



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 \$410:

- Equipment: To replace outdated or non-existing equipment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

"The biggest impact we saw with using the NFL Flag in School Kit was the excitement of our young ladies. They are excited to potentially be able to continue playing when they move on to high school."



San Francisco 49ers Market

75-mile radius from stadium

\$258,270 in kits given to

414 schools, reaching

185,751 students



PROGRAM PARTICIPATION



Teachers

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



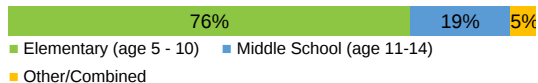
Students

85% of participants indicated they love or like the program

By Gender



By Age/School Level ⁱ



IN-MARKET REACH & POTENTIAL



Schools

All Schools in Market

414 (Awarded Kits) / 2,081 (Potential Reach)

Schools with 20%+ Hispanic population

301 (Awarded Kits) / 1,043 (Potential Reach)

Student enrollment at schools

185,751 (Awarded Kits) / 868,268 (Potential Reach)

■ 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:



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