



LEAGUE MARKETING KIT

THANK YOU

for enrolling with USA Football!

By enrolling with USA Football, you have begun to show players and their families your dedication to creating a better and safer football experience.

This marketing kit is designed to help you better share information about your league and USA Football programs you're a part of. We've included flyers, email templates, graphics, as well as suggested content to use in your marketing promotion.

If you're looking for more, check out the [USA Football blog](#) and follow us social media.

JOIN THE CONVERSATION





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RESOURCES TO HELP YOU MARKET

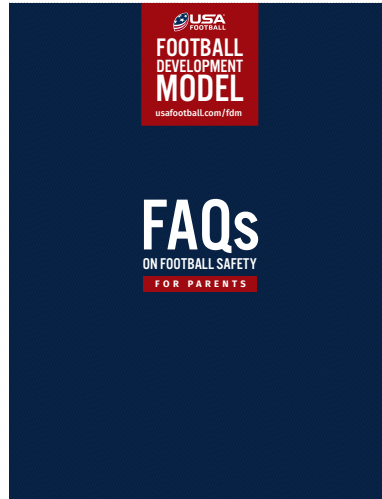
Below we have a few resources to help you answer common questions that get asked throughout the season. Plus, use the marketing plan guide to help you schedule your social media posts and emails for key events throughout the year.

FREQUENTLY ASKED QUESTIONS ON FOOTBALL SAFETY

FOR COACHES



FOR PARENTS



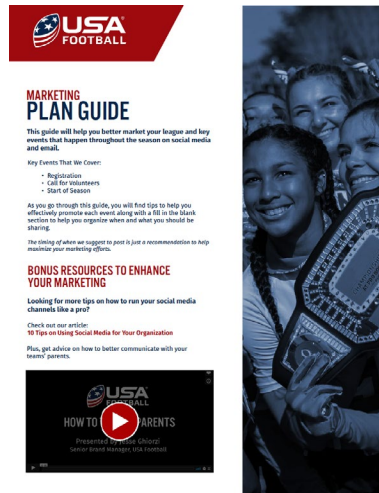
▶ [Click to download the FAQ on Football Safety to share with your coaches and parents](#)

VIDEO: HOW TO TALK TO PARENTS



▶ [Click to watch video on How to Talk to Parents](#)

MARKETING PLAN GUIDE



▶ [Click to download the Marketing Plan Guide](#)

EMAIL TEMPLATE HOW-TO

To help you communicate with coaches and parents, we've included email templates that you can use to share information on the following:

- Coach Certification
- Football Development Model
- Flag Football

We have provided the native HTML file, HTML file images (you will have to download and host these images) as well as a plain text file.

For the HTML file, you will need an email marketing provider (MailChimp or Constant Contact are common ones) – simply upload the images and paste the HTML template into your template manager.

If you don't have an email marketing platform – you can simply use the text within the word document and drop it into your email service provider (Outlook, Yahoo, Gmail, etc.) and send!

CERTIFICATION



**COMMITTED TO SAFETY
COMMITTED TO OUR KIDS**

DEVELOPING BETTER ATHLETES

We believe every youth Football coach should be certified before stepping on a field to best teach and develop your child. That's why our coaches [earn their certification](#) through USA Football.

Having our coaches complete this nationally accredited certification ensures they have the right knowledge, teaching methods and resources to grow the whole athlete based on their age and stage of development.

USA Football's 2021 Youth Coach Certification includes:

- An overview of the Football Development Model
- Health & Safety: Head, Heart, Heat
- Anti-Abuse & Coaching 101
- Contact Courses in Blocking, Defeating Blocks & Proper Shoulder Tackling

WHY IS COACH CERTIFICATION IMPORTANT?

"The biggest thing for me, the impact of USA Football on the youth level, is allowing parents to say, 'You know what? My children are being taught by someone who knows what they are doing.' The coach has been certified. He knows how to teach the game, so the kids can play the game the right way – a safer way."

David Shaw, Head Football Coach, Stanford University

FOOTBALL DEVELOPMENT MODEL



**USA FOOTBALL
FOOTBALL DEVELOPMENT MODEL**

[Learn More](#)

THE FUTURE OF FOOTBALL

USA Football's [Football Development Model](#) is designed to make the game safer for boys and girls of all ages.

From the parents that signed their children up, to the coaches that taught the fundamentals, to the league that provided the infrastructure, together we built a better game for the athletes that play.

6 PILLARS OF SUCCESS

Created by USA Football, the model is designed to make the game safer by reducing contact and teaching the game based on an athlete's age, the skill they are learning, and game type they are playing.

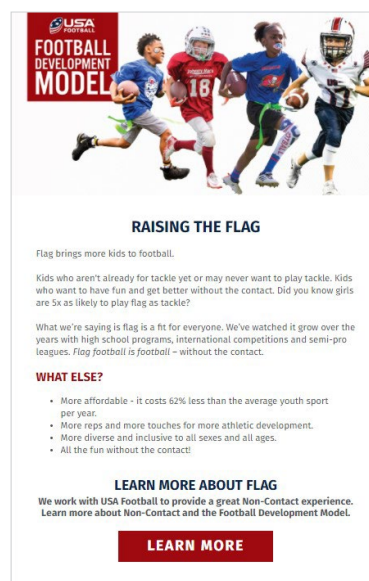
These six pillars are the heart of the Football Development Model. When working together, they create the blueprint for better athletes and better football players.

- WHOLE PERSON & MULTI-SPORT DEVELOPMENT
- PHYSICAL LITERACY & SKILL DEVELOPMENT
- COACH EDUCATION & TRAINING
- MULTIPLE PATHWAYS & ENTRY POINTS
- FUN & FULFILLING
- PARTICIPATION & RETENTION

DIVE INTO THE MODEL

[FOR PARENTS](#) [FOR COACHES](#)

FLAG FOOTBALL



**USA FOOTBALL
FOOTBALL DEVELOPMENT MODEL**

RAISING THE FLAG

Flag brings more kids to football.

Kids who aren't already to tackle yet or may never want to play tackle. Kids who want to have fun and get better without the contact. Did you know girls are 5x as likely to play flag as tackle?

What we're saying is flag is a fit for everyone. We've watched it grow over the years with high school programs, international competitions and semi-pro leagues. [Flag Football is football](#) – without the contact.

WHAT ELSE?

- More affordable - it costs 62% less than the average youth sport per year.
- More reps and more touches for more athletic development.
- More diverse and inclusive to all sexes and all ages.
- All the fun without the contact!

LEARN MORE ABOUT FLAG

We work with USA Football to provide a great Non-Contact experience. [Learn more about Non-Contact and the Football Development Model.](#)

[LEARN MORE](#)

▶ [Click to view and download the Email Templates](#)

FLYERS

Send these flyers via email or print and pass out at your meetings. These resources are a great way to show your coaches, parents and players the commitment you've made to providing a better football experience.

FOOTBALL DEVELOPMENT MODEL

FOOTBALL DEVELOPMENT MODEL

FOOTBALL FOR ALL™

WHOLE PERSON & MULTI-SPORT DEVELOPMENT
PHYSICAL LITERACY & SKILL DEVELOPMENT
COACH EDUCATION & TRAINING
MULTIPLE PATHWAYS & ENTRY POINTS
FUN & FULFILLING
PARTICIPATION & RETENTION

LEARN MORE

usafootball.com/fdm

FLAG FOOTBALL

RAISE THE FLAG

Flag gets your young athlete active and helps them discover all the fun of football without the contact. Signing your kid up to play flag means they will play within the Football Development Model.

It's our way of making the game safer, more fun and developmentally appropriate.

START HERE, GO ANYWHERE
Flag teaches skills that prepare kids for all football game types and other sports. Play more positions, get more repetitions.

MORE POPULAR, MORE ORGANIZED
25% more kids play flag than three years ago. A lot has changed from the game you knew from FC.

AFFORDABLE, INCLUSIVE & DIVERSE
62% lower cost than the average youth sport. 5x more girls play flag than play tackle.

KIDS GET MORE THAN JUST A GOOD TIME WHEN THEY PLAY FLAG. THEY ALSO BENEFIT:

- Small coach:player ratio
- Confidence in their skills
- Learning to be a good teammate

SIGN UP TO COACH OR PLAY TODAY!

GAME TYPES

GAME TYPES FOR EVERY ATHLETE

From flag to traditional tackle, USA Football has outlined the progression of game types to provide leagues and players the entry points and options to show and play the game while allowing parents to make the right choice for their young athlete.

HOW GAME TYPES CREATE MORE WAYS TO PLAY

PROVIDING MULTIPLE ENTRY POINTS
Keeping football fun and dynamic continues to capture the imaginations of young athletes. When leagues implement the Football Development Model, they're offering more ways to play and more reasons for athletes to stay in the game.

GIVING YOU AND YOUR ATHLETE OPTIONS
As the decision maker, you're in charge of choosing what's best for your athlete, including if and when they play football. Multiple game types give you more options to consider while providing your athlete with the skills and confidence to play the sport.

MINIMIZING CONTACT
These game types, in addition to the skill and age progression, create multiple entry points for athletes and help make the game safer by reducing contact and standardizing game aspects, including field size and the number of players.

	AMOUNT OF CONTACT	Non-Contact	Limited Contact	Contact
FLAG	0	100%	0%	0%
ROOKIE LIMITED CONTACT™	10%	90%	0%	0%
SENIOR LIMITED CONTACT™	20%	80%	0%	0%
ROOKIE TACKLE®	30%	70%	0%	0%
SENIOR TACKLE™	40%	60%	0%	0%

CERTIFICATION

USA FOOTBALL COACH CERTIFICATION
Putting the Player's Interest and Development First

We're proud to be a league that certifies our coaches through USA Football. It's important to us that our coaches are well equipped to teach your athlete, putting priority on each player's development and safety in football and in their athletic journey. Throughout the certification process, coaches gain knowledge and obtain resources to teach the game in a safer and more efficient way before they even step onto the field.

WHAT ARE YOUR COACHES CERTIFIED IN?

- Football Development Model Age-Appropriate Courses**
Teaches coaches how to keep an athlete's age in mind as they work on developing new skills in physical development, tactical strategies, non-contact, thinking, feeling and behaving.
- Health & Safety Courses**
Ensures coaches are given instruction on concussion awareness, injury prevention, hydration and cardiac arrest procedures.
- Anti-Abuse Course**
Helps coaches identify signs of abuse, learn the reporting processes and ways to protect the well-being of the athlete.
- Coaching 101 Courses**
Breaks down what it means to be a coach and how to coach more effectively.
- Contact Courses**
For coaches that teach contact: Designed to teach techniques of blocking and defeating blocks, shoulder tackling, equipment fitting and different levels of contact.
- Education Beyond Certification**
Coaches that are USA Football Certified have access to resources to help enhance your athlete's football journey.

RESOURCES

- Player Progression Guide**
Skill progressions and 200+ drills for passing, running, receiving, kicking, punting and athletic foundations.
- Contact Manual**
Includes skill progressions and 100+ drills for blocking, defeating tackles, flag pulling and tackling.
- Practice Plans**
48 pre-built practice plans to help coaches meeting practice and contact guidelines.
- USA Football Coach Planner App**
An app that allows coaches to have access to skill diagrams, 105+ drills and create practice plans.
- *Parents - you have access to this tool. Easily stay in the loop and follow along on your athlete's football journey. Download it today!
- Online Resources**
Ongoing resources that include education videos, webinars, play diagramming and more.

Learn more at usafootball.com/certification and find out more ways USA Football is committed to athlete development at fdm.usafootball.com/parents.

HYDRATION

HYDRATION

It can make or break performance. Keep your athletes from getting dehydrated, here is what they need to know.

WHAT GOES OUT MUST COME BACK IN
Depending on intensity, athletes can lose between 1 and 4 pounds of water per hour when working out.

- Drink 12 fluid ounces of water 30 minutes before working out
- Drink water every 20 minutes during the first hour after working out
- Drink water throughout the day to keep hydrated prior to practices or games
- Replenish electrolytes

THE PERFORMANCE KILLER
Dehydration symptoms to watch out for:

- Headache
- Dry mouth and throat
- Dizziness and fatigue
- Dark urine
- Only salt
- Light-headedness, dizziness, disorientation
- Exhaustion
- Overexertion and loss of focus
- Frustrated
- Hypernatremia
- Cramps while working
- Loss of consciousness

WHAT AND WHEN TO HYDRATE

- BEFORE:** Cold water
- DURING:** Electrolyte (sachet sports drink or water)
- AFTER:** Chocolate milk or protein shake

DID YOU KNOW?
Painful muscle cramps can be prevented by staying hydrated.

▶ **Click to download Flyers** (for both print and digital)

FOOTBALL DEVELOPMENT MODEL

Use the content and graphics below as a starting point for ways to share the Football Development Model with your community. Personalize it by mentioning specific aspects you are implementing or especially believe in, keeping in mind what will resonate with your audience.

If you want to share a link with the content, use usafootball.com/fdm.

- Athlete safety is our top priority. From athlete development to coach education to keeping the game fun and fulfilling, the Football Development Model is key to moving the sport forward. We've taken steps to implement the model so your athletes can learn and love the sport.
- The Football Development Model reimagines the sport and offers an exciting way for players to learn and grow. Want to learn more? Head to usafootball.com/fdm to check it out.
- What is the Football Development Model all about? Based on six foundational pillars, it's USA Football's blueprint for creating better athletes and better football players. At its core, the model encourages athletic progression while also reducing contact.

WEB ADS



▶ [Click to download Web Ads & Social Graphics](#)

SOCIAL GRAPHICS



(additional sizes available for both flag and tackle)

GAME CATEGORY: NON-CONTACT

Flag football is growing in popularity at a rapid rate. Use the graphics, logos and content on this page to start sharing with your community that you offer flag football and all the benefits that come with playing the game.

If you want to share a link with the content, you can direct parents to your website where they can learn more and register their athlete for your flag offering, or simply refer them to usafootball.com/non-contact.

- Flag is on the rise! What used to be a sport played in gym class is now seen across the country in youth and high school programs, semi-pro leagues and international competition. It's all the fun without the contact. Register your kid for flag football today at [league website url]
- Parents – flag football is football minus the contact. Athletes will get more reps and more touches to help them build key skills that transfer to other game types and sports. Ready to give flag a shot?
- Flag football is a sport that just fits.
 - It fits in the budget with parents spending 62% less on flag than the average sports.
 - It fits in your schedule. Athletes can play multiple seasons in a year – even in colder climates – because the seasons are shorter.
 - It fits in your community. Flag is diverse across all ages, genders and races.
 - Plus, with smaller fields, you can play just about anywhere. Why choose flag football? Because it fits.

WEB ADS



(additional sizes and versions available)

▶ **Click to download Web Ads & Social Graphics**

SOCIAL GRAPHICS



COACH EDUCATION & TRAINING

Coach education and training is an important standard to advancing our sport. Use the content and graphics below to help share information about the coach education and training your organization commits to and requires.

If you want to share a link with the content, use usafootball.com/certification

- The [Insert number of athletes in your organization] athletes in our organization have a better football experience thanks to the education and training our coaches receive. USA Football has delivered over 700,000 coach certifications since 2012. We're proud that our coaches are part of that number!
- Coach education and training is the foundation of a positive football experience for your athlete. That's why we make sure all of our coaches are certified through USA Football before stepping on the field.
- Be sure to thank your player's coaches. As volunteers, they dedicate their time to helping your athlete grow on and off the field. They also put in the time to become certified and properly trained, making the game safer for all players.
- Our coaches are stepping up to the standard by earning their youth coach certification. Learn more about the resources and tools our coaches leverage at usafootball.com/certification.

WEB ADS



(web ads and social graphics available for both flag and tackle)

SOCIAL GRAPHICS



▶ Click to download Web Ads & Social Graphics

WHAT IS USA FOOTBALL?

As the sport's national governing body, USA Football is here to help your league and lend credibility to the work you're already doing. Use the content and graphics below to highlight your partnership with us.

If you want to share a link with the content, use usafootball.com.

- USA Football is the sport's national governing body and works to LEAD, STRENGTHEN and GROW the game. Learn more and see how you can get involved at usafootball.com.
- You give your time to football. USA Football is here to help you make the most of it. Learn more at usafootball.com.
- Coaches – be sure to check out all the resources available to you through USA Football. You can access even more than your certification with their blogs, podcasts, systems, app and more! Learn more at usafootball.com.
- USA Football doesn't just help our league and our coaches - there's plenty for parents too! From their Parent Guide to parent blogs, be sure to check out what's available at usafootball.com.
- Through training, education and events, USA Football gets everyone on the same page – from parents and players to coaches and commissioners. We partner with them to make football safer, smarter and more fun for our athletes.

USA FOOTBALL LOGO

Get access to the USA Football logo to place on your website.

WHITE BACKGROUND



DARK BACKGROUND



▶ [Click to download USA Football Logos & Graphics](#)

WEB ADS



SOCIAL GRAPHICS



(additional sizes available for both web and social graphics)



TERMS & CONDITIONS

By enrolling with USA Football your league is being granted a limited, revocable, domestic, non-exclusive, non-transferable license to use the contents of this marketing kit (the “Kit”) from the date of receipt of the Kit through the term of your enrollment agreement, at which time this license will automatically expire. Should your league desire to use materials from future marketing kits you will need to take the necessary steps to continue to enroll with USA Football under its then-existing procedures. The contents of this Kit are or include USA Football intellectual property. All incorporated ownership and/or registration symbols should be included with each use. Except as expressly authorized, your league may not modify the contents of this Kit in any way or create any derivative works from the contents of this Kit without the express written permission (email shall suffice) of USA Football. Upon written notice (email shall suffice) from USA Football to you of any unauthorized, inaccurate, or otherwise improper use of the contents of this Kit, you shall immediately cease or correct such use. Any breach of the limited license granted to the contents of this Kit will be considered a material breach of the license and your league’s enrollment agreement and may result in a complete revocation of your league’s right to use the contents of this Kit as well as being subject to all other rights and remedies available to USA Football, whether by contract or by law. The contents of this Kit, and all incorporated intellectual property therein, shall remain at all times the sole and exclusive intellectual property of USA Football. Your league’s use of materials and/or marks belonging to USA Football shall create no rights for your league in or to those materials and/or marks or in their use beyond these terms and conditions. Your league will cooperate with USA Football to assure that the quality of your use of the contents of this Kit and the quality of your goods and services in connection with which the contents of this Kit are used is high and does not detract from the goodwill associated with USA Football and/or the contents of this Kit. This document contains the entire understanding relating to the subject matter. Any modifications must be in writing and signed by both parties. Your use of the Kit contents in any manner will acknowledge your acceptance of all of the terms and conditions provided herein.



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