

## NFL FLAG-In-School

Arizona Cardinals Market Report



#### The NFL FLAG-In-School 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 \$440:

- · Equipment: To replace outdated or non-existing equipment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-School 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

"Every grade level from K- 6th grade have the opportunity to learn how to use the flags and are taught a variety of games and activities and exercises that use the flags to their benefit. The flags also helped increase participation during our two schoolwide wellness weeks at Hendricks and the teachers noticed a large difference in the opportunities given to all students due to having more flags to use during lunchtime activities."



# **Arizona Cardinals Market**

75-mile radius from stadium

\$236,755 in kits given to

364 schools, reaching

**217,616** students



#### PROGRAM PARTICIPATION



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



85%

of participants indicated they love or like the program

#### By Gender

■ Male ■ Female By Age/School Level 1

■ Elementary (age 5 - 10) ■ Middle School (age 11-14)

Other/Combined

#### **IN-MARKET REACH & POTENTIAL**



All Schools in Market 364

322

780

Schools with 20%+ Hispanic population

Student enrollment at schools

217.616 354.384

Awarded Kits = Potential Reach

To learn how you can help to grow the NFL FLAG-In-School program, please contact GENYOUth directly at

Lauren.Izzo@GENYOUthNow.org or 224-251-0216.

### NATIONAL PARTNERSHIPS

3,729

kits delivered to organizations for youth enrichment programs

Key partners include:





**FITNESS**GRAM®









11% 6%