




Football's National Governing Body

PARTNERSHIP OPPORTUNITIES




NFL PLAYERS
ASSOCIATION





MISSION



USA Football, the sport's national governing body, leads the game's development, inspires participation and ensures a positive experience for all youth and amateur players.



USA Football:

- ✓ Creates innovative educational resources for commissioners, coaches, players, parents and game officials
- ✓ Authors unified rules, standards and best practices
- ✓ Conducts research relative to youth and amateur football
- ✓ Fields national teams for international competition



CONNECTION TO THE



An independent non-profit, USA Football was endowed by the NFL and NFL Players Association in 2002 through the NFL Youth Football Fund.

In addition to hosting more than 80 football training events annually offering education for coaches, skill development for players and resources for high school and youth football administrators, USA Football is the official youth football development partner of the NFL, its 32 teams and the NFL Players Association.



Official Youth Football Development Partners

YOUTH FOOTBALL LANDSCAPE



USA Football is **unifying and aggregating** the once-fragmented youth football community by **providing valuable resources and best practices** to all of the game's participants.

Youth Football Statistics*

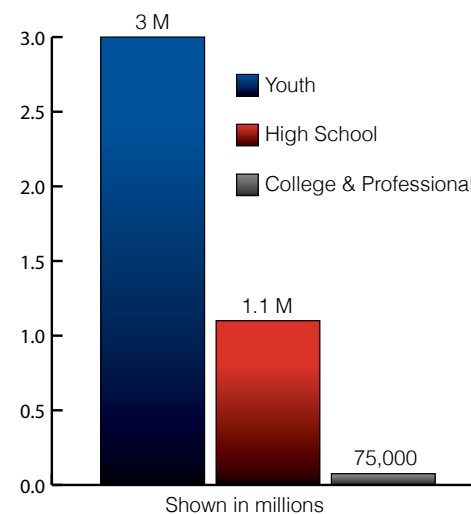
- ✓ 3.0 million youngsters, age 7-14, participate in organized tackle programs across the U.S.
- ✓ 2,500 youth football leagues, 10,000 clubs and 125,000 teams
- ✓ More than 400,000 youth football coaches
- ✓ Youth teams are typically made up of 23 players and four coaches



* Based on annual USA Football participation index study, 2010



U.S. AMATEUR TACKLE FOOTBALL PARTICIPATION

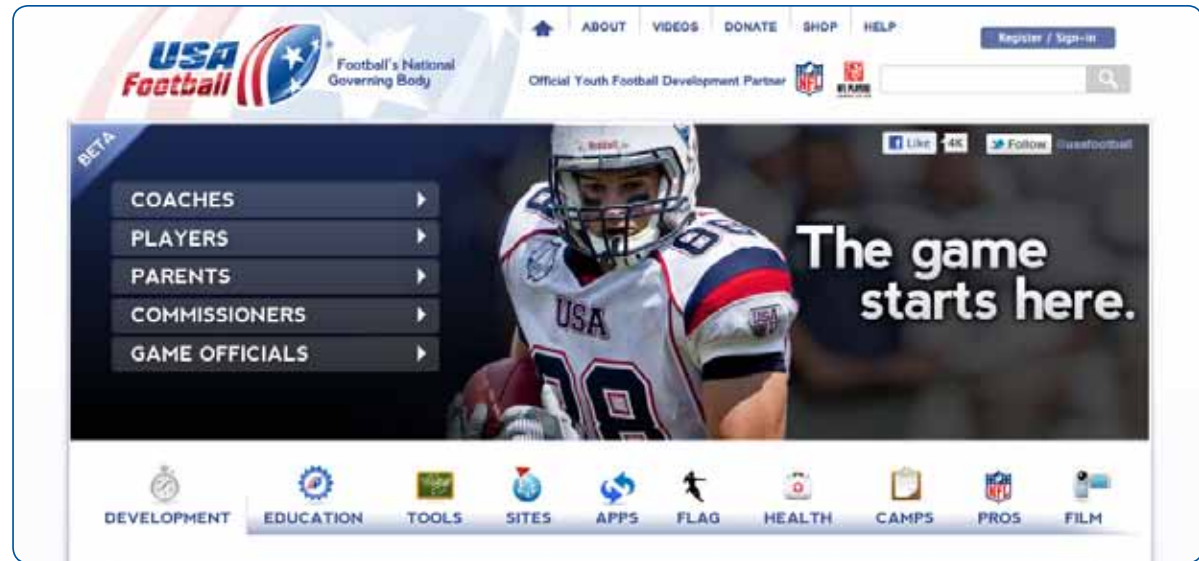


DID YOU KNOW?

Most youth football is played in local, community-based programs. According to a youth football participation index study commissioned by USA Football, national organizations such as Pop Warner and American Youth Football make up less than 15 percent of all athletes participating in youth football.

USA Football can provide a national reach with local impact.

- ✓ Regional Managers
- ✓ Members in all 50 states
- ✓ Grassroots Activation Programs
- ✓ League Affiliation Membership Model
- ✓ usafootball.com



THEY SAID IT

“League affiliation was important for us to take the next step in establishing the Sherwood Wolves as a fully accredited youth football and cheer organization. Through league affiliation we can continue to develop skilled and knowledgeable coaches and volunteers, facilitate more efficient contact with players and parents, and strive to be the best teachers and role models we can be for the children in our communities.”

- Shaun Winter, executive director for Sherwood (Ark.) Youth Football and Cheer

GRASSROOTS PROGRAMS



USA Football conducts more than 80 training events annually - from coaching clinics and player development camps to preseason and postseason youth football events.

- ✓ State Forums
- ✓ Coaching Schools
- ✓ Player Academies
- ✓ NFL FLAG powered by USA Football
- ✓ FUNdamental Clinics
- ✓ Equipment Grants
- ✓ Certified Coaching Education Program (Youth and High School)
- ✓ Adopt a Youth Football League

DID YOU KNOW?

More than 150,000 kids age 7-14 participate in the NFL FLAG powered by USA Football program.



Powered by **USA Football**

THEY SAID IT

“My son Sam attended the USA Football Player Academy last year and loved it. The players are broken out into small groups and get a lot of attention. It was well worth the money. It’s a first-class camp, run at a first-class facility, by a first-class group.”

– Parent of Player Academy participant (Vienna, Va.)



Football's National
Governing Body



NATIONAL TEAM PROGRAM



As the sole U.S. representative to the International Federation of American Football (IFAF), USA Football fields national teams that represent the United States in international competition.

- ✓ U-19 International Bowl
- ✓ U-19 Team USA Regional and National Trials
- ✓ U-19 National Signing Day Breakfast
- ✓ U-15 and U-17 International Development Week
- ✓ IFAF World Championship (U-19, Men's, Women's and Flag)
- ✓ National Media Exposure



THEY SAID IT

“This wasn't just fun, it was so much more than that. If any player ever gets a chance to play for Team USA, he has to do it. This is something I'll remember for the rest of my life.”

– 2009 U-19 Team USA offensive lineman Brian Winters

DID YOU KNOW?

Team USA games have been broadcast on the NFL Network, Fox College Sports and Sirius Satellite Radio, and U-19 Team USA alumni have gone on to play college football at national powerhouses in every BCS conference.

DIGITAL PLATFORM



USA Football prides itself on being innovators in the youth sports marketplace and recently launched new online coaching and commissioner tools, including a state-of-the-art social network exclusively for the youth football community.

- ✓ usafootball.com
- ✓ League/Team websites
- ✓ myCOACH's and myPLAYER's social network
- ✓ Mobile Apps



DID YOU KNOW? USA Football has nearly 200,000 registered users across all platforms, and between usafootball.com, league/team websites and other digital assets, attracts an average of over 250,000 unique visitors per month.

ADDITIONAL PROGRAMS

In addition to core grassroots and national team assets, USA Football continually develops new and exciting programs that engage the youth football community.

- ✓ USA Football Month
- ✓ All-Fundamentals Team
- ✓ Captain's Packs
- ✓ Put Pride Aside for Player Safety
- ✓ Super Bowl Youth Football Legacy Project
- ✓ Background Checks
- ✓ Sportsmanship Initiative
- ✓ National Youth Football Kickoff
- ✓ Partnerships with NCAA Conferences



ADDITIONAL PROGRAMS



Drew Brees, 2009 All-Fundamentals Team Quarterback and Super Bowl MVP



USA Football Month



Put Pride Aside for Player Safety

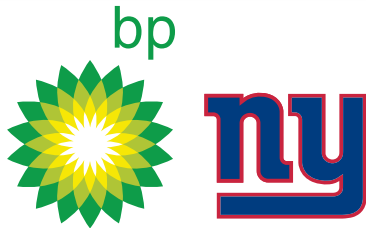
DID YOU KNOW?

USA Football's partnership with the NFL and its teams during USA Football Month has an estimated value of more than \$4 million annually in media and in-stadium branding assets.





CASE STUDY: BRITISH PETROLEUM



CHALLENGE

BP had an existing partnership with the NFL's New York Giants and wanted to utilize that relationship to create brand awareness and affinity for BP in the New York/New Jersey region. BP also desired an improved public image and wanted to show consumers in the New York/New Jersey region that their station owners cared about the local community.



Event signage



Youth team practices at N.Y. Giants facility



Equipment grants for youth leagues

SOLUTION

BP was able to leverage their sponsorship with the Giants to activate at the grassroots level with USA Football's help. USA Football connected BP to 10 youth football leagues in the New York/New Jersey area where station owners donated new equipment, invited coaches and players to attend New York Giants home games as guests of BP, provided giveaways for every player in the league and hosted leagues for a team practice at the New York Giants Timex Training Complex.



N.Y. Giants alumni participation



CASE STUDY: BRITISH PETROLEUM



RESULTS

By supporting youth football and activating through USA Football's events team, BP and their station owners were positioned as committed partners in the community. Participating leagues received \$5,000 in new football equipment and participated in a special skills and drills football clinic hosted by BP (and executed by USA Football) at the Giants practice facility. At the end of the day, through the relationship with USA Football, youth coaches, parents and players in the New York/New Jersey area realized how much of a 'Giant' impact BP makes in the community.

making a Giant impact
PLAY VIDEO

From playgrounds to primetime
BP is a proud supporter of New York and New Jersey football.
Already the Official Fuel of the New York Giants, BP is expanding its New York area football sponsorship by partnering with USA Football and the New York Giants to make a Giant Impact upon the lives of area youth by nurturing their love for football and supporting the organized leagues that give them an opportunity to play.

BP Station Finder
Over 300 Stations in the NY/NJ area

making a Giant impact
Program Details



BP station owners were directly involved in the program and hosted youth players at N.Y. Giants home games

THEY SAID IT

“In all of my years in youth sports, this is the first time a corporate sponsor has ever made such a meaningful and important contribution to our community. What BP, the Giants and USA Football are doing is absolutely needed. The donation of the equipment and resources that our league desperately needs is amazing.”

- Courtney Pollins, League Commissioner, Big Apple Youth Football

Micro-site on usafootball.com

CASE STUDY: RIDDELL

CHALLENGE

As a complement to their relationship with the NFL as the league's official helmet provider, Riddell wanted to increase brand awareness within the youth and high school community and show sales growth in the protective equipment (helmet and shoulder pads) category. In addition, Riddell had not done much corporate branding previously and wanted to utilize USA Football's assets both at the youth (grassroots) and high school (Team USA) level to increase brand awareness.



Sponsor of National Team Program



Equipment fitting demonstrations



Events signage

SOLUTION

USA Football helped Riddell create awareness and brand loyalty through education and best practices with equipment fitting demonstrations at each of USA Football's 31 annual Coaching Schools and free equipment fitting seminars for hundreds of youth football leagues. With USA Football's help, Riddell was able to position their local sales force as expert football resources to the youth football community. By performing free equipment fittings for leagues, Riddell sales representatives were also able to develop positive rapport with league commissioners, which eventually led to direct sales. On the branding side, Riddell outfitted all of USA Football's national teams with helmets, shoulder pads and other protective gear and was the presenting sponsor of U-19 Team USA vs. The World Game, which aired on NFL Network.



Banner Ads and logo placement on usafootball.com

CASE STUDY: RIDDELL



RESULTS

Through Riddell's partnership with USA Football, the company generated a double-digit percent growth in the sales of youth football protective equipment and increased brand awareness and brand recall within the youth and high school football community. Riddell also benefited in direct sales annually through USA Football's equipment grant program.

HELMET FITTING GUIDE

Responsible coaching includes properly fitting equipment

- 1. CHECKING HEAD SIZE**
To get the most accurate circumference measurement, use a cloth measuring tape, fixing the tape approximately one inch above the eyebrows. Guide the tape around the player's head, ensuring the tape remains flat and taut against the player's skin and hair. When the tape has traveled completely around the player's head, determine the helmet's size by the number that appears when the orbit is complete.
- 2. PUTTING ON HELMET**
Before putting on the helmet, make sure that the correct size appears on the helmet's label. After confirming the appropriate size, the player should hold the helmet with the thumbs over the bottom of the jaw pads and the fingers against the exterior shell. Bring the helmet down at a slight angle, with the jaw pads first touching the temples. For additional leverage, place the index fingers into the ear holes, this should help bring the helmet straight down into position.
- 3. ADJUSTING HELMET HEIGHT**
When properly fitted and adjusted, the front of the helmet should be approximately 1" above the player's eyebrows. For helmets with inflatable Crown Liners, it is important to use a inflation bulb and a well-lubricated inflation needle. When lubricating the inflation needle, do not use petroleum-based lubricants or saliva, as they can weaken the valve material. Glycerin is recommended for lubrication prior to each inflation. Inflate the Crown Liner to adjust the height of the helmet on the player's head.
- 4. ADJUSTING FRONT-TO-BACK & SIDE-TO-SIDE OF HELMET**
Helmets that contain inflatable liners for a proper front-to-back and side-to-side fit, can be adjusted using appropriate inflation points. Depending on the helmet model, inflation points may differ in location. Add air to achieve a snug, comfortable fit front-to-back and side-to-side.

HELMET POSITION
TOO LOW CORRECT TOO HIGH

Riddell RIDDELL AND THE NATIONAL GOVERNING BODY OF YOUTH AND AMATEUR FOOTBALL HAVE TEAMED UP BRINGING THE BEST PROTECTION TO THE FIELD USA FOOTBALL

Helmet fitting guide for coaches



Refer-a-Friend helmet promotion at Player Academies



Presenting sponsorship opportunity



Equipment fitting DVD distributed at USA Football events



CASE STUDY: FEDEX



CHALLENGE

FedEx wanted to increase awareness for their Saturday Delivery service and was interested in finding additional opportunities to activate around their Indianapolis Colts relationship.



FedEx trucks around the field



Players received post-season awards from FedEx



Drivers made special 'deliveries' during games

SOLUTION

Utilizing a USA Football affiliated youth football event in the Indianapolis market (Central Indiana Border Wars) and an existing relationship with the NFL's Indianapolis Colts, FedEx was able to work with USA Football to position FedEx Saturday Delivery as a unique activation platform. Prior to each youth football game, a FedEx 'ambush' took place complete with FedEx trucks circling the field and drivers passing out Saturday delivery packages to parents in attendance that included giveaways from FedEx, USA Football and the Colts. In addition, former NFL star Eric Dickerson was secured as a celebrity endorser for the event and appeared on local radio and television shows, helped the kids warm up prior to games and passed out autographed FedEx mini-footballs to parents and athletes.



Official Youth Football Development Partner



Leveraged relationship with Indianapolis Colts



Each player received a FedEx giveaway

CASE STUDY: FEDEX



RESULTS

The event was successful on two fronts – creating awareness for FedEx Saturday delivery using a unique and entertaining grassroots platform and positioning FedEx employees as community ambassadors. Working with USA Football also allowed FedEx to further capitalize on its existing sponsorship investment with the Colts.

“I want to express my appreciation to USA Football and FedEx for the best day of football at the Central Indiana Border Wars Championship on Saturday. The atmosphere was incredible, and to think it was all for 2nd through 6th grade kids. These kids will have memories for a lifetime. Thank you for bringing Eric Dickerson out to talk football with the kids and sign autographs. My son has the autographed ball on his nightstand and says he’s never moving it. Thank you for partnering with Border Wars and I look forward to next year’s tournament. Please pass along my thanks to FedEx and their marketing directors. I know this was a big investment, and their contributions will not be overlooked. Any chance I get, I’m using FedEx.”

- Jonathan Mayo, Football Coordinator, Avon Junior Athletic Association



Celebrity spokesperson Eric Dickerson leveraged PR opportunities



Interactive grassroots promotion



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