



ALL IN. ALL COVERED.

**STATEWIDE HELMET  
DISTRIBUTION PROGRAM**



DENVER BRONCOS  
FOUNDATION

**Riddell**





## DEAR COLORADO HIGH SCHOOL TACKLE FOOTBALL COMMUNITY:

Across Colorado, more than 15,000 high school tackle football players take the field every season. Innovative technology and equipment—including helmets—remain vital to the health and safety of these student-athletes.

On behalf of the Walton-Penner Family Ownership Group and the Denver Broncos Foundation, we are excited to launch a game-changing statewide helmet distribution program that will help level the playing field for the next generation of football players.

Over four years, the *ALL IN. ALL COVERED.* program will provide more than 15,000 Riddell Axiom helmets and Riddell InSite Analytics subscriptions to cover all 277 high school tackle football programs in Colorado.

Together, we are focused on making a positive impact on youth for seasons to come.

Colorado high schools are ALL IN, and the Broncos have you ALL COVERED.

### SINCERELY,

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# OVERVIEW

## OUR MISSION

The *ALL IN. ALL COVERED.* Statewide Helmet Distribution Program is committed to **equitable access** by providing **state-of-the-art football equipment** to improve student-athlete **health and safety** at the high school level.

## OVERVIEW

Over the course of four years (2025 – '28), the Denver Broncos Foundation will provide 15,516 brand-new Riddell Axiom helmets to cover every high school tackle football program in the state of Colorado.

Axiom helmets come standard with InSite Smart Helmet Technology, and work with InSite Analytics, an innovative coaching tool designed to proactively influence player performance and reduce head impact exposure. Schools will receive 25% of their donated helmets each year of the program, based on the average roster size of their team classification. Schools will also receive a four-year subscription to InSite Analytics and a Riddell Sideline Device.



## PROGRAM CHAMPIONS



**DENVER BRONCOS**  
FOUNDATION

The Denver Broncos Foundation is committed to making a positive impact on future generations by creating a “game plan” for life through youth health and wellness initiatives, dynamic in and out of school programming, and access to career pathways.

## Riddell

Riddell has been the long-standing leader in football head protection and protective athletic equipment for more than 95 years. Riddell is dedicated to giving back to the football community while advancing the sport through game-changing innovations in helmet technology and protective equipment that enhance on-field performance.



Seeking Excellence in Academics, Activities, and Athletics. In pursuit of excellence, the Colorado High School Activities Association strives to create a positive and equitable environment in which all qualified student participants are challenged and inspired to meet their highest potential.

## THE DENVER BRONCOS FOUNDATION WILL PROVIDE 15,516 BRAND-NEW RIDDELL AXIOM HELMETS TO COVER EVERY HIGH SCHOOL TACKLE FOOTBALL PROGRAM IN THE STATE OF COLORADO.

As a part of the program, each CHSAA sanctioned high school tackle football program will receive:

- **Axiom Helmets** – A pre-determined number of brand-new Riddell Axiom helmets will be distributed based on the school's tackle football classification. Approximately 25% of helmets will be distributed annually during the four-year program (2025 - '28).
- **Helmet Starter Kits** – Kits include basic maintenance items, extra face masks and visors and will be distributed in year 1 of the program (2025).
- **InSite Analytics Subscription** – A subscription to InSite Analytics will be provided throughout the duration of the four-year program.
- **Riddell Sideline Device** – InSite Smart Helmet Technology is accessed through the wireless and Bluetooth enabled handheld device which will be distributed in year 1 of the program (2025).
- **Dedicated Program Support** – Staff will be available to answer questions in-person, via phone and online, as needed.
- **Educational Opportunities** – Coaches, administrators, players, and parents will be invited to educational opportunities including, but not limited to: Zoom Information Sessions, In-Person Trainings and Coaches Clinics.

| CLASSIFICATION | TOTAL HELMETS (2025-2028) | YEAR 1 HELMETS (2025) | YEAR 2 HELMETS (2026) | YEAR 3 HELMETS (2027) | YEAR 4 HELMETS (2028) |
|----------------|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 6-MAN          | 22                        | 6                     | 5                     | 6                     | 5                     |
| 8-MAN          | 26                        | 7                     | 6                     | 7                     | 6                     |
| 1A             | 36                        | 9                     | 9                     | 9                     | 9                     |
| 2A             | 44                        | 11                    | 11                    | 11                    | 11                    |
| 3A             | 70                        | 17                    | 18                    | 17                    | 18                    |
| 4A             | 84                        | 21                    | 21                    | 21                    | 21                    |
| 5A             | 100                       | 25                    | 25                    | 25                    | 25                    |



## FREQUENTLY ASKED QUESTIONS: EQUITABLE ACCESS

### What is the cost to participate for schools?

- There is zero cost to the schools to participate in the program.
- Schools will be asked to review and sign a participation agreement to enroll in the program.
- Participating schools will be responsible for annual helmet recertification and reconditioning costs and services. This is especially important to ensure replacement of the InSite player unit battery.

### Why did the Denver Broncos Foundation choose to partner with Riddell on this program?

- Riddell has been the long-standing leader in football head protection and protective athletic equipment for more than 95 years and the company is dedicated to giving back to the football community while advancing the sport through game-changing innovations and technology.
- Although there are no official numbers, Riddell estimates about 78% of the market share for NFL helmets and 88% for Division I colleges. Additionally, Riddell outfits about 75% of the youth and high school helmet market and manages over 75% of the market for helmet reconditioning.

### How was the number of helmets per school determined?

- Tackle football classifications are determined based on total student enrollment. With assistance from CHSAA, the average roster size for each classification was determined based on 2024 participation data reported by Colorado high school football programs. Each program will receive the number of helmets of their classification's average roster size (approx.).

### What is the average lifespan of a football helmet?

- Football helmets have an approximate 10-year lifespan and must be recertified regularly. Recertification and reconditioning are recommended every year, but required at least every two years. Recertification takes place between three Riddell plant locations in the United States with the facility determined based on geography and requirements of the order.

### Why are the helmets being distributed over a four-year period instead of all at once?

- On average, tackle football programs turn over 20 – 25% of their helmet inventory each year. This is due to natural wear and tear and determined during the reconditioning process. By distributing helmets over a four-year period, schools will be adding new inventory at a pace that is consistent with their current helmet budgeting and purchasing habits. Helmets will expire on a staggered schedule which will prevent schools from having to replace a significant percentage of their inventory in one year. Additionally, programs can budget in advance to cover other costs associated with their team operations.

### How was the number of Helmet Starter kits per school determined?

- The number of Helmet Starter Kits was determined based on the total number of helmets a school will receive throughout the duration of the program.
  - 6-man through 2A = 3 kits
  - 3A and 4A = 6 kits
  - 5A = 9 kits
- For teams interested in additional Helmet Starter Kits during the lifespan of the program, Riddell will offer as a catalog item for purchase.



**THE AXIOM COMBINES RIDDELL'S DEEP EXPERIENCE IN ATHLETE PROTECTION; UNIQUE HELMET-BASED IMPACT SENSING AND REPORTING TECHNOLOGY; AND FITTING TECHNOLOGY DEVELOPED FOR RIDDELL'S PRECISION LINE OF HELMETS TO DELIVER THE MOST ADVANCED HELMET PLATFORM ON THE MARKET.**

The Axiom is the highest-ranking Riddell helmet available to high school athletes.

Features:

- **SURROUND FLEX SYSTEM** – A combination of flex panels in the helmet shell that work together with the internal liners and face protection system to improve impact response.
- **TRU-VIEW™ FRONTAL PROTECTION SYSTEM** – Removes the top bar of the traditional face mask to provide additional flexing, more energy managing material and a better impact response.
- **PANORAMIC ELLIPTICAL FACE MASK** – Includes CAST CAGE CONSTRUCTION and a unique shape and orientation that strengthens the face mask structure and provides a sweeping view of the field. Welded Wire HS4 face masks also available.
- **FACTORY-INSTALLED OPTICALLY CORRECT VISOR** – Gives athletes a clear field view with full coverage eye protection.
- **LOW-PROFILE HELMET RETENTION SYSTEM** – Features a redesigned and streamlined Strap-Loc and Cam-Loc combination chin strap that allows for efficient adjustments and a secure and proper fit.
- **TRU-FIT™ SYSTEM** – Uses Riddell's Head Scanning App to capture a 3D image of an athlete's head and cross references that image with football's largest head shape database. Riddell then customizes a factory-installed performance liner system of pads with thicknesses, shapes and contours to create a personalized fit for the athlete. TRU-FIT does not use fitting foams or air adjustments.



## FREQUENTLY ASKED QUESTIONS: EQUIPMENT

### Can an Axiom helmet be used by multiple players?

- Axiom's Tru-Fit™ System customizes a factory-installed performance liner system to create a personalized fit. An Axiom helmet cannot be transferred to another player without a reconfigured liner system. If an Axiom is transferred to a different player, a new head scan will be required at the time of reconditioning.

### How are athletes scanned for new helmets?

- The Riddell Head Scanning App is utilized via a mobile device in a well-lit area to capture a 3D image of the athlete's head. The athlete provides basic information (e.g., playing position) and a series of photos are taken to confirm hair style at the time of the scan. The person conducting the scan walks in a circular motion around the athlete to complete the imaging. It takes approximately 10-15 minutes per athlete to complete the process.

### What is the deadline for Tru-Fit™ System head scans to be submitted to Riddell in order to receive new helmets in time for the 2025 season?

- The majority of head scans should be completed by March 1. As needed, limited, additional head scans will be accepted to accommodate special circumstances until May 1.

### How often will the helmets be reconditioned and who is responsible for reconditioning?

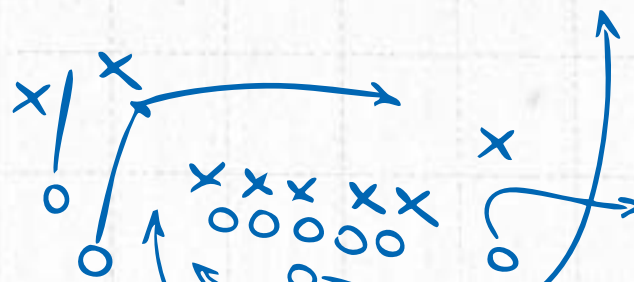
- Similar to the current process, individual schools are responsible for the maintenance, reconditioning and recertification of each helmet in their inventory. This includes the donated Axiom helmets. This is a cost that schools should plan for in their annual budgeting process. The Denver Broncos Foundation expects that the Axiom helmets will be reconditioned annually at the conclusion of each high school football season. This is especially important to ensure replacement of the InSite player unit battery.

### Are reconditioning costs for the Axiom the same as other Riddell helmets?

- Reconditioning an Axiom helmet, battery replacement, and the InSite unit recalibration are estimated at an additional \$30 per helmet (as compared to a SpeedFlex or non-InSite equipped helmet). Reconditioning prices vary based on the requirements of the order.

### Can schools and/or individual athletes purchase additional Axiom helmets from Riddell throughout the duration of this program?

- Yes, Colorado schools and individuals interested in purchasing additional Axiom helmets can do so through Riddell and will be offered a discounted pricing structure based on quantity. They should contact their Riddell representative for more information.



## THE AXIOM COMES STANDARD WITH INSITE SMART HELMET TECHNOLOGY, AN INNOVATIVE IMPACT SENSING AND REPORTING SYSTEM THAT COLLECTS AND TRANSMITS HEAD IMPACT DATA FROM THE FIELD THROUGH SUBSCRIPTION-BASED REPORTING.

InSite Analytics is the premier coaching tool to help teams uncover and correct poor player behaviors and trends before they may/can negatively impact player safety. Riddell has Colorado-based staff dedicated to ensuring all 277 programs have in-person, phone and/or online support when needed.

### How It Works:

1. Upon contact, the five-zone InSite sensor pad measures and evaluates the impact.
2. Data is collected and automated reports are sent in a summary.
3. Insights and analysis are used to proactively influence player performance and reduce head impact exposure.

Over a rolling 7-day period, an athlete may be identified for training based on the following:

**LOCATION:** Five impact location reporting (Front, Top, Back, Right and Left) provides coaches with additional tools for monitoring proper technique.

**INTENSITY:** Impact intensity is based on metrics that combine several head impact characteristics, including acceleration, magnitude, duration and location.

**VOLUME:** Impact volume is the number of impacts an athlete experiences, regardless of magnitude.

**LOAD:** Load is a combination of impact volume and magnitude, where multiple low magnitude impacts are considered equivalent to single high magnitude impacts.



## FREQUENTLY ASKED QUESTIONS: HEALTH AND SAFETY

### Are schools required to utilize the InSite Smart Helmet Technology?

- As a part of each participation agreement, schools will commit to utilizing the InSite Smart Helmet Technology for each of the four years during the program.

### Are schools required to utilize the InSite Analytics data collection and reporting tool?

- Schools are not required to utilize InSite Analytics reporting, but are encouraged to learn about the comprehensive system before making a final decision.

### Other than player safety, how does InSite Analytics assist with player performance?

- With impact location tracking, coaches will be able to monitor proper technique for tackling and blocking for individual players, position groups, and by team. The data from InSite Analytics may also be used alongside practice and game video footage to review plays where improper technique was utilized so that the coaching staff may work with the player(s) to reteach them.

### Who has access to the helmet data?

- Riddell owns the data and uses the deidentified information for product development, support and enhancements. Schools receive aggregated reports, specific to their program, which they can use for internal purposes.

### How is the data delivered to the head coach?

- InSite Analytics breaks down head impacts and reports directly to the coach and designated team staff via e-mail. Coaches and team staff can customize their reports to see impact breakdowns by player, position group, and team.

### How many schools utilize InSite Analytics?

- Nationally, 1,415 teams subscribed to InSite Analytics in 2024.



# SAVE THE DATES



Complimentary virtual and in-person opportunities will be provided to help educate all participating parties about the Axiom and InSite Analytics. Invitations and additional details will be emailed directly to every high school head football coach in the state of Colorado.

## ALL IN. ALL COVERED. OPTIONAL VIRTUAL INFORMATION SESSIONS (ZOOM)

Join the Denver Broncos Foundation and Riddell for an introductory program overview designed for high school administrators and football coaches.

Zoom calls will include general information about the *ALL IN. ALL COVERED*. Statewide Helmet Distribution Program including:

- An overview of the Riddell Axiom and InSite Analytics
- Live Question & Answer session with Riddell and Broncos staff members

Save the Dates:

- **Tuesday, February 4 – 4:00 – 5:00pm (Virtual)**
- **Thursday, February 6 – 4:00 – 5:00pm (Virtual)**

## ALL IN. ALL COVERED. CARAVAN

Join the Denver Broncos Foundation and Riddell at one of six caravan locations throughout the state of Colorado. Tour stops are free for coaches, administrators, parents and players.

Each event will include the following educational training sessions and demonstrations:

- A detailed overview of the Axiom and its comprehensive protection system
- Riddell Head Scanning App demonstration and training
- Instructions for coaches on how to use InSite Analytics for player protection and improved game day performance
- Question & Answer session with Riddell and Broncos staff members
- For those high schools interested in bringing players who will receive an Axiom for the upcoming football season, Riddell and Broncos staff members will be on-site to assist with player head scanning. Riddell will also visit each high school.

Save the Dates (all times 6:30-8:30pm):

- **Tuesday, February 11 – Fossil Ridge High School (Fort Collins, CO)**
- **Wednesday, February 12 – Empower Field at Mile High (Denver, CO)**
- **Tuesday, February 18 – Mitchell High School (Colorado Springs, CO)**
- **Thursday, February 20 – Lamar High School (Lamar, CO)**
- **Monday, February 24 – Durango High School (Durango, CO)**
- **Wednesday, February 26 – Rifle High School (Rifle, CO)**

## ALL IN. ALL COVERED. BLITZ

A Riddell representative will personally visit each high school to complete the necessary scanning and Axiom ordering process for the *ALL IN. ALL COVERED*. helmets.

The majority of head scans should be completed by **March 1, 2025**.

## ALL IN. ALL COVERED. HIGH SCHOOL COACHES TRAINING CLINIC

Join the Denver Broncos Foundation and Riddell at an in-person high school coaches training clinic. The Training Clinic is free for Colorado high school tackle football coaches.

The Training Clinic will include an in-depth review of:

Axiom helmet basics and maintenance including:

- Cleaning and sanitizing during the season
- Adjusting and replacing jaw pads and liner components
- Removing and reattaching the hardware including face masks and visors
- Training on Riddell Head Scanning App

Riddell's InSite Analytics technology and reporting program including:

- An overview of this premier coaching tool that will help teams uncover and correct poor player behaviors and trends before they may/can negatively impact player safety and affect game day performance.
- Instruction on how to use the Riddell Sideline Device that connects coaches to their InSite Analytics data.
- Education on how to analyze weekly aggregated reports and data.

Save the Date:

- **Tuesday, May 13 – Empower Field at Mile High: 6:00 – 8:00pm**



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INFORMATION  
THAT CAN BE  
FOUND ONLINE**



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