

The nfl's most valuable teams



Youth Football Fund Grassroots has been initiated by NLF along with Local Initiatives Support Corporation (LISC) to provide financial and technical assistance in order to improve the quality, safety, and accessibility of local football fields to middle schools and high schools. It is a non-profit program that offers opportunities for recreation, education, and relaxation that contribute to the local quality of life, especially for the youth (Titans, 2015). This initiative would be highly helpful in creating exposure to young athletes towards football.

In my opinion NRL should invest more in advertising and sponsorship as decided by the company. It should also take initiatives like NFL to increase exposure and awareness amongst young athletes. This would also help in attracting youngsters towards the sport. It can also build up a nonprofit club in the center of the city with the sole aim of promoting the sport and developing the skills of the young ones for rugby. These programs would definitely contribute to increasing diversity exposure for the professional league.