

## NFL FLAG-In-School

Tennessee Titans 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- · Equipment: To replace outdated or non-existing equipment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

#### #FLAGinschoolscontest



#### 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

"As the flag football unit ended in physical education, students in all classes participated in a Super Bowl styled Flag Football game to determine who had the best team. We used the Flag Football equipment and football yard markers to enhance the vibe of the game. Although two games ended in a tie, the overall outcome was that all the students enjoyed themselves and the teamwork helped aid their experience"



# Tennessee Titans Market

75-mile radius from stadium

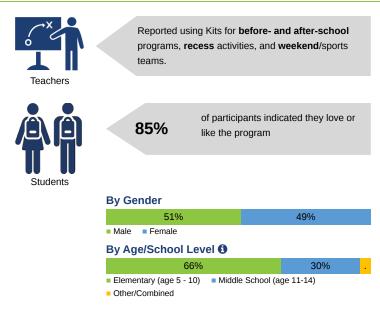
**\$173,030** in kits given to

309 schools, reaching

**164,474** students



#### PROGRAM PARTICIPATION





### NATIONAL PARTNERSHIPS

3,729

kits delivered to organizations for youth enrichment programs

Key partners include:





**FITNESS**GRAM®







Last data update: 10/07/2025