

COMMUNITY



IMPACT REPORT



SPELLING BEE



In 2015, the Titans became the first professional sports organization to sponsor and host a regional spelling bee through the Scripps National Spelling Bee program. In the first year, the program covered schools and school districts in the 41 counties representing Middle Tennessee. Now in the seventh year of the partnership with Scripps, the program has expanded to schools and districts in both west and east Tennessee for a total of 81 counties across the state.

The 6th Annual Tennessee Titans Regional Spelling Bee was hosted at Nissan Stadium in March 2021, with

the top two spellers advancing to the Scripps National Spelling Bee at Disney's Wide World of Sports. Under the newly expanded program, the Titans will host two spelling bees in March 2022, sending three winners to the national competition – the 7th Annual Tennessee Titans Regional Spelling Bee at Nissan Stadium for students in middle and west Tennessee, and the inaugural Tennessee Titans East Tennessee Regional Spelling Bee for the newly adopted counties in the eastern part of the state. The latter will be hosted in partnership with the College of Education, Health and Human Sciences at the University of Tennessee Knoxville.



NISSAN STADIUM HOSTS METRO NASHVILLE'S LARGEST ONE-DAY COVID VACCINATION EFFORT



As early as 4:30 a.m., staff and volunteers for Tennessee's largest single-day vaccination effort were arriving at Nissan Stadium to prepare for the day ahead. Ten thousand people were expected to drive through the eastside parking lots from 6 a.m. to 7 p.m. for the one-shot Johnson & Johnson COVID-19 vaccine, among the largest one-day efforts in the United States to date.

Appointments for the event were completely full two hours after they opened, spaced out in time blocks to assist with traffic flow. Cars weaved their way through parking lots A – D, directed by volunteers and the Metro Nashville Police Department.

In attendance at the event were Nashville mayor John Cooper, Metro Nashville Coronavirus Task Force chair Dr. Alex Jahangir and Tennessee Department of Health Chief Medical Officer Dr. Tim Jones. Also present

to greet those waiting in line were Titans cheerleaders and mascot T-Rac, as well as mascots from Nashville SC, the Nashville Sounds and Nashville Predators. In addition, the Nashville Convention and Visitors Corp. arranged for live bands to perform throughout the day.

**THE TOTAL NUMBER
OF VACCINES
DISTRIBUTED: 10,107.**



Nissan Stadium joins several other NFL stadiums using their facilities as vaccination sites, as NFL Commissioner Roger Goodell pledged in a letter to President Biden that all 30 NFL stadiums would be available for vaccination efforts in coordination with local, state and federal governments.



WAVERLY FLOOD RELIEF

On Thursday, Sept. 16, Nissan Stadium played host to the White House Blue Devils and Waverly Central Tigers homecoming game, as the Waverly Central community continued to recover from the late August flooding that destroyed its football facilities, more than 500 homes, countless businesses and resulted in 20 deaths.

The entire Titans Radio broadcast team, including recent Tennessee Sports Hall of Fame inductee Mike Keith and veteran NFL coach Dave “Coach Mac” McGinnis, called the game on Titans Radio’s flagship station, 104-5 The Zone.

In addition to hosting their homecoming game, the Titans Foundation provided the football program with new equipment courtesy of league and team partners, plus a \$50,000 grant to assist with field and facility refurbishment.





TENNESSEE TITANS,
WILLIAMSON COUNTY SPORTS

LAUNCH GIRLS FLAG FOOTBALL LEAGUE



In June 2021, the Titans and Williamson County Sports Conference announced the first-ever interscholastic girls flag football league in the state of Tennessee. The sport will be offered to female high school students in Williamson County's nine public schools in the spring of 2022.

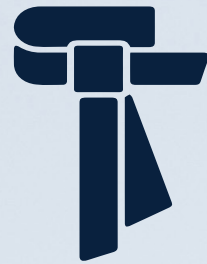
Teams will play each other once throughout a six-week, eight-game season beginning in March. All nine teams will qualify for the league championship, tentatively scheduled to occur at Nissan Stadium in May.

The league will begin in partnership with the Tennessee Secondary School Athletic Association (TSSAA) as a pilot program, with the potential to expand to other counties as an official TSSAA-sanctioned sport in future years. TSSAA will advise in the area of game officials, championship planning, tournament format, rules interpretations, and any other areas that may be helpful in setting a framework for Girls' Flag Football to grow in Tennessee. NFL FLAG, which has led efforts to expand women's flag football across the U.S. at the youth, high school, and collegiate levels, will also partner with the program to provide training and guidance.

TITANS DONATE OVER \$315,000 TO YOUTH FOOTBALL IN TENNESSEE



**MORE THAN
\$315,000
DONATED**



**60 YOUTH,
MIDDLE, HIGH
SCHOOL AND
FLAG FOOTBALL
TEAMS**



- **REPLACE STOLEN UNIFORMS**
- **UPGRADE TO BETTER AND SAFER HELMETS**
- **KICKSTART PROGRAMS FOCUSED ON ACADEMIC AND CHARACTER ENHANCEMENT FOR STUDENT-ATHLETES**
- **BUILD A WEIGHT TRAINING ROOM ACCESSIBLE TO ALL STUDENTS**





FULL LIST OF RECIPIENT ORGANIZATIONS:

ORGANIZATION	FB SPACE	LOCATION
Backfield In Motion	Flag	Nashville, TN
Bearden High School	High School	Knoxville, TN
Boys & Girls Club of Carter County	Flag	Elizabethton, TN
Boys & Girls Club of Clinch Valley	Youth	Oak Ridge, TN
Bud Hudson Youth Football	Youth	Hopkinsville, KY
Chattanooga Central High School	High School	Soddy Daisy, TN
Cheatham Central High School	High School	Ashland City, TN
Columbia Nailers	Youth	Lawrenceburg, TN
Cumberland County High School	High School	Crossville, TN
DuPont Hadley Middle School	Middle School	Old Hickory, TN
DuPont Tyler Middle School	Middle School	Nashville, TN
East Hickman High School	High School	Dickson, TN
East Nashville Middle School	Middle School	Nashville, TN
East Ridge High School	High School	East Ridge, TN
Elizabethton High School	High School	Elizabethton, TN
Emerald Youth Foundation	Flag	Knoxville, TN
Fairley High School	High School	Memphis, TN
Fayetteville High School	High School	Fayetteville, TN
Georgian Hills Middle School	Middle School	Memphis, TN
Germantown High School	High School	Germantown, TN
Glenclyff High School	High School	Nashville, TN

Gordonsville High School	High School	Gordonsville, TN
Hardin County High School	High School	Savannah, TN
Hendersonville Flag Football	Flag	Hendersonville, TN
Hickman County High School	High School	Centerville, TN
Hillwood High School	High School	Nashville, TN
Hunters Lane High School	High School	Nashville, TN
Karns Football Club	Youth	Knoxville, TN
La Vergne High School	High School	La Vergne, TN
Lebanon High School	High School	Lebanon, TN
Macon County High School	High School	Lafayette, TN
Manchester Youth Football	Youth	Manchester, TN
McGavock High School	High School	Nashville, TN
Memphis Middle College HS	High School	Memphis, TN
Memphis Shelby PAL	Flag	Memphis, TN
MLK High School	High School	Memphis, TN
Monterey High School	High School	Monterey, TN
Oakland High School	High School	Murfreesboro, TN
Oliver Middle School	Middle School	Nashville, TN
Ooltewah Youth Football	Flag	Ooltewah, TN
Pearl Cohn High School	High School	Nashville, TN
Preston Taylor Ministries	Flag	Nashville, TN
Pride Athletics/Hub City Youth FB	Youth	Jackson, TN
Raising The Bar Community Dev.	Flag	Memphis, TN
Red Bank High School	High School	Chattanooga, TN
Ridgeway High School	High School	Memphis, TN
Riverdale High School	High School	Murfreesboro, TN
Rockvale High School	High School	Rockvale, TN
Rose Park Middle School	Middle School	Nashville, TN
South Fulton High School	High School	South Fulton, TN
Special Oylmpics Tennessee	Flag	Nashville, TN
Stratford High School	High School	Nashville, TN
Sweetwater High School	High School	Sweetwater, TN
Thurgood Marshall Middle School	Middle School	Antioch, TN
Tullahoma Parks and Recreation	Flag	Tullahoma, TN
Two Rivers Middle School	Middle School	Nashville, TN
West Creek High School	High School	Clarksville, TN
West End Middle School	Middle School	Nashville, TN
Whitehaven Raiders Youth Football	Youth	Memphis, TN
Whites Creek High School	High School	Nashville, TN

YOUTH FOOTBALL CAMPS

5 CAMPS
ACROSS MIDDLE TENNESSEE

600 YOUTH FOOTBALL
PLAYERS AGES 7-14

7 FORMER TITANS PLAYERS

14 PLAYERS FROM THE
TITANS ROOKIE CLASS

TAKE A
TITAN 2
SCHOOL

10 VIRTUAL SCHOOL/
CLASSROOM VISITS
THROUGHOUT THE
2021 SEASON

7 TITANS PLAYERS

HIGH SCHOOL FOOTBALL RECRUITING FAIR



400
COACHES



128
HIGH
SCHOOLS



44
COLLEGE AND
UNIVERSITIES



15
STATES



MR. FOOTBALL AWARDS

Tennessee's best high school football players for 2021 were recognized at the Tennessee Titans Mr. Football Awards luncheon in December at Nissan Stadium.

2021 Tennessee Titans Mr. Football Award Winners

Division I, Class 1A

Khalik Ganaway, Peabody

Division I, Class 2A

Ty Simpson, Westview

Division I, Class 3A

Caden Buckles, Alcoa

Division I, Class 4A

Bari'On Brown, Pearl Cohn

Division I, Class 5A

De'Sean Bishop, Karns

Division I, Class 6A

Destin Wade, Summit

Division II, Class A

Steele Haynes, USJ

Division II, Class AA

Alexander Broome, Lipscomb Academy

Division II, Class AAA

Dallan Hayden, Christian Brothers

Kicker of the Year

Justus Chadwick, Tullahoma



OILERS TRIBUTE WEEK

September 2021 marked the first team's first-ever Houston Oilers Tribute Week.

Titans controlling owner Amy Adams Strunk led the franchise in posthumously adding former Oilers head coach O.A. "Bum"

Phillips to the Titans/Oilers Ring of Honor in a ceremony at halftime of the Titans vs. Colts game at Nissan Stadium.

But the team celebrated its Oilers heritage throughout the week, hosting more than 80 former Oilers players and their families at five different events over the course of the weekend.

Later, in November, the Titans also posthumously added former General Manager Floyd Reese and living legend/former head coach Jeff Fisher to the Ring of Honor.





SPIRIT WEEK

One State. One Section. The loudest student section in the NFL.

The team's inaugural Spirit Week focused on engaging and celebrating high school students from the greater Nashville area, leading up to the Titans x Jaguars game on December 12. Each day of the week had its own theme with content produced by students from Williamson County Schools.

TITANS ART SHOW

A weekend of art, food, music, and culture
benefiting the Titans Foundation, featured
artists, and supporting non-profits



COMMUNITY TAILGATES

The 2021 community tailgate program concluded at the Titans vs. Dolphins game on January 2 with \$40,000 invested into the community through four local non-profits.

- 100 Black Men of Middle Tennessee
- Special Olympics Tennessee
- Bibb Co. High School football program
- Nashville Food Project

CHARITY DRIVES



Fill the Boot

Muscular Dystrophy Association



School Supply Drive

LP PENCIL Box



Snack Drive

Bridge Ministry



Coat Drive

Homeless and domestic violence shelters



Toy Drive

Toys for Tots



Book Drive

Book 'Em



Food Drive

Second Harvest Food Bank



TITANS LAUNCH

ISBELL-SHIRES KULTURECITY SENSORY ROOM AT NISSAN STADIUM

In April 2021, KultureCity and the Tennessee Titans announced the launch of a sensory room at Nissan Stadium to accommodate and welcome fans with sensory needs. The Isbell-Shires KultureCity sensory room, sponsored by music artists and husband/wife Jason Isbell and Amanda Shires, is the first sensory room in a Nashville sports venue.

COMMUNITY CHRISTMAS

WITH BIG BROTHERS BIG SISTERS



More than \$20,000
in player donations



\$300 Academy Sports +
Outdoors gift cards for 50
Littles from Big Brothers Big
Sisters of Middle Tennessee



Pizza and gift-wrapping
party at Nissan Stadium
with T-Rac and Titans
cheerleaders





SALUTE TO SERVICE MILITARY HEROES PROGRAM



WATCH VIDEO



DERRICK HENRY

2021 WALTER PAYTON MAN OF THE YEAR

Derrick Henry has made a name for himself on the football field.

The Titans running back has been a giant off the field as well.

In December 2021, Henry was announced as the team's nominee for the Walter Payton NFL Man of the Year Award presented by Nationwide.

Considered one of the league's most prestigious honors, the Walter Payton NFL Man of the Year Award recognizes an NFL player for outstanding community service activities off the field, as well as excellence on the field.

"The Walter Payton Man of the Year is a special honor and I'm truly humbled to be the Titans' nominee," Henry said. "Helping others in need is something I hold close to my heart, and I'm fortunate to be able to help level the playing field for today's youth through my foundation, the Two All Foundation. It is a blessing to be a blessing."



WATCH VIDEO



Titans head coach Mike Vrabel praised Henry for his work off the field.

"I am proud of the work our players do in the community and appreciate the opportunity to highlight that work," Vrabel said. "Derrick has a passion for making a difference for those who are in need and the young people in our community. His leadership on and off the field is a great example of what it means to be a professional football player."

Henry, a second-round draft pick of the Titans in the 2016 NFL Draft, has been one of the league's most impactful players on the field.

Over the years, Henry has shown equal dedication and commitment to community efforts.

In the spring of 2021, the Tennessee Sports Hall of Fame named Henry the 'Tennessean of the Year' – reflecting not just his on-field accomplishments but his contributions to society, strong character and high-profile leadership.

HENRY HAD A BUSY YEAR GIVING BACK:

- \$10,000 donation from his Two All Foundation to Jeremy Taylor, a Nashville firefighter who lost his family home and all their belongings in a fire
- Annual back-to-school events in his hometown of Yulee, Florida, donating school supplies, backpacks, and bicycles to 200+ kids
- Worked with the Boys & Girls Club of Middle Tennessee to host a back-to-school event – 5,000 backpacks full of school supplies to children in need, including \$50 gift cards to Burlington for 25 children the club identified as the most in-need
- Donated \$20,000 to CORE Response to support their earthquake relief efforts in Haiti
- Paid a local family's rent for an entire year and teamed up with Ashley Furniture to donate \$12,000 to the family to furnish their home
- Donated to Covid relief efforts including: \$25,000 to No Kid Hungry to support children across America, \$25,000 to Second Harvest Food Bank of Middle Tennessee, -\$25,000 to United Way of Greater Nashville's Covid-19 Response Fund, \$6,200 to the Community Resource Center in Nashville along with critical need supplies he purchased on his own, such as toilet paper and baby formula
- Donated \$10,000 to Hurricane Laura relief in Haiti via the Red Cross
- Organized a zoom with 50 kids from the Boys & Girls Clubs of Middle Tennessee, surprising them with \$5,000 in Target gift cards and Nike shoes for the holidays
- Teamed up with a group known as "Pay Away the Layaway" to pay off more than \$10,000 in layaways over Christmas for 20 families in the Nashville area
- Founded the "Two All" Foundation to level the playing field for today's youth so that their future success is not limited by the circumstances of their upbringing, background, disability, or influence



CHEER AND MASCOT

SEASON HIGHLIGHTS:

- Record number of cheer and Blue Crew audition applicants
- First ever Tennessee Titans Cheerleader + Tennessee State University joint dance practice
- Established relationships with Warner Elementary Arts Magnet School and MOVE Inclusive Dance on two youth-facing community programs
- Reinstatement of T-Rac's in-person school show program
- Distributed Christmas presents to Waverly flood victims
- T-Rac selected to his 12th Pro Bowl

HIGHLIGHTS INCLUDE:

- COVID-19 Vaccination Event at Nissan Stadium
- Kentucky Tornado Clean Up
- TSU Homecoming Parade
- Rock & Roll Marathon
- Franklin Christmas Parade
- Tomato Art Fest Parade

APPEARANCES IN THE COMMUNITY

CHEER:	BLUE CREW:	MASCOT:
392+ hours	100+ hours	290+ hours

