

NFL FLAG-In-School

National 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- Equipment: To replace outdated or non-existing equipment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

"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"



National Market

\$13,326,080 in kits given to

22,862 schools, reaching

12,827,295 students



PROGRAM PARTICIPATION



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



85%

of participants indicated they love or like the program

22%

By Gender

51%
■ Male ■ Female

By Age/School Level ③

54%

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

Other/Combined

IN-MARKET REACH & POTENTIAL



All Schools in Market 22,862

Schools with 20%+ Hispanic population

11,346

59,545

80,246

Student enrollment at schools

12,827,295

38,692,487

Awarded Kits Potential Reach

To learn how you can help to grow the NFL FLAG-In-School program, please contact GENYOUth directly at

Lauren.lzzo@GENYOUthNow.org or 224-251-0216.

NATIONAL PARTNERSHIPS

3,729

kits delivered to organizations for youth enrichment programs Key partners include:





FITNESSGRAM®









24%