# NFL FLAG-In-School 

Cleveland Browns 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- Equipment: To replace outdated or non-existing equipment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
"Its a great way to grow our sport and get kids more physically active. Girls in my school absolutely loved playing flag football."


## Cleveland Browns Market

75-mile radius from stadium
\$133,290 in kits given to
244 schools, reaching
103,124 students


Teachers
 of participants indicated they love or like the program

By Gender

| 51\% | 49\% |
| :---: | :---: |
| - Male - Female |  |
| By Age/School Level ${ }^{\text {( }}$ |  |
| 71\% | 25\% |
| - Elementary (age 5-10) ■ Mid | (11-14) |
| - Other/Combined |  |

IN-MARKET REACH \& POTENTIAL

| All Schools in Market |
| :--- |
| 244 |
| Schools with 20\%+ Hispanic population |
| 30 |
| Student enrollment at schools |
| 103,124 |
| Awarded Kits $\quad$ 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


