

NFL FLAG-In-School

Cincinnati Bengals 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- · Equipment: To replace outdated or non-existing equipment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

"During PE class, every student at Granville Intermediate is participating in Flag Football. We have covered pulling the flags with Flag Tag, throwing routes, running routes and now we are preparing for our games next week. Thank you FUTP60! Having FUN = Learning!"



Cincinnati Bengals Market

75-mile radius from stadium

\$144,540 in kits given to

274 schools, reaching

137,717 students



PROGRAM PARTICIPATION



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



of participants indicated they love or 85% like the program

By Gender

■ Male ■ Female By Age/School Level 6

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

Other/Combined

IN-MARKET REACH & POTENTIAL



All Schools in Market 924 274

Schools with 20%+ Hispanic population

Student enrollment at schools 373,995 137,717

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

Awarded Kits Potential Reach

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

NATIONAL PARTNERSHIPS

3,729

kits delivered to organizations for youth enrichment programs

Key partners include:





FITNESSGRAM®







Last data update: 10/07/2025