



## **Flag Football Talking Points (September 2025)**

### What is Flag Football?

- The most inclusive and accessible American Football format in the World
- The non-contact format is fast, fun, skillful, creative and engages youth audiences
- A sport that is uniquely accessible and inclusive, with a place for everyone
- A sport with strong values that has a positive impact on the lives of communities globally

### Growth of Flag Football

- Since 2016, there has been a concerted effort from the NFL, its 32 Clubs and football partners to increase flag football participation across the country to introduce more individuals to the game, thereby driving fandom
- At the youth level, flag football has been gaining momentum across the globe since it's inclusive, accessible, competitive, and fun and is played by people of all ages and gender. It is one of the fastest growing sports in the world with 3.6M youth participants aged 6-17 in the U.S. (+40% increase since 2019)
- High school flag football is offered for girls in over 30 states with 17 states that have sanctioned programs (AL, AK, AZ, CA, CO, CT, FL, GA, HI, IL, MS, NY, NV, OH, PA, TN, WA) and an additional 21 states having launched pilots (DE, D.C., IN, KS, KY, LA, MD, MA, MI, MN, MO, MT, NJ, NC, OK, OR, RI, SC, TX, VA, WI)
- Over 100 colleges and universities offered women's flag football across the NCAA, NAIA, and NJCAA this past spring with nearly 50 programs expected to be added next season to complement thousands of teams in the club and intramural levels
- Women's flag football is opening the door for women to compete at the next level and receive scholarships for a college education, such as Ki'Lolo Westerlund (star of the Super Bowl spot) who received the first NCAA DI scholarship from Alabama State University

### Flag Football Around the World

- Flag football's appeal extends beyond American borders. The NFL is working to establish a strong global presence, with the League supporting over 15 countries to grow youth participation and operating official NFL FLAG programs in 12 countries across six continents
- Globally, flag football's growth is accelerating, and we are committed long-term to developing the game
- The League's Global Markets Program, which grants NFL Clubs access to international markets for marketing, fan engagement and commercialization activations, allows Clubs to engage in efforts to grow flag football in international markets as well, focusing on building community experiences to engage young people in the sport

### Flag Football is LA28 Bound

- Flag Football is included in the 2028 Olympics Games in Los Angeles – a historic moment for flag football and for the global flag community
  - The Olympics is the pinnacle of global sport, and flag football now on the world's biggest stage at the LA28 Olympics is momentous to accelerate the global growth of the game and get more young people playing the sport around the world
- The NFL's entire ecosystem – including all 32 clubs – will continue to use our collective power to grow and develop flag football as a global game
- IFAF and the NFL share a long-term commitment to strengthen and sustain flag football's place in the Olympic program to be a part of Brisbane 2032 and beyond