

YOUTH & HIGH SCHOOL PROGRAM & RESOURCE GUIDE

ASSISTING NFL CLUBS' YOUTH PROGRAMS

 **PLAY FOOTBALL**







PURPLE
FOOTBALL

CONTENTS

6 OUR COMMITMENT

8 VISION

9 MISSION

10 THE CORE GAME PLAN: HOW ALL 32 CLUBS CAN SUCCEED

I THE FACTS

12 FOOTBALL IS THE MOST POPULAR SPORT

14 FOOTBALL FACTS

II FOCAL POINTS & PROGRAMS

18 YOUTH AND HIGH SCHOOL FOOTBALL

19 YOUTH PROGRAMS: A 3-PRONGED APPROACH

20 YOUTH FOOTBALL: AGES 6-11

21 MIDDLE SCHOOL FOOTBALL: AGES 12-14

22 HIGH SCHOOL FOOTBALL: AGES 15+

III INFLUENCERS

24 PARENTS

25 COACHES

26 SCHOOLS & YOUTH FOOTBALL ORGANIZATIONS

IV TEN KEY PRIORITIES

30 YOUTH & HIGH SCHOOL FOOTBALL 10 KEY PRIORITIES

32 ASSIGNED YOUTH FOOTBALL STAFF

34 CELEBRATORY INITIATIVES FOR YOUTH FOOTBALL

36 CELEBRATORY INITIATIVES FOR HIGH SCHOOL FOOTBALL

38 PROGRAMS THAT DEVELOP THE GAME OF FOOTBALL

40 PARENTAL EDUCATION INITIATIVES

42 NON-TRADITIONAL FOOTBALL PARTICIPATION GROWTH

44 PROGRAMS THAT SUPPORT COACHES

46 REMOVAL OF ACCESS BARRIERS

48 HIGHLIGHTING THE VALUES OF FOOTBALL

50 USE OF NFL LEGENDS AS AMBASSADORS

V NFL FOUNDATION GRANT OPPORTUNITIES

54 NFL CLUB YOUTH PROGRAM GRANTS

56 NFL TEAM PROGRAM GRANTS

56 NFL CLUB MATCHING YOUTH FOOTBALL GRANTS

57 CLUB MATCHING YOUTH FOOTBALL FIELD GRANT

57 CLUB MATCHING CERTIFIED ATHLETIC TRAINER GRANT

58 HIGH SCHOOL COACH GRANTS & AWARDS

58 DON SHULA NFL HIGH SCHOOL COACH OF THE YEAR AWARD

VI DIRECTORY

62 NFL YOUTH & HIGH SCHOOL FOOTBALL DEPARTMENT

63 NFL DEPARTMENT & USA FOOTBALL CONTACTS

OUR COMMITMENT

A photograph of a diverse group of young people outdoors, cheering and raising their hands in excitement. In the foreground, a woman with blonde hair is laughing with her mouth wide open. To her left, a man with glasses and a beard is making a peace sign. A person on the right is holding up a smartphone, likely taking a selfie or recording the moment. The background shows green trees and a bright sky.



OUR COMMITMENT: TO SUPPORT YOUTH & HIGH SCHOOL FOOTBALL NATIONWIDE.

The NFL and all 32 Clubs are committed to growing awareness and interest in youth & high school football. Our commitment stems from our firm belief that playing football creates a bond and love of the game that kids carry with them throughout their lives.

We've created a **Club Resource Guide**, which outlines our approach to support & celebrate football at the youth & high school level and presents how we can achieve that by working together.

Consider this guide as you continue to impact, educate, and support youth, middle, and high school athletes, coaches, parents, and our broader communities.



VISION

GROW THE GAME OF
FOOTBALL THROUGH AN
INCREASE IN PARTICIPATION





MISSION

**SHAPE THE FOOTBALL EXPERIENCE FOR
KIDS 6-18 YEARS OLD**

**ADVOCATE FOR THE SAFETY OF
FOOTBALL PARTICIPANTS**

**PROMOTE LIFE VALUES THROUGH
THE GAME**

**CONNECT LOCAL FOOTBALL
COMMUNITIES AND FANS**

THE CORE GAME PLAN: ALL 32 CLUBS CAN SUPPORT THE GAME

1 **Kids Play Football, Kids Win**

Focus on participatory initiatives – from one-day NFL FLAG Clinics, to non-contact summer camps, to high school tackle – we support kids playing the game of football. Everyone counts!

2 **Consistent Events & Programs That Are True To Our Mission And Vision**

Every market is unique, but consistent events and programs will advance our shared efforts to support kids playing our game.

3 **Share Your Programs So We Can All Grow**

Share your good work with the League Office and fellow Clubs, letting all of us highlight the great work being done within each market.

4 **Increase Participation By Using The Strengths Of Partners & Influencers**

Work with partners who share our vision of encouraging kids to play football in any form – FLAG, tackle, or 7 on 7.

5 **Mobilize Your Network To Create Champions**

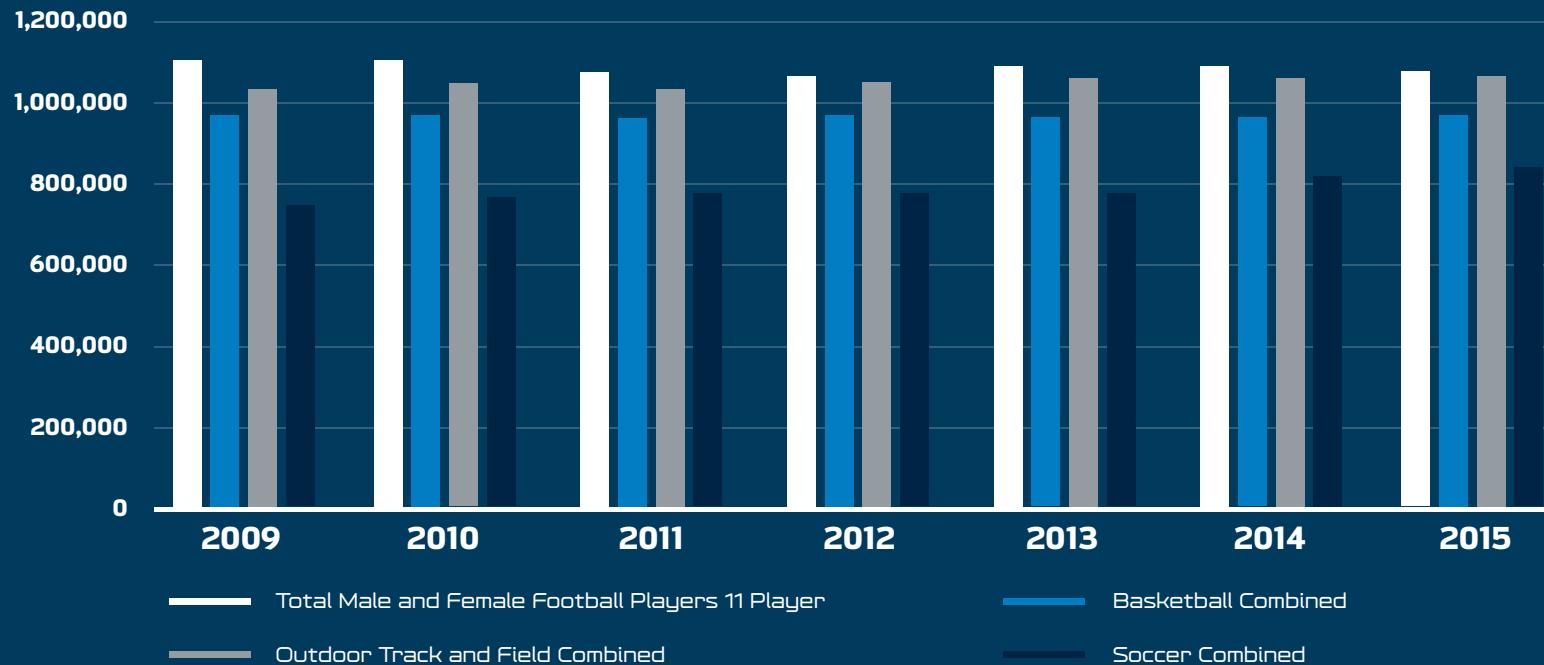
Engage the youth football community with current and former players and share positive stories that join a national conversation.



THE FACTS

**FOOTBALL
IS THE MOST
POPULAR SPORT
IN AMERICA**

FOOTBALL REMAINS THE MOST POPULAR HIGH SCHOOL SPORT



PARENTS SEE THE VALUE

85%

of parents would allow their son to play football if he wanted to¹

70%

of adults agree that the benefits of playing football outweigh the risk of injury¹

74%

of adults say football is a good way to build character¹



HEADS UP FOOTBALL CERTIFICATIONS ARE INCREASING

The percentage of 9,300 youth football leagues around the country that are Heads Up certified at the end of 2016²

77%

1. 2014 Marist Poll

2. USA Football research

FOOTBALL FACTS

FOOTBALL CONTINUES TO GROW

1.9%

increase in tackle football participation
from ages 6 to 14⁴ from '14 to '15

23%

increase in high schools offering girls
11 player tackle programs³

3.5%

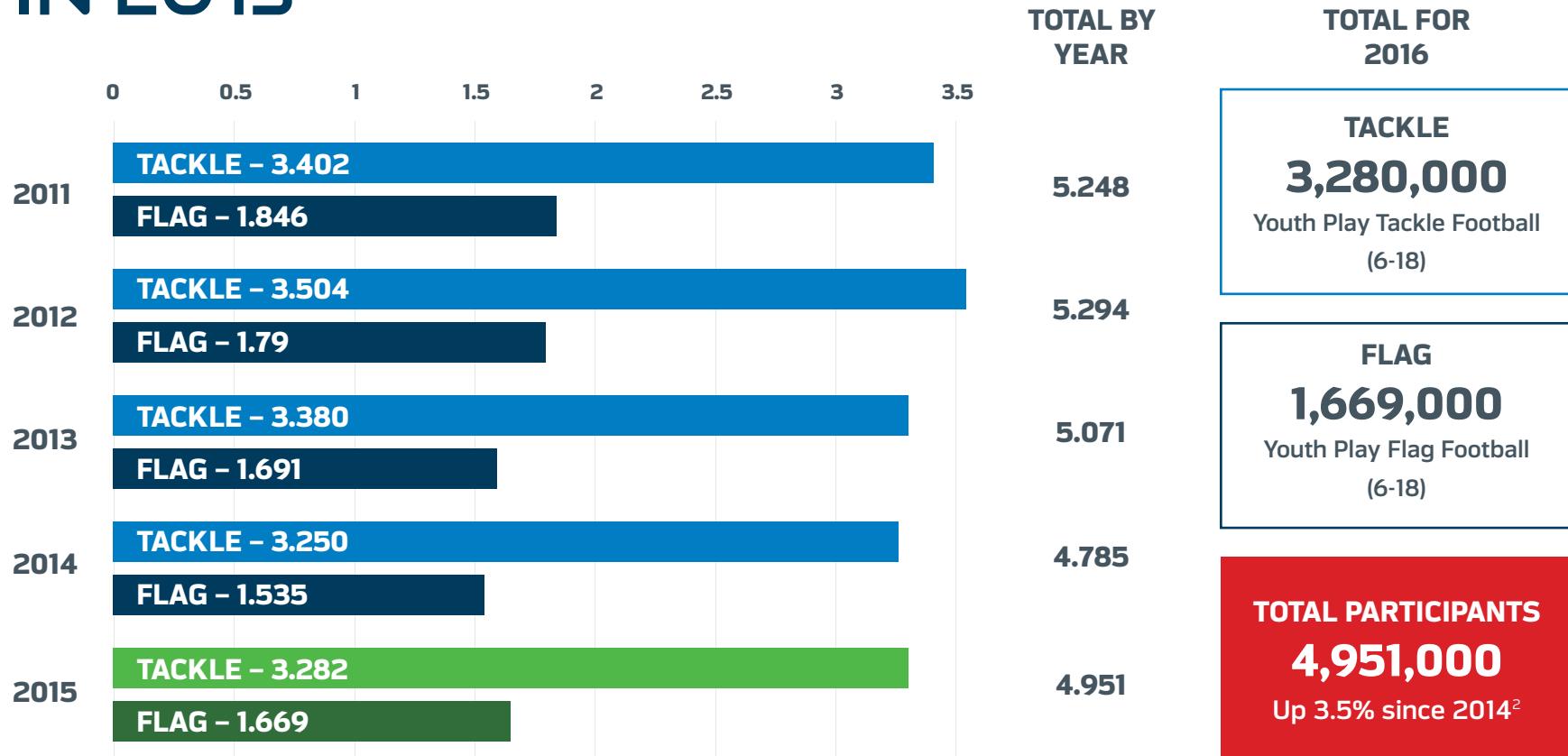
increase in total football participation
from '14 - '15⁴



3. National Federation of High Schools research

4. Sports & Fitness Industry Association research

FOOTBALL PARTICIPATION INCREASED IN 2015¹



1. SFIA research

2. 3.5% increase in total football participation from '14 - '15



YOUTH & HIGH SCHOOL FOOTBALL

PRIORITIES & PROGRAMS

YOUTH AND HIGH SCHOOL FOOTBALL: OUR APPROACH & STRATEGY

“Youth football” has typically been associated with younger participants, ages 6-12. However, at the NFL Youth & High School Department, we use the term to describe all football players, ages 6-18. Club Youth Football personnel have vast responsibilities that encompass youth football players, including: engaging youth tackle and NFL FLAG participants through camps and clinics; celebrating high school coaches; promoting participation; and working with current and former players to educate and inspire the entire football community.

Our objective is to develop all initiatives with the participant in mind and create programs that address the needs specific to each age category. To better suit the needs of our youth, leagues,

communities, and fans, we separate “Youth Football” participants into three categories.

- **Youth 6-11**
- **Middle school 12-14**
- **High school 15+**

While youth football participants are our primary focus, we also seek to engage those closest to the athletes - parents, coaches, schools, and youth football organizations – and highlight their impact. This approach enhances opportunities for Club Youth Football personnel to develop programs that support & grow the game and demonstrate the positive values gained by participating in youth football.

YOUTH PROGRAMS: A 3-PRONGED APPROACH



YOUTH FOOTBALL: AGES 6-11

The focus of youth initiatives should be to celebrate all football participants. At this stage, the emphasis should be on fun, safety, and introducing the great game of football to new players and their parents. Educating parents is also important at this stage.

HIGHLIGHT REEL



NFL FLAG-In-Schools

In 2014, GENYOUth and the NFL developed NFL FLAG-In-Schools – a turnkey solution to help support America's Physical Education teachers – and a foundation for lifelong physical activity for America's kids. Kits get distributed to schools, delivering important physical-activity resources so that students can achieve 60 minutes of activity each day.

NFL FLAG-In-Schools has already motivated over three million American students to get up and get moving. Kits include footballs, flag belts, posters, and a professionally developed elementary and middle-school P.E. curriculum, and in many cases, hands on training for program advisors. Kits are being used before school, after school, and during recess – by fully 98% of teachers who receive them.

By the end of 2016, the program will be implemented in approximately 8,500 schools nationwide, including all 32 NFL club markets, and reach more than 3 million students. To date, more than 1,500 PE teachers have received in-person NFL FLAG trainings.



MIDDLE SCHOOL FOOTBALL: AGES 12-14

For middle and junior high school, the focus is on building skills, character development and proper technique, as well as fostering values that come from playing football. Initiatives should be aspirational in nature and influenced by high school, college, and professional athletes.

HIGHLIGHT REEL



Heads Up Football (HUF)

Heads Up Football grew through a \$45 million grant from the NFL Foundation and teaches coaches and other leaders, players, and their parents ways to improve safety in football – from education on concussion and heat exposure, to proper hydration and how to fit equipment. HUF continues improving player safety techniques – i.e., tackling – has established ideal contact and practice times. Over 70% of U.S. youth leagues, and their 1-million+ youth athletes have added HUF to their programs, and NFL Clubs continue their support of HUF.

HUF Areas of Focus



- Coaching Certification
- Concussion Awareness
- Equipment Fitting
- Heads Up Tackling and Blocking
- Player Safety Coach
- Heat & Hydration
- Sudden Cardiac Arrest

1

2

3

OBJECTIVES

- Game Development (Skills)
- Teach Football Values
- Create Aspirational Initiatives

NEEDS

- Competition
- Character Values Speeches
- Developmental Camps

EXAMPLES

- HUF – Shoulder Tackling
- Girls FLAG Leagues
- Developmental Camps

HIGH SCHOOL FOOTBALL: AGES 15+

A key priority for engaging high school football players involves celebrating players, coaches, and their legacies. Programs should build on the football experience and introduce off-the-field components that develop a player's character. Additionally, Clubs are encouraged to make long-lasting community impact through support for football programs, fields & equipment grants, athletic trainer initiatives. All of these examples ensure future success for high school athletes.





YOUTH & HIGH SCHOOL FOOTBALL **INFLUENCERS**

PARENTS

Parents want comprehensive and current information when deciding their children's activities. This is also true with health and safety information. Parents deserve to have all of their questions answered.



COACHES

Coaches are influential leaders in football. Youth coaches, who are typically volunteer parents, can benefit from resources and tools offered by the NFL & USA Football like Heads Up Football Certification. High School coaches are professionals, usually serving dual roles as teachers and school administrators, and are leaders in their community. Clubs are encouraged to support initiatives that celebrate the high school coach and their ability to impact young men and women beyond wins and losses.



SCHOOL & YOUTH ORGANIZATIONS

Schools and youth football organizations provide the structure that allows participants to enjoy football. At the high school level, football is one of the few sports primarily organized by the school when most other sports are increasingly dominated by club and non-scholastic participation. At the youth level, organizations like Pop Warner Little Scholars have given youth football players their first football experience. Hosting clinics or educational events at club facilities, inviting high school teams to watch practices, or providing resources and tools that support a high school's football program are examples of how clubs impact their youth and high school football organizations.

HIGHLIGHT REEL



Pop Warner Little Scholars

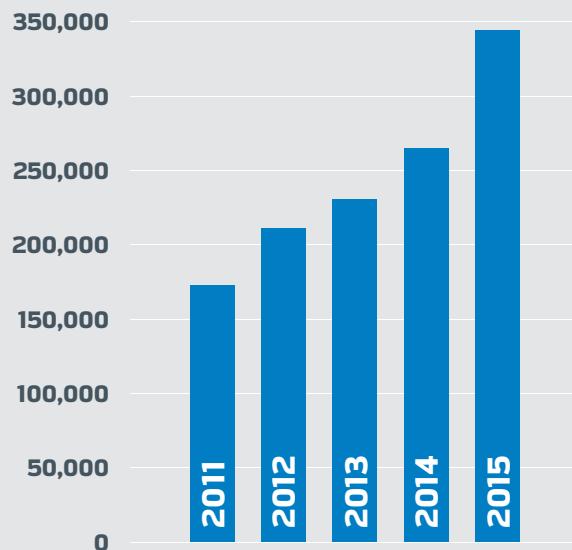
Pop Warner Little Scholars, the nation's signature youth football and cheer & dance organization since 1929, provides a safe environment for over 325,000 youth to engage in team sports and teaches fundamental values and skills that they can use in life. Pop Warner captures the spirit of NFL programs; enhances player safety, education, and makes the game safer and better for all. Nearly 70% of NFL players got their start in Pop Warner, and we plan to grow that number for years to come - for more information visit popwarner.com.





FAST FACTS

NFL FLAG HAS BEEN GROWING AT AN AVERAGE RATE OF 19% YEAR OVER YEAR, SINCE 2011.¹

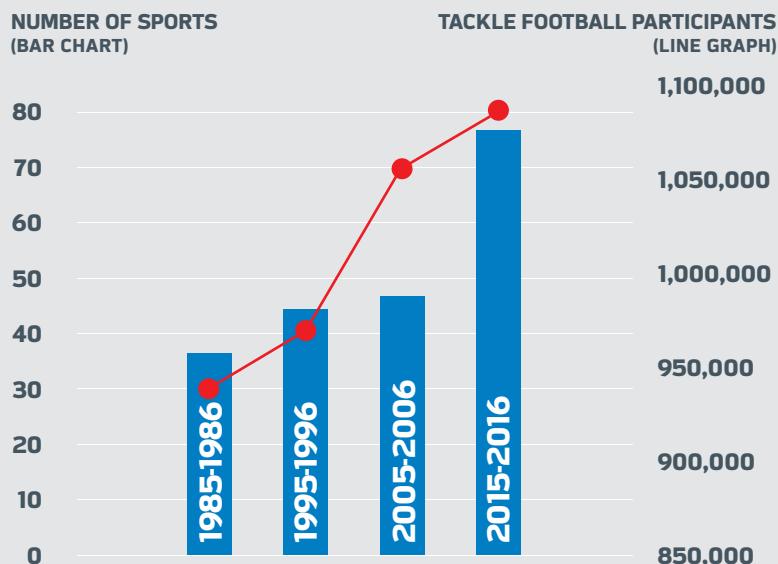


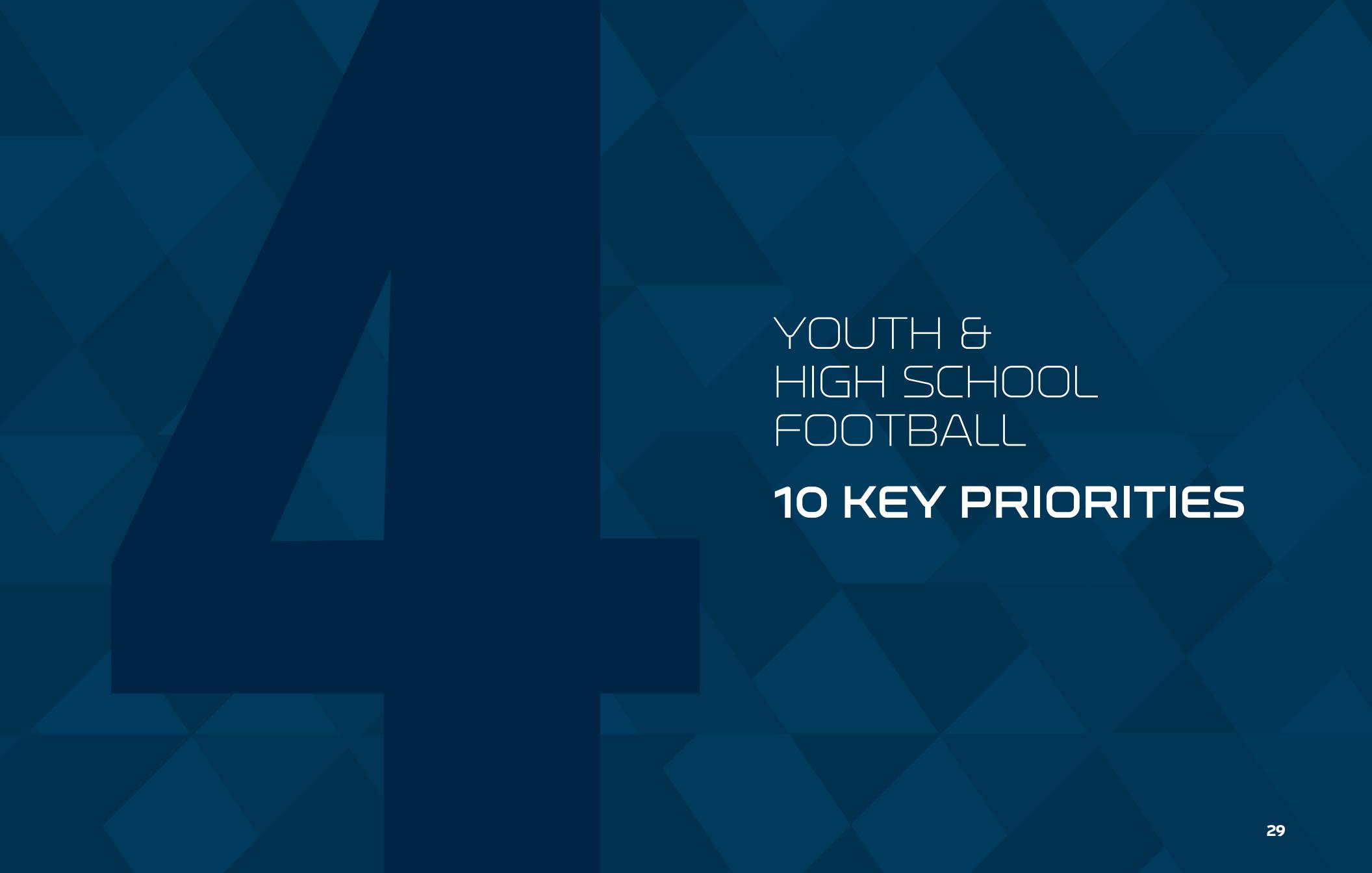
1. USA Football reporting

2. NFHS research

TACKLE FOOTBALL PARTICIPATION HAS CONTINUED TO GROW AT THE HIGH SCHOOL LEVEL.²

— Total Number of Sports in High School
— Total Number of Tackle Football Participants





YOUTH &
HIGH SCHOOL
FOOTBALL

10 KEY PRIORITIES

YOUTH AND HIGH SCHOOL FOOTBALL 10 KEY PRIORITIES

LEVERAGE YOUR CLUB'S RESOURCES

The following 10 Key Priorities were developed by the NFL Youth Football Department with all 32 Clubs so that we can align messaging, programs, and resources provided to youth participants and key stakeholders in your football communities.

Each NFL Club offers community-based youth football platforms. Our objective, as the NFL Youth Football department, is to create strategic benchmarks and metrics of success that will enable each club to maximize their effectiveness in growing youth football. While each NFL market is unique, our goal is to provide common objectives all 32 NFL Clubs can utilize to measure success against, identify challenges with and compare and share best practices.

- 1** Dedicated Youth Football Staff
- 2** Celebratory Initiatives for Youth Football
- 3** Celebratory Initiatives for High School Football
- 4** Platforms that Develop the Game of Football
- 5** Parental Education Initiatives
- 6** Non-Traditional Football Participation Growth
- 7** Programs that Support Coaches
- 8** Removal of Access Barriers
- 9** Championing the Values of Football
- 10** Use of Legends as Ambassadors



ASSIGNED YOUTH FOOTBALL STAFF

All 32 clubs should have a dedicated staff member(s) for youth & high school football initiatives to help support & grow the game in the youth & high school community.

TEAM:

Detroit Lions



OTHER LEADING CLUB EXAMPLES:



DETROIT LIONS EXAMPLE:

The Detroit Lions Football Education Division is dedicated to enhancing the football experience for youth and high school participants through statewide programming. This self-funded department, consisting of 2.5 full-time employees, three summer interns and 18 part-time coaching staff members, provides unique football opportunities such as football and character development academies for participants ages 4-18, educational and safety-driven parent and coaching programs, all the while building a solid foundation of partnership programming, designed to develop and sustain football players and fans of all ages.



CELEBRATORY INITIATIVES FOR YOUTH FOOTBALL

Clubs highlight youth football participants in many great ways. Developing game day experiences within local communities, hosting events at training camp, and providing access to team facilities, or surprise visits from players, cheerleaders, team mascots are all great examples.

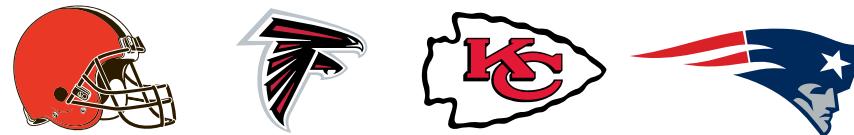
TEAM:

Little Panthers Game of the Week



OTHER LEADING CLUB EXAMPLES:

Game of the Week Program (Cleveland), Friday Night Lights (Atlanta),
Football Frenzy (Kansas City), Football for You (New England)



LITTLE PANTHERS GAME OF THE WEEK EXAMPLE:

The Little Panthers Game of the Month TV Series (LPGOM) is a 4x Emmy nominated series of three youth football games televised “network style” during the youth football season. This local broadcast gives youth football teams and cheer squads the thrill of playing in a televised game, complete with play-by-play commentary, sideline interviews, instant replay, on-screen graphics, player profiles, and other production elements.

Games are played at Charlotte’s Memorial Stadium and Gibbs Stadium on the campus of Wofford College in Spartanburg, SC and filmed in their entirety “live to tape.” The shows air in Charlotte, Spartanburg, and surrounding markets, September through December. Shows are taped monthly during the youth football regular season and the series’ final game features the Optimist/Play 60 Bowl.

Over 3,000 players, coaches and cheerleaders have participated in the LPGOW since its inception in 2004.



CELEBRATORY INITIATIVES FOR HIGH SCHOOL FOOTBALL

NFL Clubs, current players, and Legends serve as role models for High School students. They also play an important role in facilitating the relationship with these students. Celebrate and promote high school football and connect generations of players by inviting high school teams to your facilities, hosting high school programs, and sponsoring games within the community.

TEAM:

Horseshoe Classic



OTHER LEADING CLUB EXAMPLES:

High School Media Day (Tampa Bay), Football Banquets/Award Ceremonies (Tennessee, Atlanta) Pittsburgh Steelers- WPIAL Championship Wall, The Ford Center (Dallas Cowboys)



HORSESHOE CLASSIC EXAMPLE:

The Horseshoe Classic is a series of Indiana High School Football games hosted by the Colts at Lucas Oil Stadium – held on the Friday night prior to the first home preseason game. The event features two premiere matchups during the opening Friday night of each season. This is part of a partnership between the Colts and the Indiana High School Athletic Association (IHSAA). It allows high school teams and the Colts to engage fans and communities across the state. The Colts are also the presenting sponsor of the IHSAA Football State Finals, with the motto “start here, finish here!” being adopted for the event.



PROGRAMS THAT DEVELOP THE GAME OF FOOTBALL

As each Club engages young players and fans, an important piece of growing the game is getting kids involved in football in any form – FLAG, or Tackle. Kids who participate in football in any form carry the love with them throughout their lives.

TEAM:

Scholastic Tournaments



OTHER LEADING CLUB EXAMPLES:

Big Blue Fitness Camps (Dallas), Big Blue Fitness Camps/High School Combines (Indianapolis), NFL FLAG After School Program (Chicago)



EXAMPLE:

Each June, the Denver Broncos host their annual High School 7-on-7 and Linemen Challenge Tournament. The scholastic tournament is free and open to any interested high school football program in the state of Colorado. In 2016, more than 80 7-on-7 teams and nearly 40 Linemen Challenge teams participated. The four-day tournament showcased more than 2,500 student athletes and included teams from all state classifications. Each 7-on-7 team is guaranteed three games of pool play competition with each pool play winner advancing to a single elimination tournament held at the Broncos Practice Facility. Linemen Challenge teams compete in a series of team challenges including: Tug-of-War, 5-Man Sled Push, Obstacle Course, Tractor Tire Flip and Relay. Ten teams of linemen also advance to compete in the team final held inside the fieldhouse at the Broncos Practice facility.



PARENTAL EDUCATION INITIATIVES

Position your Club as a convener in the youth football community. Utilize local organizations and professionals who are experts in nutrition, health, training, etc. to better inform parents about the benefits of football participation, and be a resource for health & safety issues and concerns. Use your assets to educate parents, coaches, and teachers about ways to support football players at the youth and high school levels.

TEAM:

Mom's Football Safety Clinic*



OTHER LEADING CLUB EXAMPLES:

Most NFL Clubs have used the Mom's Clinic platform as a way to educate and engage mothers of current and future youth football players.



* Name of the clinics will change to Parents Football Safety Clinics in 2017

MOM'S FOOTBALL SAFETY CLINIC

EXAMPLE:

The Buffalo Bills in partnership with USA Football host an annual Moms Football Safety Clinic at Training Camp. Youth football moms get together to discuss components of USA Football's Heads Up Football initiative. Moms hear from a panel of guest speakers, participate in Q&A sessions, run through interactive drills and meet with ownership and Bills players after practice.



NON-TRADITIONAL FOOTBALL PARTICIPATION GROWTH

People develop a love for the game at the youth level¹. As Clubs, it is your opportunity to make experiences inclusive to all. Creating co-ed friendly opportunities, for example, that foster learning and encourage playing the game will ensure a stronger football community.

TEAM:

NFL FLAG League Creation



OTHER LEADING CLUB EXAMPLES:

FLAG Creation League (Carolina, Buffalo) NFL FLAG Jamboree (Jacksonville, Tennessee),
NFL FLAG Preseason Classic (Tampa Bay) USA Football Protection Tour (NY Giants)



1. 2015 ESPN Sports poll

NFL FLAG LEAGUE CREATION EXAMPLE:

The NYC Police Athletic League (PAL) Jets NFL FLAG football program was created by the Jets, PAL, and USA Football through a \$40,000 donation in May of 2016. The partnership was aimed to bring the community closer together by providing 1,200 youth from the five boroughs of New York City the chance to play flag football at no cost with opportunities for NYPD officers to volunteer to coach teams near their local precincts.

Along with the NYC PAL Jets NFL FLAG program, the Jets annually support several other flag football programs through donations totaling over \$100,000. In 2011-12, the Jets created the first-ever Girls Varsity High School Flag Football League in New York City with the Public Schools Athletic League. This league has grown from 28 to 58 teams since 2015 and now reaches over 1,000 students. The Jets have also worked with the New York City Department of Education's CHAMPS middle school sports program since 2007 providing flag football opportunities to 128 schools and over 4,000 students.



PROGRAMS THAT POSITIVELY IMPACT COACHES

Youth and high school coaches have a significant impact on the football experience. However, they often face significant resource and budget challenges. Many clubs deploy the wealth of resources offered by USA Football, the League, and their local community to help empower and educate local youth and high school coaches.

TEAM:

High School Coaches Academy



OTHER LEADING CLUB EXAMPLES:

Coach of the Week (Kansas City), Showcase Leagues (Houston),
HS Coaches Clinic (Washington), HS Coaches Academy (Seattle)



HIGH SCHOOL COACHES ACADEMY

EXAMPLE:

The Dolphins, South Florida College, and Nova South Eastern University partnered to host over 1,400 local youth and high school coaches. During this four-day event, players gained knowledge on football fundamentals, and were transitioned to position groups for specialized instruction and demonstrations. Coaches received proper training and expertise to better serve their athletes – which can be anywhere from 30 to 70 players per coach.



REMOVAL OF ACCESS BARRIERS

NFL Clubs should take full advantage of the numerous grants offered through the NFL Foundation to provide funding for youth & high school football programs, leagues, and community-based initiatives. Removing access barriers to play is a key tenet of the NFL's mission and one that is primarily executed at the local level. By utilizing NFL Foundation grants, you will create opportunities and provide resources to youth players, coaches, and communities. Building strong youth football communities will grow our sport. The NFL Foundation partners with clubs to make meaningful, long lasting investments in your communities.

TEAM:

Field Refurbishment



OTHER LEADING CLUB EXAMPLES:

Ravens Rise (Baltimore), Athletic Trainers (Jacksonville Jaguars)



FIELD REFURBISHMENT EXAMPLE:

The Browns, through a generous contribution from Dee and Jimmy Haslam, made an unprecedented commitment to provide five Cleveland Metropolitan School District (CMSD) fields with high-quality synthetic turf during the next two years, to increase participation, support academic development, and provide a safe place for athletes and the community to play football. The Club worked with the CMSD to identify the five fields that would provide the most significant results throughout the city, they were Roye Kidd Field, James F. Rhodes Field, and Bump Taylor which were completed in 2016, and two more to be completed in 2017.

FIELD REFURBISHMENT PROJECT

The Senate League fields, available to all CMSD schools, were lined to accommodate multiple sports that offer more students opportunities to benefit from the upgraded playing surfaces and new scoreboards. Through the project, the Cleveland Muny League, CMSD physical education classes, and local community members will now receive additional access to the fields, given many time limitations related to grass field maintenance have been eliminated with the implementation of synthetic turf.



ADDITION OF FOOTBALL VALUES MESSAGING

The lessons learned from football extend beyond the turf. We believe that playing football instills values, teaches skills and builds character, and our success is determined by the work we do to build the character of young men and women both on and off the field. It is our goal to build programs that help players and coaches learn and understand the shared values and unique experiences gained from the game.

TEAM:

Mentorship Academy



OTHER LEADING CLUB EXAMPLES:

High School Pre-game Meal Program (Carolina)



MENTORSHIP ACADEMY EXAMPLE:

Four high school players – typically team captains – from ten local teams are invited to attend a mentorship academy with the 49ers. Members from the Club's rookie class interact with participants and assign goal-oriented tasks to them. Educational components, USA Football content, and life skills instruction are included throughout the day. High school players who complete their leadership project in the local community return for a ceremony and banquet.

"FOOTBALL IS NOT THE ONLY PLACE TO GET THESE VALUES, BUT IT'S THE BEST PLACE"

DAVID BAKER

President, Pro Football Hall of Fame



USE OF NFL LEGENDS AS AMBASSADORS

NFL Legends are the greatest champions of youth and high school football. Many of them were once “go to guys” in the community during their playing careers and typically stay very active in the local communities beyond their playing days. We should continue to support their efforts as positive community influencers by utilizing them for Club youth, parent, and coach-facing programs. Many Clubs work with their former players for events, and some have hired legends to serve more official roles within the organization.

TEAM:

Dallas Legends



OTHER LEADING CLUB EXAMPLES:

Miami Dolphins added two former players (Twan Russell & Troy Drayton) in their CR department to help build robust programs and further engage in the south Florida youth football community.



In 2014 Minnesota Vikings hired former All-Pro linebacker EJ Henderson to their CR staff as Youth Football Manager. Henderson assists with all Vikings youth football programs.



COWBOYS EXAMPLE:

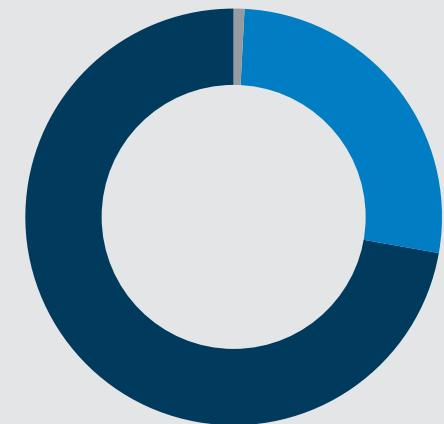
The Dallas Cowboys organization is proud to work with over 40 former NFL players – regardless of their Club affiliation – in various aspects of the organization. Having former players involved creates a feeling of personal ownership and contribution that can only be attained by having players around in the business. Former NFL players are asked to take part in camps/clinics for the youth in the area, they are also asked to participate in on-field experiences during corporate events as well. The Cowboys are opening a state of the art gym and former players will hold various positions on the Cowboys Fit staff. The Cowboys not only want to embrace the community but also the former players who live in the area. The Cowboys believe that football is family and welcome any former player to join them in growing their brand and the game of football as a whole.





FAST FACT

NFL FLAG REPRESENTS 27% OF THE FLAG FOOTBALL MARKET BETWEEN AGES 6-17¹.



- 27% NFL FLAG PARTICIPANTS
- 72% OTHER PERCENTAGE OF UNIVERSE

1. USA Football Reporting



NFL FOUNDATION GRANT OPPORTUNITIES

NFL CLUB YOUTH PROGRAM GRANTS





- 1 NFL Club Matching Youth Football Grants**
- 2 Club Matching Youth Football Field Grant**
- 3 Club Matching Certified Athletic Trainer Grant**
- 4 High School Coach Grants & Awards**
- 5 Don Shula NFL High School Coach of the Year Award**

NFL TEAM PROGRAM GRANTS

1. Youth Football Team Program Grant – \$10,000

Support and address the needs of youth football organizations and aid in efforts in your local communities. Funding can be used for:

- Purchasing new and refurbished helmets and equipment
- Covering fees for Heads Up Football participation by a club or league
- Supporting NFL FLAG and PPK programs
- Supporting character education programs for youth and high school football players.
- Offsetting travel costs for FLAG championship teams (not primary use)

2. NFL PLAY 60 Initiative – Up to \$45,000

Helps address the rise in the obesity rates among youth and the decline of physical education and physical activity programs in schools across the country.

- This grant can be applied toward NFL FLAG and PPK programming and in some instances may be used to fund travel to FLAG National championships.

Note: Youth programs receiving funding must be Heads Up Football Certified.

NFL CLUB MATCHING YOUTH FOOTBALL GRANTS

1. Club Matching Youth and High School Football Program Grant – Match up to \$20,000

Support and address the needs of youth football organizations and aid in efforts in your local communities. Funding can be used for:

- Purchasing new and refurbished helmets and equipment
- Covering fees for Heads Up Football participation by a club or league
- Supporting NFL FLAG and PPK programs
- Supporting character education programs for youth and high school football players.
- Offsetting travel costs for FLAG championship teams (not primary use)

2. NFL Club Matching Youth Football Grants

These grants can be used for the following three purposes:

- Supporting local youth and high school football program needs in their markets
- Funding youth football field refurbishment or construction projects that are spearheaded by NFL Clubs
- Helping increase access to certified athletic trainers at the high school level in NFL Club markets

CLUB MATCHING YOUTH FOOTBALL FIELD GRANT

Club Matching Youth Football Field Grant – Match up to \$200,000

Club foundations may apply to the NFLF through a formal grant process for 1:1 matching funds of up to \$200,000 to:

- Develop youth football fields/stadiums at their team facilities
OR
- Refurbish community, or high school, football fields in respective team markets

Levels of funding available include:

- \$50,000 for general field support – e.g., lights, bleachers, concession stands, scoreboard, etc.
- \$100,000 for installation of natural grass/sod field surface
- \$200,000 for installation of synthetic field surface

NFL Club Foundations – Clubs without a foundation may apply, but grant funds will need to be paid directly to the recipient, non-profit organization.

School Programs are strongly encouraged to adopt Heads Up Football.

CLUB MATCHING CERTIFIED ATHLETIC TRAINER GRANT

Club Matching Certified Athletic Trainer Grant – Match Up to \$25,000

This grant opportunity is primarily focused on expanding access to athletic trainers at the high school level, and is structured as a 1:1 match, with the NFL Foundation providing one dollar for every dollar a team commits to the program. Matching grants in excess of \$25,000 will only be considered in connection with extraordinary, far-reaching ATC (certified athletic trainer) outreach initiatives.

Matching funds must be supplied directly by a club, one of its sponsors, or a service provider participating in the program. While cash matches are preferred, in-kind services provided by a third-party will also be considered as matches if these services are direct contributions to the program and the Club is directly involved in the initiative.

HIGH SCHOOL COACH GRANTS & AWARDS

NFL High School Coach of the Week Grant – A \$13,500 Match

This grant recognizes high school coaches who continuously demonstrate hard work and dedication to their football programs and their focus on the safety and character of their players. The NFL Foundation provides a \$13,500 grant check to each Club foundation, as well as program certificates. The program is designed to run for an 8-10 week period, not including the final Coach of the Year selection. Weekly winner information for each team must be provided to the NFL Foundation.

Here's a breakdown on how the \$13,500 is to be awarded:

- Twelve (12) \$1,000 Coach of the Week grant checks are awarded to the winners' high school football programs
- The remaining \$1,500 should be used to purchase frames for the certificates, hats, or any other collateral that the team deems appropriate

DON SHULA NFL HIGH SCHOOL COACH OF THE YEAR AWARD

This award honors high school football coaches displaying the integrity, achievement, and leadership exemplified by the winningest coach in NFL history, Don Shula. Clubs are strongly encouraged to nominate Coach of the Year winners for this award whose focus is on the safety and character of their players.

The goal is to have all 32 Clubs apply every year.



22 DAVE BROWN 76-88

• PETE GROSS 76-92

28 CURT WARNER 83-89

79 JACOB GREEN 80-91

45 KENNY EASLEY 81-87

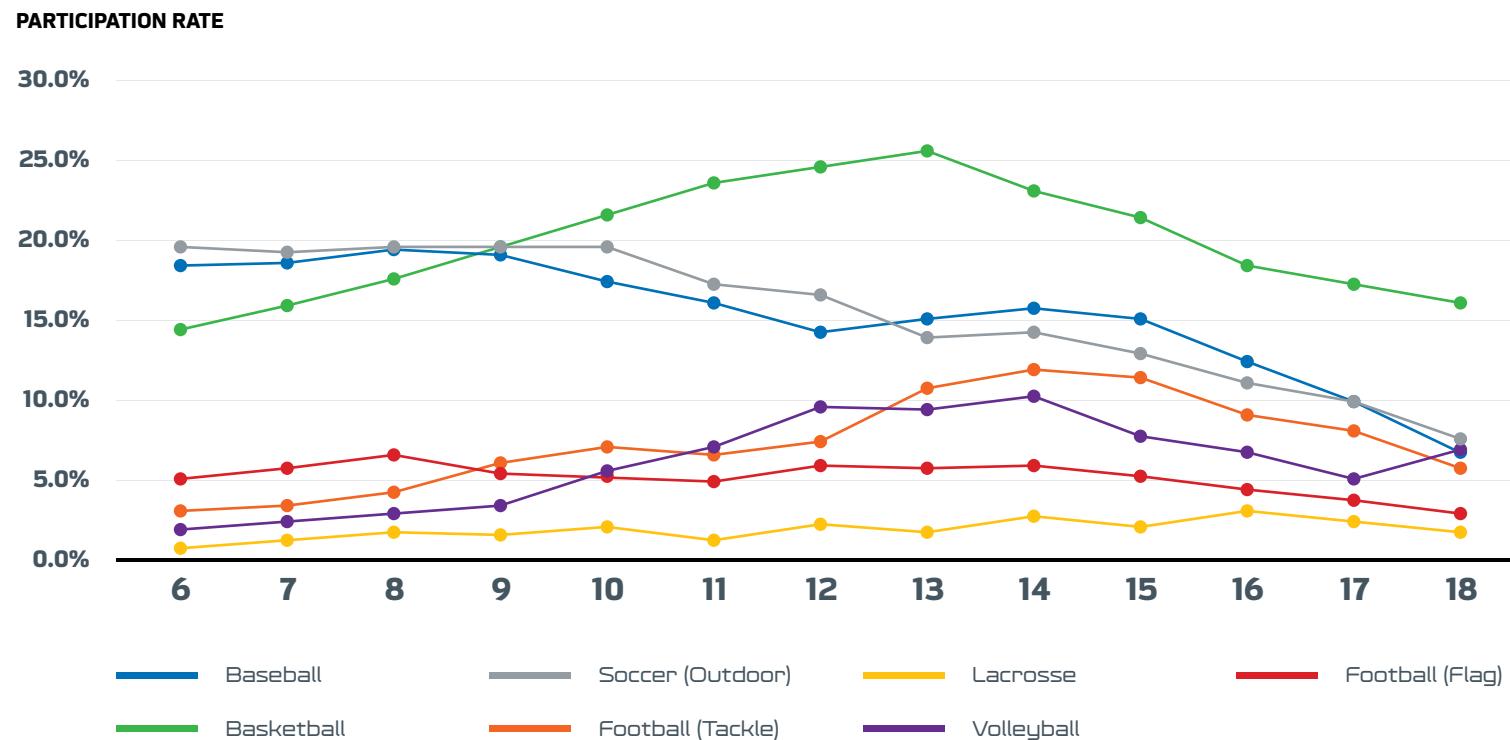
17 DAVE KRIEG 80-91

• CHUCK KNOX 83-91

96 CORTEZ KENNE



SPORTS PARTICIPATION AGES 6 - 18¹



1. SFIA research

DIRECTORY

NFL YOUTH & HIGH SCHOOL FOOTBALL DEPARTMENT

NATARA HOLLOWAY

VP, Internal Business Strategy & Development

NFL departments

NFL sponsors & licensees

NFL media

THELMA BREEZEATL

Manager, Special Projects

Club database

Events: HOF, PB

Other: Ambassadors, special projects

ANASTASIA ALI

Youth Strategy Coordinator

Clubs: NFC/AFC East

Events: KO, PB, SB

Other: PPK, Flag-in-Schools,
Broadcast, Social Media

ROMAN OBEN

Sr. Director, External Partnerships

Strategy & Development

USA Football Liaison

NFL Clubs

National Youth & High School Organizations

CHRIS TERRANOVA

Manager, Youth Football Strategy

Clubs: NFC/AFC South

Events: PB, SB, Combine

Other: Coaches and Organizations, 7on7,
Play Football Month

DANIEL VAN NORTON

Youth Strategy Coordinator

Clubs: NFC/AFC South

Events: PB, SB, Combine

Other: NFL FLAG, HUF

NATHANIEL LIEBES

Business & Research Analyst

NFC/AFC North

Events: PB, SB, Draft

Other: Modified game dev,
business dev reporting

DEPARTMENT CONTACTS

ANASTASIA ALI

Youth Strategy Program Coordinator

Email: Anastasia.Ali@NFL.com

Phone: 212-450-2611

THELMA BREEZEATL

Manager, Special Projects

Email: Thelma.Breezeatl@NFL.com

Phone: 212-450-2103

NATARA HOLLOWAY

VP, Internal Business Strategy & Development

Email: Natara.Holloway@NFL.com

Phone: 212-450-2358

CHRIS TERRANOVA

Manager, Youth Football Strategy

Email: Christopher.Terranova@NFL.com

Phone: 212-450-2108

NATHANIEL LIEBES

Business & Research Analysis

Email: Nathaniel.Liebes@NFL.com

Phone: 212-450-2183

ROMAN OBEN

*Sr. Director, External Partnerships
Strategy & Development*

Email: Roman.Oben@NFL.com

Phone: 212-450-2545

DANIEL VAN NORTON

Youth Strategy Program Coordinator

Email: Daniel.VanNorton@NFL.com

Phone: 212-450-2349

USA FOOTBALL

NICK INZERELLO

Senior Director, Football Operations

Email: NIInzerello@usafootball.com

Phone: 317-489-4432

KELSEY PING

Senior Coordinator, Sponsorship and Marketing

Email: Ping@usafootball.com

Phone: 317-614-7748

GARY DEL VECCHIO

Senior Director, Membership

Email: GDelVecchio@usafootball.com

Phone: 317-489-4423

ZAK ZUMBIEL

Senior Coordinator, Events

Email: ZZumbiel@usafootball.com

Phone: 317-614-7756

USA FOOTBALL

HEADS UP FOOTBALL REGIONAL MANAGERS

KEVIN BROWN

Email: KBrown@usafootball.com

Phone: 317-644-0478

Central Region: AL, IL, IA, KS, LA, MN, MO, ND, TN, AR, IN, ID, KY, MI, MS, NE, SD, WI

MIKE CUZZONE

Email: MCuzzzone@usafootball.com

Phone: 630-433-6697

Great Lakes Region: IL, IN, IA, KY, MI, MN, MO, OH, WI

MATT DELUZIO

Email: MDeluzio@usafootball.com

Phone: 317-489-4421

Mountain/Central Region: AL, CO, KS, MS, NE, ND, SD, TX, WY, AK, ID, MT, NM, OK, TN, UT

BASSEL FALTAS

Email: BFaltas@usafootball.com

Phone: 317-489-4426

West Region: AK, CA, HI, MT, NM, OR, UT, WY, AZ, CO, ID, NV, OK, TX, WA

WES HALL

Email: whall@usafootball.com

Phone: 317-489-4422

Southeast Region: FL, GA

AARON HILL

Email: ahill@usafootball.com

Phone: 317-644-0481

East Region: CT, DE, ME, MD, MA, NH, NJ, NY, NC, PA, RI, SC, VT, Washington D.C., WV

JOSH HUBER

Email: jhuber@usafootball.com

Phone: 317-644-0493

West Region: AK, AZ, CA, HI, NV, OR, WA

NFL FLAG

BRITTNEY BROTHERS

Director, NFL FLAG, PPK, FUNdamentals

Email: britt@nflflag.com

Phone: 317-614-7740

LEBANY DALTON

Coordinator, NFL FLAG

Email: ldalton@usafootball.com

Phone: 317-614-7759

ELIZABETH FAUST

Manager, NFL FLAG

Email: efaust@usafootball.com

Phone: 317-614-7755

BRANDON MOSLEY

Sales Coordinator, NFL FLAG

Email: bmosley@usafootball.com

Phone: 317-614-7738

PPK & FUNDAMENTALS

BRITTNEY BROTHERS

Director, NFL FLAG, PPK, FUNdamentals

Email: britt@nflflag.com

Phone: 317-614-7740

KATHLEEN PATTERSON

Coordinator, PPK

Email: kpatterson@usafootball.com

Phone: 317-614-7735

SYDNEY WILLIAMS

Coordinator, FUNdamentals

Email: swilliams@usafootball.com

Phone: 317-489-4438

PERCENTAGE OF HS MALE ATHLETES WHO PLAY FOOTBALL¹

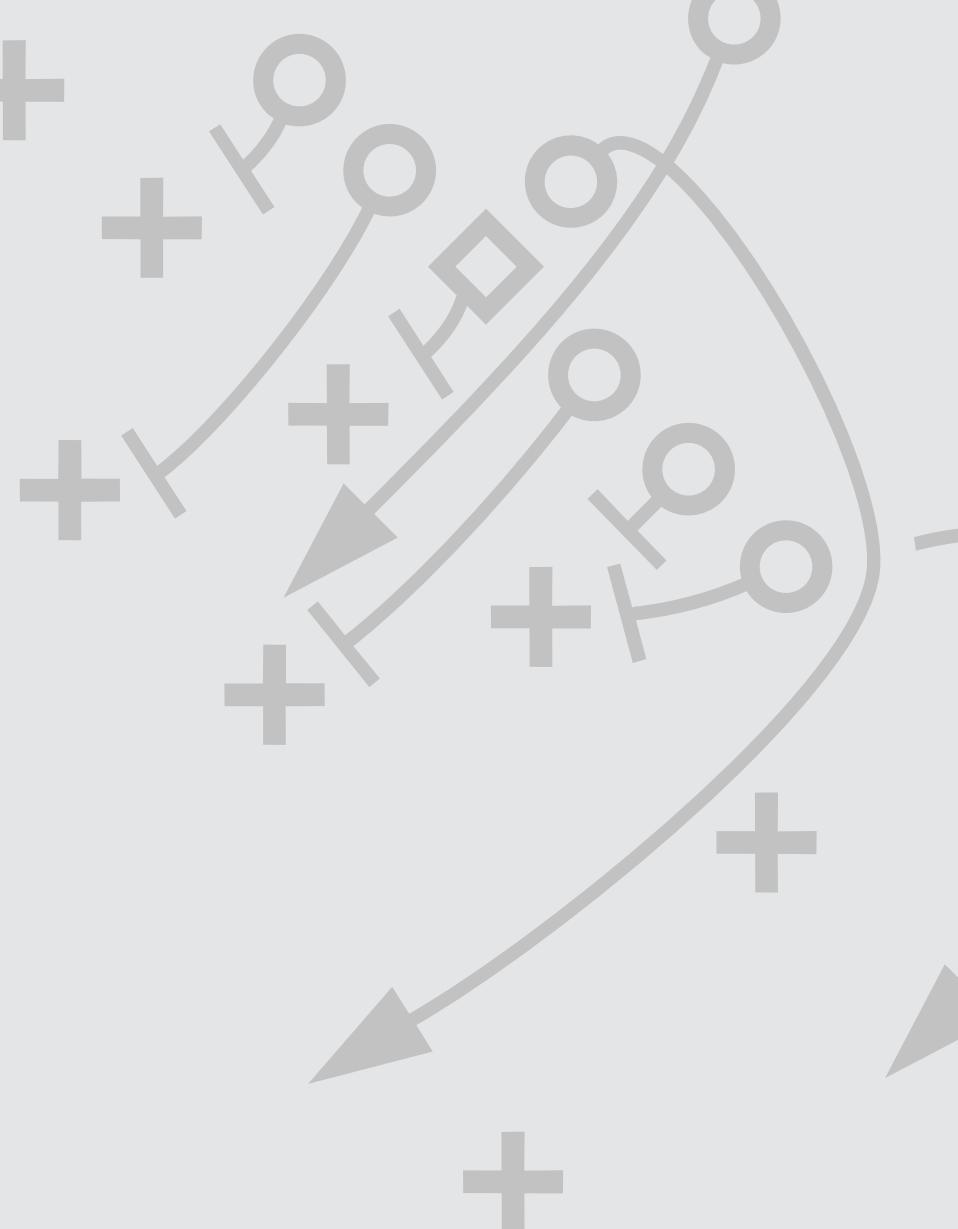


1. NFHS research



We believe that playing football instills values, teaches skills and builds character. We are dedicated to developing kids into football players, for life.

We are coaches, mothers, fathers, teachers and mentors.
And together, we are a TEAM.





345 PARK AVE. NEW YORK, NY 10154