

# NFL FLAG 2020

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# REIGNING CHAMPS EXPERIENCES



- Entering our fourth year working with the NFL on Super Bowl/Pro Bowl Camps
- Run youth camps around the Superbowl
- Elite event for high school athletes around the Pro Bowl



- Launched Jan 1, 2020
- Completely oversee the NFL FLAG property
- Tournament series, like Little League World Series



- Entering our fourth year
- Execute 14 weekends/year
- Average 1500 athletes tested per combine
- Combines, Camps and Rivals100 Five-Star



- New in 2020
- Showcases for student-athletes to gain exposure to NAIA coaches/schools
- Multi-sport
- 20+ Events



- Entering our fourth year working with the Jr. NBA
- Execute eight (8) domestic Jr. NBA Global Championship Regional events



- New in 2019
- Mini-combines run in conjunction with large, adidas-sponsored tournaments
- Created a total of five (5) events







# NFL FLAG BY THE NUMBERS



**500,000**

Athletes from ages 5 -17 played  
NFL FLAG Football in the last year.



**38%**

Over the past three years, the number  
of 6 - 12 year olds playing flag football  
has increased by over 38%.

**2,000,000**

RCX's five year growth plan for  
athletes who play NFL Flag Football.





# 2020 KEY WINS

- Russell Wilson introduced as Chairman for NFL FLAG
- Launched NFL FLAG rebrand including new NFLFLAG.com
- Delivered NFL FLAG Championships at Pro Bowl
- Introduced new regional tournament model, featuring 12 qualifying tournaments
- Brought back free shipping and footballs to NFL FLAG offering
- Redesigned NFL FLAG jerseys for a 2020 fall launch





# KEY OBJECTIVES FOR NFL FLAG

- Grow and track overall participation with a special emphasis on female participation
- Enhancing the NFL FLAG experience for coaches, players and parents
- Increase the level of quality and provide more resources to leagues
- Offer more support to NFL Clubs





# GROW AND TRACK PARTICIPATION

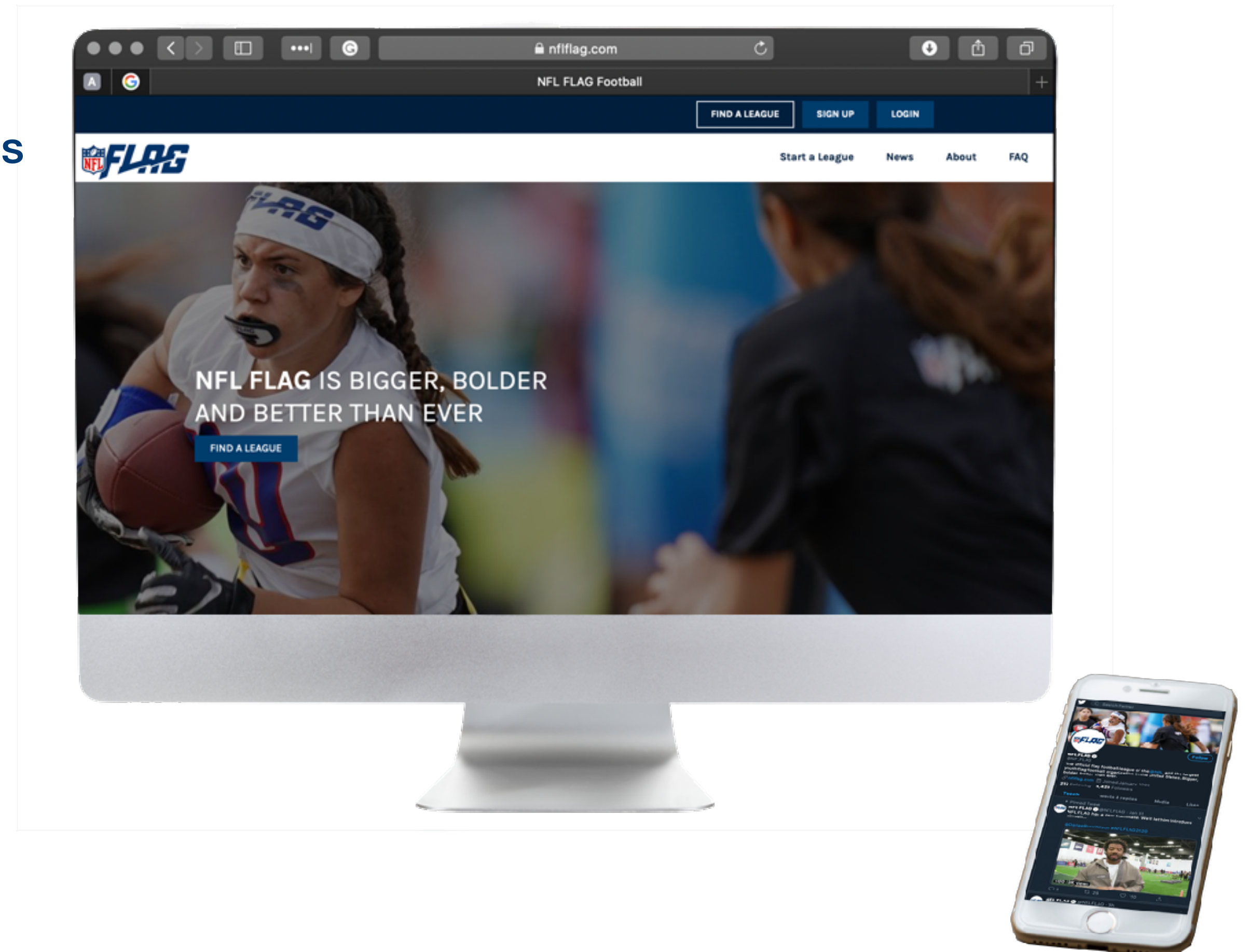
- Learn from our leagues
  - NFL FLAG Census 2020
  - NFL FLAG leagues annual registration/membership program
- Drive interest for new NFL FLAG Leagues
  - Create a high value proposition with improved NFL FLAG
  - Work with NFL Clubs in their markets
- Increase female participation
  - Recruit brand ambassadors and parents
  - Drive scholastic/collegiate participation
  - Develop events and activities specifically for girls
- Strategic partners
  - Develop a model for Parks & Rec, YMCA, BGC
  - GENYOUth - Flag-In-Schools





# ENHANCING NFL FLAG EXPERIENCE

- **Increase The Quality**
  - Enhanced onboarding and approval process for leagues
  - Territory sovereignty
  - Background checks
- **Add Value and Benefits**
  - NFL FLAG gear and e-commerce opportunities
  - Improved NFL FLAG Tournament Series
  - Marketing kits
- **Provide More Resources**
  - Registration support
  - Customer service
  - Trainings, webinars, etc.
  - Annual NFL FLAG Summit





# NFL FLAG EXPANSION

## Tournaments

- Enhanced tournament model
- More NFL club regionals, including spring & summer tournaments
- Sanctioned tournament model







**BIGGER. BOLDER. BETTER THAN EVER.**



RC | EXPERIENCES

**THANK YOU!**