Spirit of West Jexas Pull GAS



Member FDIC

June 17, 2021

Dear IBAT Best of Community Banking Awards Committee:

You might be asking, "what is the SPIRIT OF WEST TEXAS?"

Good question. Let me explain.

Throughout the past year we saw many of our friends, customers and neighbors face obstacles they had never known before 2020. We also saw and heard stories of great perseverance, creativity and true West Texas grit from small business owners all across our community. The more stories we heard, the more we realized that these stories are worth telling and worth hearing. We wanted a way for these small business owners to share their unique story with others who may be facing a similar struggle, while also staying true to our mission: Promoting the Spirit of West Texas. From this desire, the Spirit of West Texas Podcast was born.

Over the past few months, our Podcast Team had the honor of interviewing business owners and professionals from a broad range of industries that each had a different perspective and faced different struggles but were alike in the deep desire to do whatever it takes to keep their "Big Dream" alive in the midst of the pandemic.

Each episode, we explored the people, businesses and values that embody the never-say-never, get-the-job-done spirit that shines through everywhere you look in West Texas. It's been an honor to do business here for 114 years. This project has been a celebration of the people and businesses who have helped us get to where we are today.

We learned so much about the heart and determination of small business owners in our Communities through this process, and I think the Bank's Founder said it best: "The Spirit of West Texas lies in the hearts of its people." – Ray M. Bain

Thank you for your consideration.

Mark Bain

Sincerely,

R. Mark Bain

Chief Executive Officer

First United Bank

p.s. - I hope you'll "listen in."



The true Spirit of West Texas lies in the hearts of its people.

- Ray M. Bain, Founder, First United Bank

PODCAST OVERVIEW:

What exactly is the Spirit of West Texas?

Good question. Each episode, we'll explore the people, business and values that embody the never-say-never, get-the-job-done spirit that shines through everywhere you look in West Texas.

Join us, as we share untold stories of big dreams and the many struggles and sacrifices that West Texans have gone through to achieve them. We're getting people talking. So listen in. We hope you'll learn something and have a little fun along the way.

TOPICS OF DISCUSSION:

The Spirit of West Texas podcast is about stories. Real, authentic conversations with some of our very best customers and friends. Our mission is to promote the Spirit of West Texas by sharing their personal stories of:

- life
- family
- running a small business
- dreams
- struggles / daily struggles
- what it means to be successful
- loving West Texas
- thriving

- creating a home
- leadership
- obstacles
- hurdles
- triumphs and tribulations
- big ideas / creativity
- West Texas culture
- agriculture



Our hope is that these conversations will:

- · Leave you inspired
- Help you learn from past experiences (good and bad)
- Help you generate new ideas or ways of looking at your industry/business
- Allow you to empathize with others who share your struggles
- Help you to feel connected to others who share in your circumstances

TARGET AUDIENCE:

Target Audience will vary based on content from season-to-season, but may include:

- · Small business owners and professionals
- farmers, producers
- Anyone dreaming of owning a small business
- Real estate agencies/agents
- Title companies
- Home builders/developers
- CPAs/Financial planners
- Similar industry professionals
- Friends of First United Bank

SHOW FORMAT, CONTENT AND HOW IT RELATES TO AUDIENCE:

Mechanics:

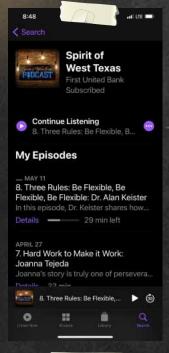
- Host and interviewer will both be representatives from First United Bank, will vary based on season
- Approximately 25-30 minutes per episode (quick listen)
- Body of Show is a casual conversation / interview format with "friends" of First United
 Bank
- Each episode will include a Call-to-Action to send listeners to the Bank's website for free content. downloads. materials that support the discussion

Interview Format:

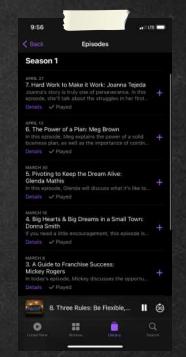
Conversation will be a mix between professional and personal achievements



PLATFORM SCREENSHOTS (APPLE):



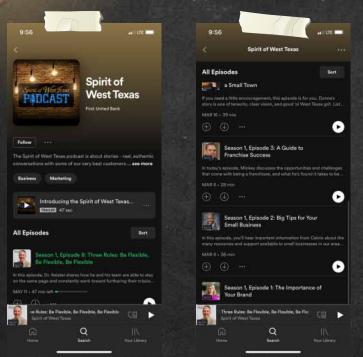


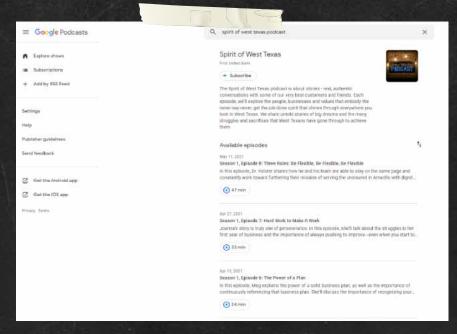


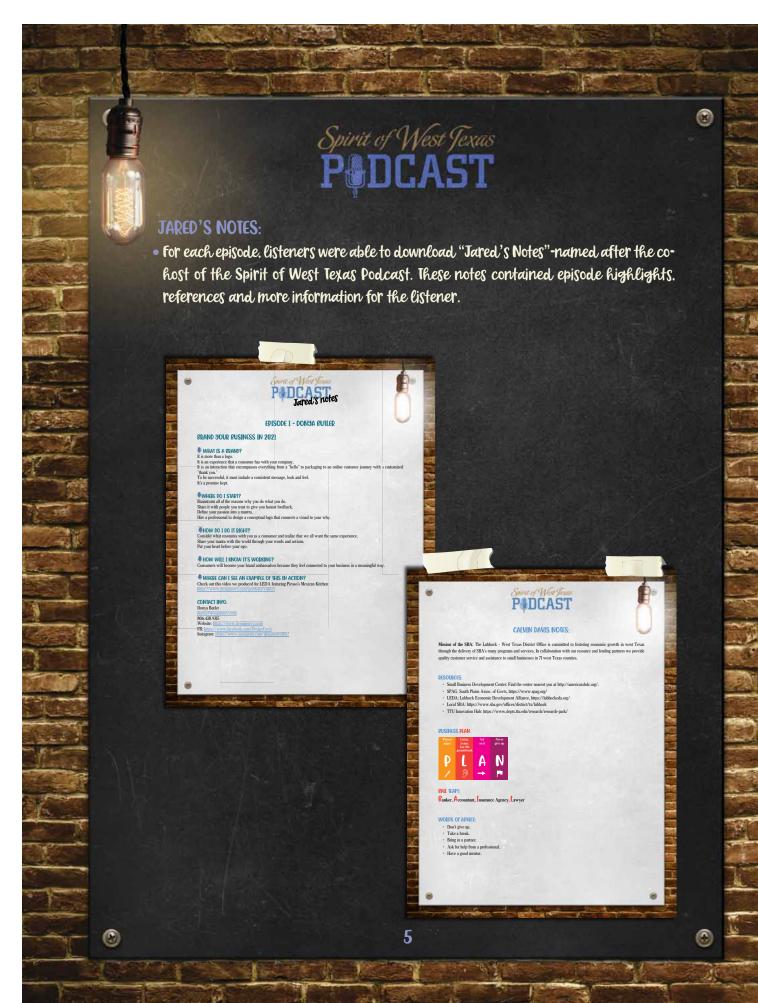


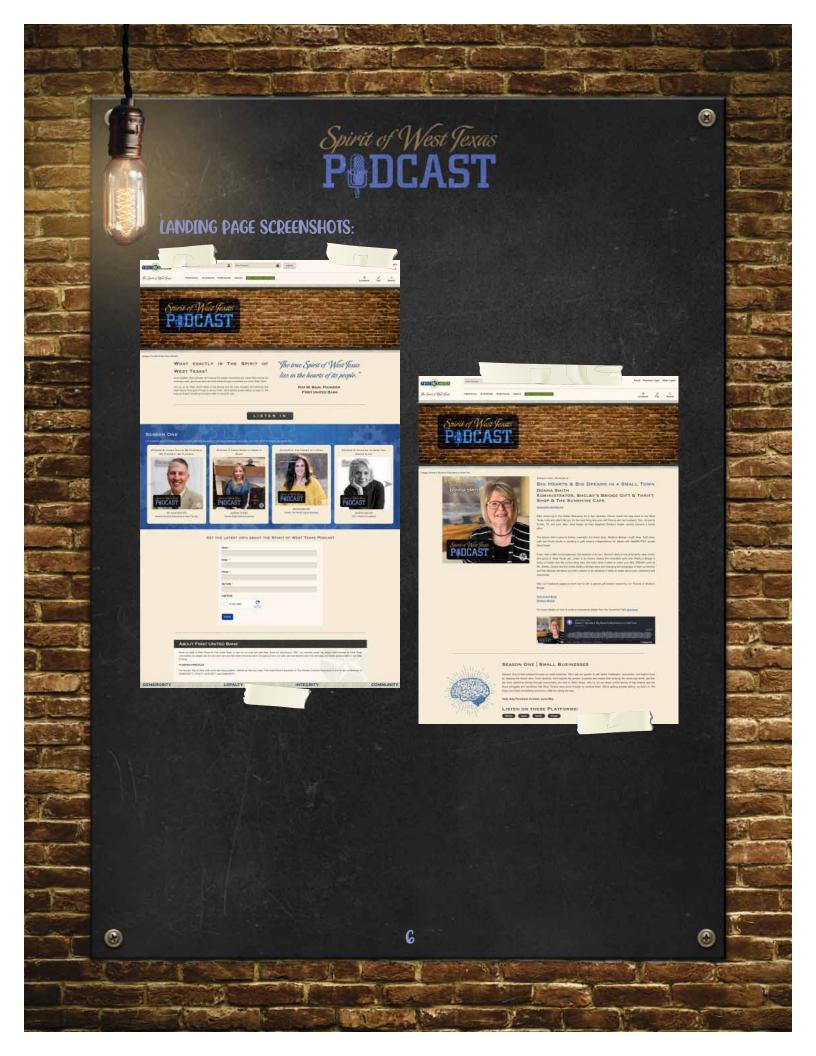


PLATFORM SCREENSHOTS (SPOTIFY & GOOGLE):











SOWT PODCAST MATERIALS:

Our First United Bank business customers each received this Spirit of West Texas
 Podcast mailer encouraging them to listen in.

Spirit of West Jexas PODGAST

INTRODUCING Spirit of West Fexus PADCAST

"The true Spirit of West Texas lies in the hearts of its people."
- Bay M. Bain, founder, first United Bank

first United Bank is starting a pedcast to explore the people, businesses and values that embody the never-say-never, get-the-job-done spirit that shines through everywhere you look in West Iesus.

Owning a small business is not for the faint of heart. In our insu-generic season, our hosts. First United.
Renk Markeling Director, Amy Durchard, and, Jored Mag of the Price Group, will halk to small,
business convers about the challenges, successes and halpful hints for keeping the dream alive.

The greats on season one of the Spirit of West lesus Poelcast are shoring their ideas, struggles and great stories of Success from right here in our own backgard, Every small business owner has a varieue story to tell—and our poelcast greats are no exception, back 30-minute episode will inspire www.xtband.war.thousfeder encourage woo to continue destine 500 the internal www.xtband.war.thousfeder encourages woo to continue of action 500 their draws.

Here's a sneak peek of a few of season one's gwests



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CALVIN DAVIS

West Texas District SBA



A Guide to Frenchise Success MICKEY POGERS Fundatruckers/ Cash Vertures Companies

The Spirit of West Texas Podcast is available on most podcast platforms like Apple Podcasts. Spolify: Stifcher and Google Play Or visit SpiritofWestTexasPodcast.com. Subscribe today!



 When our Podcast Guest arrives to record their episode. we greet them with a fresh cup of coffee in our custom Spirit of West Texas Podcast coffee cups.



 Each of our Podcast Guests received a pair of branded. wireless headphones to thank them for sharing their story with us on the Spirit of West Texas Podcast.





 A few days after their episode recording, we sent a hand-written "Thank You" card to each Guest.







FLIZOR	IOIAL DOWNLOADS
Introducing the Spirit of West Texas Podcast	24
Season 1. Episode 1: The Importance of Your Brand	96
Season 1. Episode 2: Big Tips for Your Small Business	43
Season 1, Episode 3: A Guide to Franchise Success	78
Season 1. Episode 4: Big Hearts & Big Dreams in a Small Town	102
Season 1. Episode 5: Pivoting to Keep the Dream Alive	G1
Season 1, Episode G: The Power of a Plan	122
Season 1. Episode 7: Hard Work to Make it Work	54
Season 1, Episode 8: Three Rules: Be Flexible, Be Flexible, Be Flex	lible 95

March 2020 - May 2020

- 695 downloads
- 459 listeners
- 8 episodes (not including intro)
- All 8 episodes had over 2G downloads in the first 7 days. 2 of which had 2G downloads
 in the first 24 hours. This means you're in the top 50% of podcasts according to <u>The</u>
 <u>Podcast Host</u>.
- Additional 565 pageviews (includes Season 1 and Main Episode Page)

CLICK HERE TO WATCH THE VIDEO!