



## **2023 Young Ones Student Awards Jets Mascot – New Member of the Family**

### **Background**

The New York Jets take great pride in a long-standing, year-round commitment to their community. Programs funded by the New York Jets Foundation look to positively influence the lives of young men and women in the tri-state area by supporting youth football, preventing bullying, and promoting social justice, particularly in disadvantaged communities. From launching football teams at urban high schools to unifying our community for change to fostering positive school environments, the New York Jets invest in programs that make a difference in the lives of others.

### **The Problem**

The New York Jets are 1 of 5 NFL teams that do not have a team mascot.

### **The Opportunity**

Gen Z can help influence a new member of the Jets family by tapped into social platforms and will influence a new generation of Jets Fans. In addition, a mascot connects the NY Jets as a brand to the public and creates an additional voice for the organization.

Surveys revealed that 88% of youths believe the games would be more entertaining to watch with a mascot involved, and they would feel more connected to the Jets as a team with one.

### **Who is it for?**

New + existing JETS fans: A mascot will be a new voice for the organization and help reach communities in a new way.

### **What do we need to make?**

This is your moment to design or illustrate your vision of what the Jets mascot should be for every year moving forward as part of the Jets family.

The Jets team will select three winners. Fans will then vote the face of the Jets mascot.