Here Is Your Quarter Back"

Eddie Lee works behind the teller line, competently, professionally, with full quarterback intensity. Customers interact with him as if nothing is unusual. The comedy builds quietly in classic deadpan fashion until a twist ending that lands exactly the way the best ESPN spots always did.

"Touchdowns and Transactions"

At his new account desk, Eddie Lee is conducting business, and throwing tiny Nerf footballs with pinpoint precision throughout the branch. Into the branch manager's coffee. Into a customer's bag mid-conversation. Nobody acknowledges it. He doesn't break. It's a perfect scene.

"You've Got the Next 8 Hours to Become a Legend"

Before the branch opens, Eddie Lee is in the parking lot channeling full pre-game intensity, delivering a locker room motivation speech to TRB bankers as they arrive for the morning shift. The energy is unmistakably football. The setting is unmistakably a community bank.



Each spot was produced in two formats: portrait (for social short-form) and landscape (for streaming television, YouTube, and the UTRGV stadium jumbotron), six total versions from three concepts, maximizing reach across every deployment channel from a single production investment.

Steps in the Process

1. NIL Agreement

TRB's Chief Business Development & Community Engagement Officer, Jamie Lynn Brown, identified the opportunity, evaluated fit, and executed the NIL agreement with Eddie Lee Marburger, managing the partnership terms and bringing the opportunity to the marketing team for creative development.

2. Creative Development

In a detail that speaks to the bank-wide investment in this campaign: the creative concepts were developed by TRB's Chief Financial Officer, Lincoln Talbert, and Chief Banking Officer, Cesar Suarez, two members of executive leadership who saw the opportunity and built the ideas from the ground up. TRB's marketing team then partnered with a local production company to bring the concepts to life, with TRB managing all creative direction, brand standards, and final delivery.

3. Dual-Format Production

All three spots were produced in portrait and landscape simultaneously, enabling a single production investment to serve every deployment channel: social, streaming, digital, and live stadium.

4. Multi-Platform Deployment

- Social media (portrait): Deployed as short-form content across TRB's social channels
- Broadcast television (landscape): Aired in Rio Grande Valley markets
- YouTube (landscape): Distributed via TRB's YouTube channel
- Stadium jumbotron (landscape): Featured during UTRGV home games
- Live sponsorship partnership: Compounding the NIL agreement, TRB entered a separate sponsorship agreement with the UTRGV Athletics department, securing the right to present the official game ball at each of the seven inaugural home games and exclusive access to jumbotron advertising throughout the season.

Metric	Result
Total social video views (9/1/2025 – 4/30/2026)	579,497
Instagram Reel views	390,200
Facebook video views	166,108
LinkedIn video views	18,590
X (Twitter) video views	4,599
YouTube views	100,000+
Cross-platform engagements	37,096
Top post engagements (single post)	23,675
UTRGV home game activations	6
Commercial formats produced	6 (3 concepts × 2 formats)
Regional reach	RGV + all TRB markets
Industry recognition	ADDY Award, American Advertising Federation (local chapter)

The 579,497 social video views are particularly significant in context: TRB’s social media following is that of a community bank, not a national brand. These figures reflect genuine audience engagement, not media spend, with Instagram Reels alone accounting for 390,200 views.

The comment activity told an equally compelling story. Across platforms, the posts generated 37,096 engagements, with the top single post reaching 23,675. Audiences in the Valley and across TRB’s regions shared the spots, tagged friends, and responded in the way that only work rooted in authentic storytelling tends to generate.

Perhaps the best illustration of that engagement: a viewer commented on the original spot suggesting that the on-screen branch clock time be changed to 9:56 AM as a tribute to the Rio Grande Valley’s 956 area code. TRB took notice. The next video incorporated the change. That kind of audience investment doesn’t happen with a generic bank ad.

And the creative community agreed. The campaign received an ADDY Award from the local American Advertising Federation chapter, recognition from advertising peers that the work stood on its own terms.



What It Means

The “Here Is Your Quarter Back” campaign demonstrates what NIL can look like when a community bank approaches it with intention. The NIL agreement created an authentic partnership. The ESPN/Office creative style created content people actually wanted to watch. The dual-format production strategy made the creative work across every channel without additional cost. And the decision to root the campaign in a genuinely local story, a Valley kid returning home for a historic season, made it resonate far beyond what a media buy could accomplish. Community banks are uniquely positioned to tell these stories. TRB did. This is what it looks like.