

NFL FLAG-In-School

New Orleans Saints 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- Equipment: To replace outdated or non-existing equipment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

"We have introduced NFL Flag Football into our PE classes. Our students have really taken to it and have created their own league. We started off with four teams, but as the year went by we had to add three more. It has everyone talking on campus and has gotten our faculty involved too. We expect to have eight teams by the end of the year and will continue to find ways to expand. Thanks Fuel Up!"



New Orleans Saints Market

75-mile radius from stadium

\$187,470 in kits given to

275 schools, reaching

136,564 students



PROGRAM PARTICIPATION



85%

teams

of participants indicated they love or like the program

By Gender

51% 49%

■ Male ■ Female

By Age/School Level ①

Reported using Kits for before- and after-school

programs, recess activities, and weekend/sports

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

Other/Combined

IN-MARKET REACH & POTENTIAL



All Schools in Market 275

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Schools with 20%+ Hispanic population
70

70

Student enrollment at schools

136.564 206.271

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:

462





FITNESSGRAM®







