



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 \$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- Equipment: To replace outdated or non-existing equipment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-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

"My students really enjoy flag football and get very excited when the unit comes up in PE. It has been great to have equipment provided and designed for my K-8th grade students. My school district just implemented our first flag football season this past year and having the right tools to teach during PE has been vital in getting our students interested in participating competitively. Also, having the curriculum is a positive addition for me to reference as I continue to build my school's program."



Arizona Cardinals Market

75-mile radius from stadium

\$194,795 in kits given to

338 schools, reaching

198,495 students



PROGRAM PARTICIPATION



Teachers

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



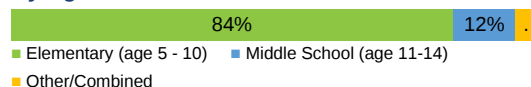
Students

85% of participants indicated they love or like the program

By Gender



By Age/School Level ¹



IN-MARKET REACH & POTENTIAL



Schools

All Schools in Market



Schools with 20%+ Hispanic population



Student enrollment at schools



■ 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:



*Special
Olympics*



FITNESSGRAM®