

NFL FLAG-In-School

Indianapolis Colts 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- · Equipment: To replace outdated or non-existing equipment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

Southern Wells Elementary, IN



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

"When I have girls that say, "I can actually throw a football" or "wait 'til my dad sees me throw this football - he's never going to believe", those successful moments add up... your kids come back and want to play after school. They want to play outside of just your Phys Ed class"



Indianapolis Colts Market

75-mile radius from stadium

\$157,560 in kits given to

262 schools, reaching

137,127 students



PROGRAM PARTICIPATION

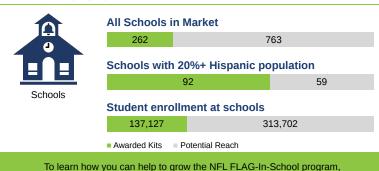


Other/Combined

Reported using Kits for before- and after-school

By Gender 51% ■ Male ■ Female By Age/School Level 1 ■ Elementary (age 5 - 10) ■ Middle School (age 11-14)

IN-MARKET REACH & POTENTIAL



please contact GENYOUth directly at Lauren.Izzo@GENYOUthNow.org or 224-251-0216.

NATIONAL PARTNERSHIPS

3,729

kits delivered to organizations for youth enrichment programs

Key partners include:













