



Green Bay Packers Flag Football PR Strategy: 2026 Campaign

Jacob Kohner

Campaign Timeline: May 2027 – July 2028

Research

Youth participation in tackle football has declined due to safety concerns, rising costs, and parental hesitation. Flag football is emerging as a safer, more accessible alternative, especially with its inclusion in the 2028 Olympics. However, underserved communities still lack access to organized sports.

The Green Bay Packers can lead this shift as a community-owned franchise by partnering with USA Football, schools, and recreation programs to expand access across Wisconsin. This aligns with safety trends and reinforces their identity as a forward-thinking, community-driven organization.

Key Publics: Youth (7–15), parents, schools/coaches, local media

Key Insight: Parents are not rejecting football—they are rejecting risk.

Planning

Goal: Position the Packers as a leader in flag football by increasing youth participation before the 2028 Olympics (July 2028).

Objectives:

- Establish 15 programs (Deadline: March 1, 2028)
- Increase participation by 35% (Measured by July 15, 2028)
- Secure 20+ media placements (Jan 1 – July 15, 2028)
- Improve safety perception by 20% (Sept 2027 – July 2028)

Implementation

Campaign Theme: Future of the Game

Phase 1 (May 1 – Aug 31, 2027): Partnerships, community selection, branding and media kits.

Phase 2 (Sept 1, 2027 – Lambeau Field): Launch event with youth games, player appearances, and media coverage.

Phase 3 (Sept 2027 – June 2028): League rollout in waves with clinics, recruitment, and school integration.

Phase 4 (July 1 – July 30, 2028): Olympic push with countdown campaign and community events.

Evaluation

Media (Jan 1 – July 15, 2028): 20+ placements; track tone and reach

Digital (Sept 2027 – July 2028): 20% engagement increase; 100k+ views

Participation (Oct 2027 – July 2028): 15 leagues; 25–35% growth

Impact (Sept 2027 – July 2028): 20% increase in safety perception; long-term adoption

As a community-owned franchise, the Green Bay Packers are uniquely positioned to lead this initiative—strengthening their legacy of fan-driven impact while investing in the long-term future and accessibility of the game.

Overall Success: Packers recognized as a key driver of flag football growth ahead of the 2028 Olympics.

Media Pitch

[Watch the media pitch here](#)