



**ESPN**



**ESPN & USA FOOTBALL  
2014 SPONSORSHIP RECAP**

# ESPN & USA FOOTBALL SPONSORSHIP OVERVIEW

In 2014, ESPN partnered with USA Football to support its Heads Up Football program and to help drive a better, safer game in communities across America.

Together, ESPN and USA Football delivered grassroots activations in three (3) ESPN Monday Night Football markets, impacting players, coaches and parents at both the youth and high school levels. Markets visited and Heads Up Football programs supported include:

- **Detroit** (Detroit P.A.L.; Romeo H.S.)
- **Dallas** (Frisco Football League)
- **Philadelphia** (Bert Bell Memorial Football Conference; Shawnee (NJ) H.S.)



# KEY SPONSORSHIP COMPONENTS

- \$175,000 sponsorship of USA Football to support its Heads Up Football program
- Grassroots activations in three (3) ESPN Monday Night Football markets
  - Detroit, Dallas, Philadelphia
- NFL team in-market support for events
  - Alumni players, cheerleaders, mascots
- Branded promotions and giveaways at all events
- Televised check presentation during Monday Night Football broadcast in Dallas
- \$25,000 in Heads Up Football scholarships for youth and high school football programs
- Social media; Media/PR



# ESPN & USA FOOTBALL – DETROIT DETROIT OVERVIEW

ESPN and USA Football launched their new partnership in Detroit, Michigan in conjunction with the season kickoff of ESPN Monday Night Football.

Together, ESPN and USA Football delivered a series of unique activations to the Detroit P.A.L. – including a fun game day experience for two rival P.A.L. youth football clubs (Saturday) and a Parent/Player Heads Up Football clinic (Sunday).

ESPN and USA Football presented the Detroit P.A.L. with a \$5,000 equipment grant to be used for new, better and safer football equipment for it's participating programs.



# ESPN & USA FOOTBALL – DETROIT

## SATURDAY KEY ELEMENTS

- USA Football Activation Zone
  - Heads Up Tackling/agility drills station
  - Football skills station
  - Equipment fitting station
  - NFL player and mascot autograph/photo zone
    - Tim Walton, Eddie Murray, Cory Schlesinger
  - Branded giveaways
    - Thundersticks, wristbands, eye black, ESPN/USAFB t-shirts and cinch sacks
- ESPN and USA Football \$5,000 equipment grant presentation featuring Detroit Chief of Police James Craig and Detroit P.A.L. board members
- ESPN and USA Football co-branded signage throughout venue; PA reads



**MORE THAN 2,000 PARENTS,  
PLAYERS AND COACHES  
PARTICIPATED IN SATURDAY'S ESPN  
AND USA FOOTBALL  
ACTIVATION/EVENTS WITH DETROIT  
P.A.L.**



# ESPN & USA FOOTBALL – DETROIT EQUIPMENT FITTING



EQUIPMENT FITTING STATION – EDUCATING PARENTS AND PLAYERS ON PROPER FOOTBALL EQUIPMENT FITTING



# ESPN & USA FOOTBALL – DETROIT FOOTBALL SKILLS & DRILLS



FOOTBALL SKILLS STATION – THROWING MECHANICS



# ESPN & USA FOOTBALL – DETROIT HEADS UP TACKLING/AGILITY DRILLS



FOOTBALL TACKLING DRILLS & AGILITY DRILLS STATION





# ESPN & USA FOOTBALL – DETROIT NFL PLAYER AUTOGRAPH ZONE



**NFL PLAYER/MASCOT AUTOGRAPH & PHOTO STATION: ROARY (MASCOT);  
FORMER LIONS PLAYERS CORY SCHLESINGER, EDDIE MURRAY AND TIM WALTON**



# ESPN & USA FOOTBALL – DETROIT GAME DAY EXPERIENCE



**TEAMS PARTICIPATING IN EACH OF THE DAY'S FIVE (5) GAMES HAD THE OPPORTUNITY TO RUN THROUGH USA FOOTBALL'S INFLATABLE HELMET AND TUNNEL AS THEY WERE INTRODUCED TO THE FANS DURING PRE-GAME.**

**GAME FIELD SIDELINES WERE WRAPED WITH ESPN/HEADS UP FOOTBALL/USA FOOTBALL CO-BRANDED SIDELINE BANNERS.**



# ESPN & USA FOOTBALL – DETROIT EQUIPMENT GRANT PRESENTATION



**ESPN AND USA FOOTBALL PRESENTED THE DETROIT P.A.L. WITH A \$5,000 EQUIPMENT GRANT. ON SITE TO RECEIVE THE DONATION WERE DETROIT CHIEF OF POLICE JAMES CRAIG AND DETROIT P.A.L. C.E.O. TIM RICHEY. REPRESENTATIVES FROM ESPN AND USA FOOTBALL PRESENTED THE CHECK TO THE LEAGUE.**



# ESPN & USA FOOTBALL – DETROIT

# SUNDAY KEY ELEMENTS

- Heads Up Football Parent Session
  - Concussion Education
  - Heat & Hydration
  - Equipment Fitting
  - Football Mom Discussion
- Heads Up Football Player Clinic
  - Heads Up Tackling/Football Fundamentals
- Monday Night Football ticket giveaway
- Former Detroit Lions OL Scott Conover and his wife, Courtney, served as guest speakers
- ESPN/USA Football co-branded shirts for all participants



**MORE THAN 150 PARENTS AND 225 CHILDREN PARTICIPATED IN SUNDAY'S PARENT/PLAYER HEADS UP FOOTBALL CLINIC PRESENTED BY ESPN AND USA FOOTBALL.**



ESPN & USA FOOTBALL – DETROIT

# CLINIC REGISTRATION/CHECK-IN



**ALL PARTICIPANTS RECEIVED A ESPN/USA FOOTBALL CO-BRANDED T-SHIRT, EYE BLACK AND WRISTBANDS. AFTER REGISTRATION, ATTENDEES TOOK THEIR PICTURE IN FRONT OF THE ESPN/USA FOOTBALL STEP & REPEAT BANNER.**



# ESPN & USA FOOTBALL – DETROIT MNF TICKET GIVEAWAY



**CHRIS FRITZSCHING, DIRECTOR OF YOUTH FOOTBALL FOR THE DETROIT LIONS AND HEADS UP FOOTBALL MASTER TRAINER, DONATED THREE PAIRS OF MONDAY NIGHT FOOTBALL TICKETS TO GIVEAWAY TO CLINIC ATTENDEES.**



# ESPN & USA FOOTBALL – DETROIT PLAYER HEALTH & SAFETY



**DR. PATRICK KERSEY, USA FOOTBALL'S MEDICAL DIRECTOR, KICKED OFF THE PARENT SESSION AND SPOKE TO ALL YOUTH FOOTBALL PARENTS ABOUT CONCUSSION EDUCATION AND HEAT & HYDRATION.**



# ESPN & USA FOOTBALL – DETROIT EQUIPMENT FITTING



**ANDY RYLAND (USA FOOTBALL) LEAD AN EQUIPMENT FITTING DEMONSTRATION FOR ALL PARENTS TO SHOWCASE THE PROPER WAY FOR THEIR CHILDREN'S HELMETS AND SHOULDER PADS TO BE WORN WHEN COMPETING.**





# ESPN & USA FOOTBALL – DETROIT FOOTBALL MOM DISCUSSION



**COURTNEY CONOVER, A BLOGGER FOR USA FOOTBALL AND YOUTH FOOTBALL MOM/NFL PLAYER WIFE, SHARED HER FOOTBALL MOM EXPERIENCES AND DISCUSSED THE IMPORTANCE OF THE HEADS UP FOOTBALL PROGRAM.**



# ESPN & USA FOOTBALL – DETROIT PLAYER CLINIC



# ESPN & USA FOOTBALL – DETROIT

# SCOTT CONOVER



**FORMER DETROIT LIONS OFFENSIVE LINEMAN SCOTT CONOVER SPOKE TO THE CHILDREN ABOUT THE IMPORTANCE OF HARD WORK AND TO MAKING GOOD DECISIONS, AND ALSO SHARED HIS ENDORSEMENT OF HEADS UP FOOTBALL WITH THE PARENTS IN ATTENDANCE AND THE IMPORTANCE OF THE PROGRAM.**



# ESPN & USA FOOTBALL – DETROIT H.S. OVERVIEW (MONDAY)

On Monday, September 8, USA Football and ESPN visited Romeo High School for 'Heads Up Football 101.'

150 high school football players, coaches and administrators participated in a unique class session to learn about Heads Up Football in an interactive setting.

ESPN and USA Football presented the Romeo football program with a \$1,000 equipment grant.




Former Detroit Lions QB Eric Hipple spoke to the group about hard work, setting goals and teamwork.

All attendees received a ESPN/USA Football cinch sack, Detroit Lions cup, wristbands and eye black.










 9/8/14 DATE 5284  
 PAY TO THE ORDER OF ROMEO HIGH SCHOOL \$1,000.00  
 ONE THOUSAND AND 00/100 DOLLARS  
 MEMO: #BetterDanceGame  
 Scott J. Helmer

BULLDOGS

USA Football

USA Football

ESPN

USA Football



HAIL, MEN OF ROMEO  
Hail, Men of Romeo  
Fight - Fight - Fight the Fire  
For We Will Fight - Fight for Victory  
That Shall Always Be  
Buh - Buh - Buh  
Hail, Men of Romeo  
Fight for Victory  
For the Red  
For the White

BULLDOG PRIDE

**ESPN**  
PROUD PARTNER OF  
**USA Football**

**ESPN** | **USA Football**

# ESPN & USA FOOTBALL – DALLAS DALLAS OVERVIEW



ESPN and USA Football visited the Dallas marketplace for the 2<sup>nd</sup> weekend of activations around Monday Night Football.

On Saturday, October 25, ESPN and USA Football visited the Frisco Football League. ESPN and USA Football presented the Frisco Football League with a \$5,000 equipment grant to be used for new, better and safer football equipment for its participating programs. Former Dallas Cowboys player and current ESPN NFL analyst, Darren Woodson, helped present the check to the Frisco Football League.

On Sunday, October 26, ESPN and USA Football featured their activation zone at Dallas Cowboys Rally Day at AT&T Stadium. The activation also featured a high school sports performance and training clinic for 100 Dallas-area high school players and coaches.

On Monday, October 27, ESPN officially announced its \$175,000 donation to USA Football in support of its Heads Up Football program. A check presentation featuring ESPN and USA Football executives aired during the Monday Night Football game broadcast that evening.





# SATURDAY KEY ELEMENTS

- ESPN/USA Football activation zone
  - 40-yard dash
  - Heads Up Tackling/agility drills station
  - Football skills station
  - Equipment fitting station
  - NFL player and mascot meet and greet
    - Darren Woodson, Scott Shanle, Shaun Smith
    - Rowdy (Dallas Cowboys mascot)
  - Branded giveaways
  - USA Football inflatable helmet and tunnel
- ESPN and USA Football \$5,000 equipment grant presentation to Frisco Football League featuring ESPN NFL analyst Darren Woodson
- ESPN and USA Football co-branded signage throughout venue; PA reads



**MORE THAN 1,500 PLAYERS,  
COACHES AND PARENTS  
PARTICIPATED IN SATURDAY'S ESPN  
AND USA FOOTBALL ACTIVATION**



**ESPN**





**ESPN**

**USA Football**  
**HEADS UP**  
FOOTBALL

**USA**  
**Football**

10/25/14

5284

DATE

\$ 5,000.00

DOLLARS

PAY TO THE  
ORDER OF

FRISCO FOOTBALL LEAGUE

FIVE THOUSAND AND XX/100

*Scott Hallenbeck*

**USA**  
**Football** Football's National  
Coaching Body  
MEMO # BETTER SAFER GAME

**ESPN**

**USA**  
**Football**

# ESPN & USA FOOTBALL – DALLAS SATURDAY IMAGES



# SUNDAY KEY ELEMENTS (RALLY DAY)

- ESPN/USA Football activation zone at Dallas Cowboys Rally Day
  - 40-yard dash
  - Co-branded promotional items/giveaways
  - Inflatable helmet
  - Skills and Drills/Heads Up Tackling stations
  - ESPN/USA Football co-branded signage
- High School Sports Performance and Training clinic featuring experts in the following:
  - Dallas Cowboys guest speakers
    - Sports Dietitian
    - Sports Performance
    - Leadership
    - Alumni player
  - USA Football Master Trainer (Heads Up Tackling)
  - Riddell Equipment Fitting Expert



**MORE THAN 6,000 FANS ATTENDED  
DALLAS COWBOYS RALLY DAY, MANY  
OF WHOM PASSED THROUGH THE  
ESPN/USA FOOTBALL  
ACTIVATION ZONE**

# ESPN & USA FOOTBALL – DALLAS RALLY DAY IMAGES



# ESPN & USA FOOTBALL – DALLAS H.S. CLINIC IMAGES



Guest speakers included: Amy Goodson (Dallas Cowboys Sports Dietitian), Bryan McCall (Michael Johnson Performance), Roderick Rollins (Nike Leadership), Ed Davidson (Riddell Equipment Expert), Andy Ryland (USA Football), Ken Hamlin (Dallas Cowboys alumni player)



# ESPN & USA FOOTBALL – DALLAS MONDAY NIGHT FOOTBALL



During the Washington Redskins vs. Dallas Cowboys Monday Night Football game broadcast, ESPN featured the pre-game check presentation to USA Football in support of its Heads Up Football program.





# ESPN & USA FOOTBALL – PHILADELPHIA PHILADELPHIA OVERVIEW



ESPN and USA Football visited the Philadelphia marketplace for the final of three (3) Monday Night Football activations for the 2014 season.

On Thursday, November 6, ESPN and USA Football visited Shawnee High School (Medford, NJ). To reward Shawnee High School's commitment to USA Football's Heads Up Football program, USA Football and ESPN provided Shawnee with a \$2,000 equipment grant. Former Philadelphia Eagles players Hollis Thomas and Bill Bergey helped present the check during a pre-game celebration.

On Saturday, November 8, ESPN and USA Football featured their activation zone at the home field of the Downingtown Young Whippets football club, a Heads Up Football organization that plays in the Bert Bell Memorial Football Conference league. Former Philadelphia Eagles wide receiver Vince Papale helped present a check for \$2,000 towards new equipment.



# ESPN & USA FOOTBALL – PHILADELPHIA

## THURSDAY KEY ELEMENTS

- ESPN/USA Football activation zone
  - Co-branded promotional items/giveaways
  - Philadelphia Eagles alumni meet and greet
    - Hollis Thomas and Bill Bergey
  - ESPN/USA Football co-branded signage
- USA Football inflatable helmet and tunnel
- \$2,000 equipment grant presentation to Shawnee High School football, featuring Philadelphia Eagles alumni players Bill Bergey and Hollis Thomas
- ESPN and USA Football co-branded signage throughout venue; PA reads



**MORE THAN 1,000 FANS ATTENDED  
THE GAME AT SHAWNEE H.S.**









5284  
 DATE 11/6/14

PART TO THE ORDER OF SHAWNEE HIGH SCHOOL \$2,000.00  
 Two THOUSAND AND 00/100 DOLLARS


 #BETTERSAFERGAME  
 Josh Hellenbeck



# ESPN & USA FOOTBALL – PHILADELPHIA THURSDAY IMAGES



# ESPN & USA FOOTBALL – PHILADELPHIA

## SATURDAY KEY ELEMENTS

- USA Football Activation Zone
  - Heads Up Tackling/Agility Drills station
  - Football skills station
  - Philadelphia Eagles alumni meet and greet
    - Vince Papale and Vaughn Hebron
  - Philadelphia Eagles mascot and cheerleaders
  - Branded giveaways
- USA Football inflatable helmet & tunnel
- \$2,000 equipment grant presentation featuring former Philadelphia Eagles wide receiver Vince Papale
- Vince Papale pre-game pep talk/honorary captain
- ESPN and USA Football co-branded signage throughout venue; PA reads



**MORE THAN 1,500 PARENTS, COACHES  
AND PLAYERS WERE IN ATTENDANCE  
THROUGHOUT THE DAY'S PLAYOFF GAMES  
IN DOWNINGTOWN, PA.**



# ESPN & USA FOOTBALL – PHILADELPHIA SATURDAY IMAGES



# ESPN & USA FOOTBALL – PHILADELPHIA VINCE PAPALE PEP TALK



<https://www.facebook.com/video.php?v=10152594911196478&set=vb.46397481477&type=2&theater>



## Advisor & Source (Macomb County, MI)

<http://www.sourcenewspapers.com/articles/2014/09/13/news/doc5412f0354fe25721695719.txt>

### ROMEO SCHOOLS: Football program receives grant from USA Football

Published: Saturday, September 13, 2014



By **MATTHEW FAHR**  
Source Staff Writer

The Romeo High School football program was rewarded for its efforts to make a brutal sport a little safer.

USA Football Senior Manager for Education and Training Andy Ryland presented the program with a \$1,000 grant for equipment at an assembly at Romeo High School on Sept. 8.

As part of the Heads Up program through USA Football, players are being taught new techniques and positions to try and lessen the amount of concussions and serious injuries in the game. The program also seeks to teach greater responsibility and accountability in young players.

According to the USA Football website, the program aims to "create change, and address the complex challenges of player health and safety in youth and high school football."

To bring those lessons directly to Romeo football players, Ryland spoke for almost an hour on the need for players to shed the veil of toughness when it comes to concussions.

Ryland played at both the high school and college levels, and readily admitted he had knocked himself out and suffered concussions during his playing days, but in an effort to stay on the field he never reported them to medical staff or coaches.

"I am embarrassed about that now," he admitted to Romeo freshman, junior varsity and varsity players at the assembly. "It is OK to have a concussion. The overwhelming majority of the time you will only miss one game."

He said 85 percent of the time concussions can be "fixed" in 7-10 days and that not reporting it to coaches could lead to the loss of an entire season rather than just one Friday night.

Assistant coach Mike Lee said all coaches at RHS have been certified through the Heads Up program. He said they are looking to change the culture of the game at the practice field level and

Previous Photo Next Photo



Andy Ryland shows Romeo football players the proper method of tackling an opponent during an assembly at RHS. Source photos/Matthew Fahr

View and purchase photos



#### Local Guide

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Diegel Chiropractic Center  
Macomb Daily Real Estate Directory  
Specific Chiropractic Inc

Utica Bars & Restaurants

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News & Business

associatedpress



ShowBiz Minute: Clooney, U2, Stevens

Motor Detroit Crime  
Crowdfunder

## The Juliet Journal (Romeo H.S. Newspaper)

<http://www.romeonews.org/?p=1591>

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Categorized | News, R News

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Updates

Soccer ties GPS 1-1 on 9/15

Photos on flickr

Polls

**What's your ideal way to spend a summer day?**

- Sitting by the pool on a sunny day
- Go Boating
- Go to Stony Creek
- Lay in the sun with a book in your hand

Vote  
View Results

USA Football Concussion and Football Safety Presentation

Posted on 09 September 2014.

Adam Nelson 15' & Kade Messner 17' – In an effort to reduce the number of injuries (more specifically concussions) high school football players receive, the Michigan High School Athletic Association (MHSAA) has passed new state laws regarding athletic practices. Having full pads is off limits until the 5th day of practice and a maximum of two full collision practices per week are both new changes coaches have to face this year.

Other rules changed the maximum time spent at practice: A single practice cannot exceed 3 hours, and there can only be up to 5 hours of practice per day. Most coaches, players, and parents agree with the new rules that are in place, but with all change comes controversy. As the season progresses, teams will be forced to adapt to a new, safer practice schedule, while still trying to uphold the winning traditions that have been ironed in over the years.

"Hopefully learning these safety rules will keep our beloved quarterback Paul Hurley healthy and on the field, but for real this could be life changing," receiver/linebacker Josh Bilski (11) jokes.

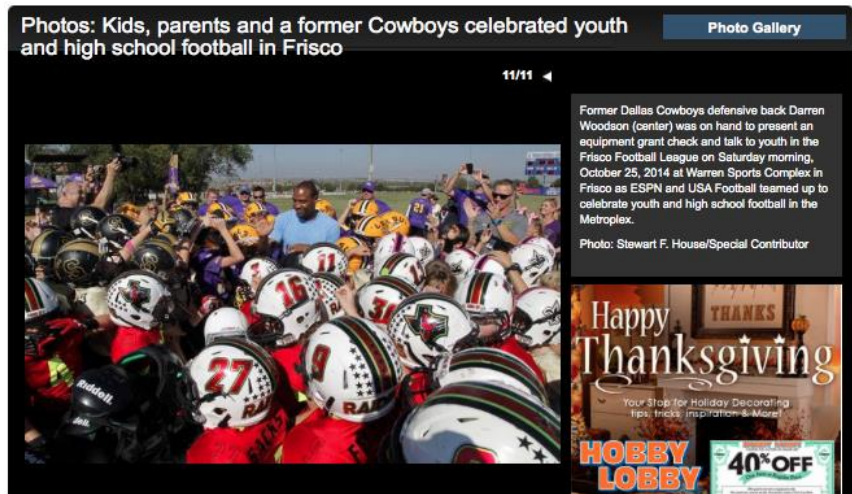
In an effort to further educate the team, Romeo teamed up with USA Football and ESPN on Monday, September 8th to address these issues and teach our athletes about the complex challenges of health and safety in youth and high school football. A presentation by a medical expert from USA Football's "Heads Up Tackling" program, as well as a special guest appearance by Former NFL Lions quarterback Eric Hipple, provided Romeo's football organization with safety tips to help prevent concussions.



# ESPN & USA FOOTBALL MEDIA/PR

## Dallas Morning News

<http://www.dallasnews.com/entertainment/photos/20141027-photos-kids-parents-and-a-former-cowboys-celebrated-youth-and-high-school-football-in-frisco.ece>



## ESPN FrontRow.com

<http://www.espnfrontrow.com/2014/10/monday-lineup-washingtondallas-on-mnf-sparks-memories-for-schlereth-and-woodson-plus-9-espn-weekend-moments/>



# ESPN & USA FOOTBALL MEDIA/PR

## NFLEvolution.com

<http://www.nflevolution.com/article/espn-makes-donation-to-usa-football-to-help-promote-programs?ref=0ap3000000418877>



The screenshot shows the NFLEvolution.com website. The header includes the NFL logo and the text 'NFLEVOLUTION.COM FOREVER FORWARD FOREVER FOOTBALL'. A search bar is present. Below the header is a navigation menu with categories: SAFETY FOR YOUR KIDS, PLAYERS AND ALUMNI, CONCUSSIONS, MILITARY, MEDICAL RESEARCH, RESOURCES, and VIDEOS. The main content area features a news article with the headline 'ESPN makes donation to USA Football to help promote programs' and a sub-headline 'NFL EVOLUTION TIMELINE EXPERIENCE IT HERE'. The article is dated 10/27/2014 and includes social sharing options for SHARE, PRINT, and EMAIL. The text of the article begins with 'By Bill Bradley, contributing editor' and discusses the donation of \$175,000 to USA Football.

## ESPNMediaZone.com

<http://espnmediazone.com/us/press-releases/2014/10/monday-night-footballs-cowboys-redskins-nfc-east-rivalry-highlights-espns-week-8-nfl-content/>



The screenshot shows the ESPN MediaZone website. The header includes the ESPN logo and the text 'ESPN MediaZone'. A navigation menu includes HOME, PRESS RELEASES, BIOS, MEDIA KITS, PHOTOS, and PROGRAMMING. The main content area features a press release with the headline 'Cowboys-Redskins Rivalry on "MNF" Highlights ESPN's Week 8 NFL'. The article is dated October 23, 2014, and includes social sharing options for Tweet (3), Like (1), and +1 (0). The text of the press release begins with 'Sunday NFL Countdown: Mean; Manning's 509th Touchdown; Jordy Nelson Goes Face to Face with Hannah Storm; Brandon Marshall Soundtracks; and More' and mentions host Chris Berman and analysts Cris Carter, Mike Ditka, Tom Jackson, Keyshawn Johnson, and Ray Lewis.



# ESPN & USA FOOTBALL MEDIA/PR

[USAFootball.com](http://usafootball.com)

<http://usafootball.com/blogs/heads-up-football/post/9524/espn-teams-up-with-usa-football-to-advance-standards-in-high-school-and-youth-football>



## ESPN teams up with USA Football to advance standards in high school and youth football

Mon, 10/27/2014 - 11:02am



Steve Alic



ESPN will team up with USA Football to advance player safety on high school and youth levels through USA Football's resources and programs. The announcement, which will be made prior to tonight's ESPN "Monday Night Football" telecast, includes a financial commitment of \$175,000 to USA Football to help establish important standards rooted in education for better, safer play nationwide to benefit young athletes.

USA Football, the sport's national governing body, educates more youth and high school football coaches combined than any organization in the United States. USA Football members reside in all 50 states and Washington, D.C.

ESPN's commitment to USA Football underscores its continued support of high school and youth athletics. Through ESPN's financial assistance, more than 50



### HEADS UP FOOTBALL BLOG

Follow some of football's leaders as they create a better, safer game. Then, join them.

### RELATED ARTICLES



# ESPN & USA FOOTBALL SOCIAL MEDIA

USA Football retweeted

ESPN @espn · Oct 27

Earlier tonight on #MNF, @USAFootball was presented a \$175,000 grant to make football a #betersafegame for youth.



151 343 View more photos and videos

USA Football retweeted

ESPN PR @ESPNPR · Oct 27

ESPN teams up with @usafootball to advance standards in high school and youth football [es.pr/1tZdrSD](https://espn.com/pr/1tZdrSD)



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USA Football @usafootball · Oct 25

Q&A with Mike Tirico: Concussion culture is changing [bit.ly/1oInBoy](https://bit.ly/1oInBoy)



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USA Football @usafootball · Oct 27

ESPN teams up with USA Football to advance standards in high school and youth football [bit.ly/1tALip8](https://bit.ly/1tALip8)



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USA Football retweeted

Team ESPN @TeamESPN · Oct 27

Fun weekend in Dallas with @TeamESPN and @usafootball teaming up to promote player safety! [es.pr/1tZdrSD](https://espn.com/pr/1tZdrSD)



3 4 View more photos and videos

USA Football @usafootball · Oct 25

Kids are hyped to meet @scottshanie! Thanks @TeamESPN and @espn! #betersafegame



3 4 View more photos and videos



# ESPN & USA FOOTBALL SOCIAL MEDIA

USA Football retweeted  
**Scott Shanle** @scottshanle · Oct 25  
 Thanks to @usafootball for the event in Frisco, TX today. Should be educational AND lot of fun!

ESPN Corporate Outreach and USA Football Team Up on "Heads Up Football"

ESPN will team up with USA Football prior to *Monday Night Football* in Dallas to host a local high school and youth football players and coaches educational clinics on Saturday, Oct. 25, and Sunday, Oct. 26, as part of the USA Football's "Heads Up Football" program. ESPN NFL analyst and former Dallas Cowboy Darren Woodson will participate in Saturday's equipment grant presentation from ESPN to the Frisco Football League at the Warren Sports Complex in Frisco, Texas. On Sunday, ESPN and USA Football will host clinics at AT&T Stadium during the Dallas Cowboys Rally Day. ESPN and USA Football are committed to better, safer play nationwide to benefit young athletes.

3
 4
 
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**usa\_football**  
 3 weeks ago  
 Darren Woodson on the importance of knowledge and the impact it has on a successful football player...

harsh\_hershey\_bballlife\_10 ak.saltam and 195 others liked this.



**USA Football**  
 November 10



Check out former Philadelphia Eagles player Vince Papale giving a talk to a youth team with ESPN this past Saturday.

Fun fact: his son is playing for Team USA in February! #USNFT



Like · Comment · Share

226 Shares

971 people like this. Top Comments -

Write a comment...

**Joe Beauregard** Awesome talk.. Invincible!!  
 Like · Reply · 4 · November 10 at 4:16pm

**Carly Conner** This is my son's home field, they had a blast this Saturday! Thank you USA Football and ESPN for coming out! We are Downingtown! DYW Football!  
 Like · Reply · 2 · November 10 at 4:17pm

**Bob Berman** Thanks for posting. I just watched this movie with my 4th grade son last week, can't wait to show him this clip.  
 Like · Reply · 2 · November 10 at 4:12pm

