



# NFL FLAG-In-Schools

Indianapolis Colts Market Report



The NFL FLAG-In-Schools Program started in 2014

- Developed by GENYOUth as a solution to the physical inactivity crisis
- Supports **Physical Education (PE) Teachers**
- Reaches a new population of potential players, namely **girls and young children who have never played football!**

The program provides NFL FLAG-In-Schools Kits, valued at \$410:

- Equipment: To replace outdated or non-existing equipment
- Curriculum: [High-quality resource developed by SHAPE America](#)
- Watch NFL Legend Lorenzo Alexander walk through [FIS drills](#)



NFL FLAG-In-Schools receives high ratings on almost every measure and is especially strong on:

- Providing an opportunity for competition
- Helping kids learn new skills and the rules of football
- Providing an easy way for kids to engage in football and feel accomplished

*"When I have girls that say, "I can actually throw a football" or "wait 'til my dad sees me throw this football - he's never going to believe", those successful moments add up... your kids come back and want to play after school. They want to play outside of just your Phys Ed class"*



## Indianapolis Colts Market

75-mile radius from stadium

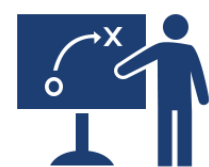
\$123,450 in kits given to

221 Fuel Up to Play 60 schools, reaching

114,207 students



### PROGRAM PARTICIPATION



Teachers

Reported using Kits for **before- and after-school** programs, **recess** activities, and **weekend/sports** teams.



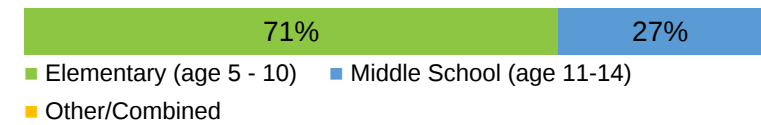
Students

**85%** of participants indicated they love or like the program

#### By Gender



#### By Age/School Level



### IN-MARKET REACH & POTENTIAL



Schools

#### All Schools in Market



#### Schools with 20%+ Hispanic population



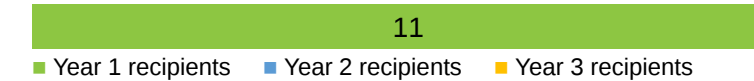
#### Student enrollment at schools



Due to limited availability, 9 schools were denied kits missing a potential of 4,203 students!



#### 3-year Partnership with Boys & Girls Clubs



To learn how you can help to grow the NFL FLAG-In-Schools program, please contact GENYOUth directly at [Lauren.izzo@GENYOUthNow.org](mailto:Lauren.izzo@GENYOUthNow.org) or 224-251-0216.



**GENYOUth**  
CREATING HEALTHIER SCHOOL COMMUNITIES™

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The term "schools" includes all K-12 public and private schools in the US.