

# NFL FLAG-In-School

San Francisco 49ers 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- · Equipment: To replace outdated or non-existing equipment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

" I have introduced the sport of Flag Football to my middle school classes, and they are happy to be part of the Fuel Up to Play 60 program. They were never introduced to the sport before. All boys and girls are having fun and enjoying the football unit. They are learning about football and how to play the game."



# San Francisco 49ers Market

75-mile radius from stadium

**\$281,325** in kits given to

440 schools, reaching

**198,013** 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

#### By Gender

Male Female

## By Age/School Level 10

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

Other/Combined

#### **IN-MARKET REACH & POTENTIAL**



All Schools in Market

Schools with 20%+ Hispanic population

2,025

327 1,043

Student enrollment at schools

198,013 847,797

■ 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®









19%