

NFL FLAG-In-School

Carolina Panthers 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- · Equipment: To replace outdated or non-existing equipment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

Hudson Elementary School, NC



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 6th grade class created their own 7-person teams for our Flag Football tournament. All of the teams chose NFL teams to be and designed matching uniforms that they use to play in the round-robin tournament."



Carolina Panthers Market

75-mile radius from stadium

\$226,255 in kits given to

412 schools, reaching

228,569 students



PROGRAM PARTICIPATION

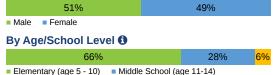


85%

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

> of participants indicated they love or like the program

By Gender



Other/Combined

IN-MARKET REACH & POTENTIAL



All Schools in Market

Schools with 20%+ Hispanic population 177

Student enrollment at schools

228,569 346,813

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.

Awarded Kits Potential Reach

NATIONAL PARTNERSHIPS

3,729

kits delivered to organizations for youth enrichment programs

Key partners include:





FITNESSGRAM®





