



ARE YOU COMMITTED?

Riddell
SMARTER FOOTBALL

what is the SMARTER FOOTBALL COMMITMENT?

The future of football is now. Athletes are bigger, faster, stronger. Equipment is sleeker, more innovative, more protective. Collectively, through innovation and athletic evolution, the game of football is getting better, safer and smarter.

The *Riddell Smarter Football Commitment* is a nationwide initiative to get athletes, coaches, athletic trainers, equipment managers, parents, fans ... the entire football community, to proclaim his or her support towards a better, safer, smarter game through an online commitment.

Let's move the game of football forward. Together.

how it WORKS

Riddell is inviting people to show their support by visiting Riddell.com/SmarterFootball and making a commitment by following a few easy steps. Football communities are also encouraged to implement and share best practices that benefit the game via social media using #SmarterFootball.

As part of the program, Riddell is also donating up to \$100,000 in equipment grants to select football programs in need of upgraded gear. Multiple grants will be awarded to several deserving programs that best demonstrate how the new product will strengthen their team's commitment to smarter football. Entries will be accepted through July 31, 2015 with the winners announced during the 2015 football season.

how can I GET INVOLVED?

To apply for a grant, visit Riddell.com/SmarterFootball, click "Commit", and follow the prompt.

To get involved, visit Riddell.com/SmarterFootball and take the commitment or apply for a grant. We also encourage you to share your #SmarterFootball tactics via social media and in your everyday interactions with other members of the football community.