



# NFL FLAG-In-School

Dallas Cowboys 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- Equipment: To replace outdated or non-existing equipment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](#)

## Rebecca Creek Elementary School - Can...



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

"This year I received a NFL FLAG Football kit from FUTP 60 and the program was a great success! Using the kit, the students learned a variety of lessons like throwing and catching and even kicking and punting. We practiced twice a week after school. The children couldn't wait until after school to get to practice. I have seen an increase in their aerobic capacity and I think that this program along with other clubs had a lot to do with it. Thank you Fuel Up to Play 60!"



## Dallas Cowboys Market

75-mile radius from stadium

**\$629,155** in kits given to

**555** schools, reaching

**310,673** students



### PROGRAM PARTICIPATION



Teachers

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



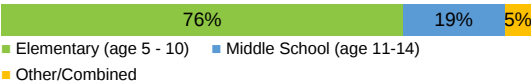
Students

**85%** of participants indicated they love or like the program

#### By Gender



#### By Age/School Level



### 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](mailto:Lauren.Izzo@GENYOUthNow.org) or 224-251-0216.

### NATIONAL PARTNERSHIPS

**3,729**

kits delivered to organizations for youth enrichment programs

Key partners include:



**FITNESSGRAM®**



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

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