

NFL FLAG-In-School

Baltimore Ravens 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- · Equipment: To replace outdated or non-existing equipment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

Ridgeway Elementary School, MD



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

"Students at East Salisbury participated in their first practice in our Flag Football Club. This club features 4 after school teams that participate in a healthy snack after school, team practice and a game once a week. Students were excited to meet and greet one another and form their teams. They got to choose team names, colors, and cheers all for their team. Students also have to complete a 'create your own play' design to implement next week at practice. We are very excited about our club at East Salisbury:) Thank you so much for the flags that made this happen. "



Baltimore Ravens Market

75-mile radius from stadium

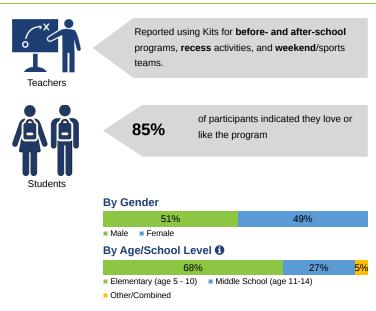
\$426,280 in kits given to

839 schools, reaching

455,322 students



PROGRAM PARTICIPATION



IN-MARKET REACH & POTENTIAL



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:













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