

NFL FLAG-In-School

Tampa Bay Buccaneers 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- · Equipment: To replace outdated or non-existing equipment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"



Tampa Bay Buccaneers Market

75-mile radius from stadium

\$283,730 in kits given to

510 schools, reaching

343,076 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 6

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

Other/Combined

IN-MARKET REACH & POTENTIAL



All Schools in Market 510

787

385

Schools with 20%+ Hispanic population

Student enrollment at schools

343,076

356,740

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®







Last data update: 10/07/2025

