

NFL FLAG-In-School

Green Bay Packers 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- · Equipment: To replace outdated or non-existing equipment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

"Students used recess time as an opportunity to use the skills learned in PE class to organize and play flag football games on their own."



Green Bay Packers Market

75-mile radius from stadium

\$139,890 in kits given to

179 schools, reaching

67,857 students

Schools

IN-MARKET REACH & POTENTIAL



PROGRAM PARTICIPATION



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



85%

of participants indicated they love or like the program

By Gender



Other/Combined

NATIONAL PARTNERSHIPS

3,729

kits delivered to organizations for youth enrichment programs

All Schools in Market

349

Schools with 20%+ Hispanic population

31

Student enrollment at schools

Awarded Kits Potential Reach

67,857 84.774

To learn how you can help to grow the NFL FLAG-In-School program,

please contact GENYOUth directly at

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Key partners include:













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