

NFL FLAG-In-School

Kansas City Chiefs 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- · Equipment: To replace outdated or non-existing equipment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

"FUTP 60 FLAG Kits have brought back the excitement of playing flag football. The students ask every day if they can play football using the equipment Fuel Up to Play 60 has provided, even on days it's raining. "



Kansas City Chiefs Market

75-mile radius from stadium

\$123,800 in kits given to

202 schools, reaching

83,804 students



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

49%

By Gender

51% ■ Male ■ Female

By Age/School Level 1

72% ■ Elementary (age 5 - 10) ■ Middle School (age 11-14)

Other/Combined

IN-MARKET REACH & POTENTIAL



All Schools in Market 202

Schools with 20%+ Hispanic population

83

Student enrollment at schools

Awarded Kits Potential Reach

83.804 252.312

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

3,729

kits delivered to organizations for youth enrichment programs

Key partners include:















