

NFL FLAG-In-School

New England Patriots 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- Equipment: To replace outdated or non-existing equipment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

"Having a chance to use the curriculum that was provided by the NFL FLAG program was awesome. My students grew more confident in wanting to learn and play with footballs. I had children who were scared to even play catch with a football, never mind join a team game. The material is so user-friendly and age-appropriate that it also helped with my confidence as a teacher teaching the sport."



New England Patriots Market

75-mile radius from stadium

\$257,470 in kits given to

497 schools, reaching

222,948 students



PROGRAM PARTICIPATION



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



of particip

of participants indicated they love or like the program

By Gender

51% 49%

• Male • Female

By Age/School Level ①

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

Other/Combined

IN-MARKET REACH & POTENTIAL



All Schools in Market

497 2,120

Schools with 20%+ Hispanic population

258 516

Student enrollment at schools

222,948 752,721

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 or 224-251-0216.

NATIONAL PARTNERSHIPS

3,729

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





FITNESSGRAM®









10%