

Stonewall



RAINBOW LACES 2022

SPORT PARTNER ACTIVATION PACK

Rainbow Laces in a nutshell

- **Runs from 19 October - 31 October 2022**
- **We all come together on Rainbow Laces Day - 26 October**
- **[Click here to let us know your plans to celebrate the campaign](#)**
- **Refreshed campaign focus: uniting and mobilising our communities to Lace up and Speak up**
- **Play your part by [getting laces](#) and [starting conversations](#) with your community**

Need to update your contact details? [Click here!](#)

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Need support? Contact sport@stonewall.org.uk

We're creating a world where every LGBTQ+ person can thrive in sport. We're lacing up and speaking up to drive change all year round, together.

After all, inclusion has no off season.



Overview

This year's key message is that **inclusion has no off-season**. Play your part by holding conversations in your spaces about what we can all do to make sport everybody's game.

Dates

Campaign period: 19- 31 October

Rainbow Laces Day: 26 October

Further Action: Year round!

Laces

[Click here](#) to order online. Bulk rates automatically apply.

For bespoke orders, orders over 10,000 laces, or to pay via invoice, email tshirt@stonewall.org.uk.

Contact

Email sport@stonewall.org.uk for questions and support.

[Click here](#) to update your contact details and let us know what you're doing for the campaign

Rainbow laces checklist

☐ Order laces

Get your armbands, headbands, facepaint, and more... and get them early! Order at least 2 weeks before your planned activity.

[Click here to order](#)

☐ Stay informed

Make sure we have your up-to-date contact details so we can keep you informed on all things Rainbow Laces.

[Click here stay informed](#)

☐ Download assets

Use our design assigns to help you look the part on your digital channels, around your facilities, and beyond.

[Click here for branding & assets](#)

☐ Plan your activity

Be bold, creative and fun as you share your commitment to LGBTQ+ people in sport with the world.

[Click here for activation ideas](#)

☐ Tell us your actions

We can share, celebrate, and support your engagement. Tell us and we'll amplify!

[Click here to tell us your activations](#)

☐ Book a workshop

Book a workshop with Stonewall Sport to take your action to the next level.

[Click here to learn more](#)

☐ Speak to your people

Stay in touch with your communities along the way, especially LGBTQ+ people in your sport. Listen to what they want from the campaign and let it drive your actions.

[Click here for info on case studies](#)

☐ Share resources

Read and share our top tips for allyship, activity session guidance, action plans, and more.

[Click here to learn more](#)



As part of our shared commitment to ensuring LGBTQ+ inclusion in sport we are offering you 25 pairs of free laces.

In exchange, all we ask is for you to share some high-res images of your Rainbow Laces activations with us. This will help us promote key messages across our communication and marketing channels.

If this is something you'd like to do, [please fill out this form to let us know where to send the laces](#).

If you don't want to claim your free laces, we'd like to donate them to a partner sports charity. Please let us know if you have a preferred charity – we'd love to let them know how you're supporting them.



Sport Partner Bonus: Free laces!

VISION & IMPACT

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Our Vision

More than a million of us have laced up in support of LGBTQ+ equality in sport. But many in this community still feel unwelcome in sport, fitness, and physical activity. Because people bully, belittle and exclude, making them feel out of place. Sport is for all, and everyone should be welcome.

Laces have brought the awareness.
Now we all need to speak up with those around us.

We must ensure we are championing the cause with pride **all year round**.
Not just when the cameras are on. **Because inclusion has no off-season.**

Lace up. Speak Up. Make sport everyone's game.

For nearly a decade, our iconic Laces have driven positive change for LGBTQ+ inclusion in sport and fitness.

- More than a million people have laced up since 2013
- 12 million participants engage with the campaign every year
- 78% of people who have seen the campaign consider LGBTQ+ people part of the sporting community
- 66% of people who saw the campaign feel they have a responsibility to stick up for LGBTQ+ fans
- After seeing the Rainbow Laces campaign, 49% of sport fans say they will speak up for LGBTQ+ fans and athletes of the teams and sports they follow

Together, we're changing the game.

Today, there are more LGBTQ+ athletes than ever before competing openly as their true selves.

2022 saw the first openly gay player to come out in professional UK men's football in over 30 years. The Lionesses became Euros Champions with 7 openly LGBTQ+ players on the squad, and over 40 out athletes competed at this year's Commonwealth Games.

But for every success story, there are countless more untold stories of LGBTQ+ people who are forced to abandon their love of sports and fitness.

Because in the gym and in the stands, people bully, belittle and exclude, making them feel out of place.

Sport is for all, and everyone should be welcome. There is still so much more we can do.

That's why LGBTQ+ inclusion has no off-season.



But there is still work to do...

of LGBTQ+ people
who take part in
sport experience or
witness prejudice.

(Out in Sport, 2019).

43%

More than one in
five sport fans still
think anti-LGBTQ+
language is
harmless if it's
meant as 'banter'

(ICM for Stonewall, 2021)

A third

Almost one in
three sport fans
think homophobic
comments about
players are still
widely considered
as acceptable

(ICM for Stonewall, 2021).

82%

of LGBTQ+ people
feel unsafe and
unwelcome in at
public sporting
events

. (YouGov for Stonewall, 2017).

21%

of LGBTQ+ people
who participate in
or follow sport are
not out to anyone in
their sporting life

(Out in Sport, 2019).

29%

2022 CAMPAIGN ACTIVATION

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2022 campaign: Inclusion has no off-season

- We know that in sport, fitness, and physical activity, being the best you can possibly be requires year-round dedication – both on and off the field of play.
- Making sport a welcoming environment for LGBTQ+ people is no different. Together, this October we will play an important part in raising awareness by joining the one million people who have already laced up in support of our communities.
- But we must use this platform to show the world that this commitment doesn't end when the cameras switch off and Rainbow Laces season ends.
- Together, we can help drive forward lasting change this Rainbow Laces season by using our spaces to highlight the changes and commitments we will make to ensure we are building an environment where LGBTQ+ people feel welcome and safe.
- **Lace up and speak up** for a world where sport is everyone's game.



2022 Campaign Activation

Activate your community

There are two key ways to inspire action within your community – **Lacing Up** and **Speaking Up**.

Over the course of the campaign (19 October to 31 October) we encourage you to take these actions in whatever way fits your schedule. The main activation day is Rainbow Laces Day on 26th October when everyone will come together online and in our communities to show their support.



What does lacing up look like?

- Order laces for your communities or encourage them to order laces.
- If laces are not right for your sport, don't worry! We also sell headbands, armbands, masks and pins. There are many ways to show up in rainbow for LGBTQ+ inclusion.

And what does speaking up look like?

- Rainbow Laces have brought the awareness – now we need to bring the conversation.
- Useful topics to discuss include: communicating your commitment to LGBTQ+ inclusion in your environment; challenging bullying and abusive language; tackling complacency and assumptions; and advocating for LGBTQ+ campaigns, events and activities.

Speak Up

Empower your community

Show your commitment to action through a Stonewall Workshop

Empowered individuals create the sporting world we want to see: where LGBTQ+ people, and allies, can thrive and succeed wherever they exist.

Stonewall workshops give participants an opportunity to learn the latest best practice and create lasting change.



We've worked with thousands of people who have taken real measures to learn inclusive best practice. Join us to get informed, upskilled, and motivated to take positive actions for LGBTQ+ year-round.

We know that the needs and challenges of every organisation are different. Our Sport Workshops are designed with that in mind, offering flexible, relevant learning in a choice of formats and budgets. Example workshops include:

- Introduction to LGBTQ+ Inclusion in Sport
- First Steps to Trans Inclusion
- Leading Inclusive Student Sport
- Championing Inclusion as a Senior Leader
- Supporting LGBTQ+ People in Performance Sport
- Train the Trainer for Coaches

And more!

[Click here to learn more about our Sport Workshops](#)

LACE UP

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Buy Rainbow Laces, armbands and headbands

Showing up in rainbow is one of the most impactful and immediate ways you can show support for LGBTQ+ inclusion in sport.

You can order laces and other sport merch on our website. For bespoke orders, orders over 10,000 laces, or to pay via invoice, email tshirt@stonewall.org.uk

You can now celebrate and show allyship to specific LGBTQ+ identities with a range of new laces.



Buying Rainbow Laces

The Rainbow Laces Offering

Trans laces

Trans is an umbrella term to describe people whose gender is not the same as, or does not sit comfortably with, the sex they were assigned at birth.

<https://stonewalluk.myshopify.com/collections/accessories/products/trans-standard-laces>

Non-binary laces

Non-binary is umbrella term for people whose gender identity doesn't sit comfortably with 'man' or 'woman'.

<https://stonewalluk.myshopify.com/collections/accessories/products/non-binary-standard-laces>

Bi laces

Bi is an umbrella term used to describe a romantic and/or sexual orientation towards more than one gender. Bi people may describe themselves as, but not limited to, bisexual, pan and queer.

<https://stonewalluk.myshopify.com/collections/accessories/products/bi-standard-laces>



Buying Rainbow Laces

The Rainbow Laces Offering

Pan laces

Pan refers to a person whose romantic and/or sexual attraction towards others is not limited by sex or gender.

<https://stonewalluk.myshopify.com/collections/accessories/products/pan-standard-laces>

Ace laces

Ace is an umbrella term used to describe a variation in levels of romantic and/or sexual attraction, including a lack of attraction.

<https://stonewalluk.myshopify.com/collections/accessories/products/ace-standard-laces>

Lesbian laces

Lesbian refers to a woman who has a romantic and/or sexual orientation towards women. Some non-binary people may also identify with this term.

<https://stonewalluk.myshopify.com/collections/accessories/products/lesbian-standard-laces>



Buying Rainbow Laces

Headbands, armbands, masks and pins

Rainbow headbands.

Buy [here](#).



Rainbow facemasks.

Buy [here](#).



Rainbow Laces
captain's armbands.

Buy [here](#).



Rainbow Laces pin
badges.

Buy [here](#).

**It's not just laces!
There are lots of
ways you can show
up in rainbow.**

SPEAK UP

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Share your commitment with the world.

There are many ways in which you can speak up for our communities and help to deliver lasting change.

They include:

- Use your platform to celebrate the changes you have made within your club or organisation, to make your space more inclusive.
- Make a pledge – show the world that inclusion has no off-season by telling us about something you will do in the next twelve months to be a better ally to LGBTQ+ people in sport and fitness.
- Centre LGBTQ+ voices in your community – ask them to tell us about a time they felt like giving up – and what advice they would give to LGBTQ+ young people in a similar position.
- Share Stonewall content – over the course of the season, we will be sharing articles, case studies and videos from our Sports Champions on how to role model inclusion and allyship – follow us on [Twitter](#), [TikTok](#) and [Instagram](#) at @stonewalluk
- Be sure to tag us in to your own posts – we'll be highlighting select posts to show the breadth of our celebrations!



Conversation starters

Support LGBTQ+ communities through the power of allyship of conversation.

- What can we do to make sports more welcoming for LGBTQ+ people?
- Do you think people perform better when they can be themselves?
- Do you think attitudes are changing towards LGBTQ+ people in sport?
- How can we support LGBTQ+ people to not give up on their sporting dreams?
- Would you challenge someone saying hateful towards LGBTQ+ people?
- What does Rainbow Laces mean to you?



Have the right mindset

- Approach the situation with the right intentions
- Be understanding, interested and willing to learn
- Be happy to make the first move and be curious
- Don't assume anything before you start speaking

Our resources can help

- 10 tips to step up as an ally to LGBTQ+ people in sport
<https://www.stonewall.org.uk/10-tips-step-ally-lgbtq-people-sport>
- Listen to LGBTQ+ people's experiences of sport
<https://www.stonewall.org.uk/our-work/campaigns/personal-experiences-sport>
- Support for children and young people to engage in LGBTQ+ inclusion in sport
<https://www.stonewall.org.uk/resources/rainbow-laces-2020-ideas-schools-and-colleges>
- Workshops to empower real change
https://www.stonewall.org.uk/system/files/stonewall_sport_workshops_info_pack_2021-22.pdf

Case studies

Look for people in your community who can talk. Seek out stories that showcase the power of Speaking Up for LGBTQ+ inclusion in sport, whether from LGBTQ+ people or allies.

Your case studies should:

- Inspire sport fans and participants with the stories of LGBTQ+ people in sport. We want LGBTQ+ people who've never liked sport to consider taking it up, and to believe that they'll be welcomed if and when they join a club or team.
- Educate everyone about what it's like to be LGBTQ+ in sport, the challenges people face, and how they hold a range of LGBTQ+ people back.
- Aim to reflect the diversity of the LGBTQ+ community. When reaching out to your communities, be explicit that you want to hear from lesbian, gay, bi, trans, queer, questioning and ace people and that that you're particularly keen to profile LGBTQ+ people of colour.
- If you have the budget, consider offering a small fee (minimum £50) to the people whose stories you use in the campaign.



High profile events and people

Make plans to show support at those events and with high-profile individuals in your sport.

Wearing the Rainbow Laces on social media around a key event in your sporting calendar is a great way to start a conversation about the campaign and why it matters to you and your business.

With this year's Rainbow Laces season falling earlier than usual, in **October**, there is a unique opportunity to support **Black History Month**, celebrating Black LGBTQ+ people in your sport community.



ASSETS AND RESOURCES

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Assets & Resources

Branding - look the part

With a big focus on celebrating our community to your wider audiences, your digital content is sure to help create a huge impact within your community over the campaign period.

Use our Rainbow Laces design assets to weave the branding into your own assets.

[Please download our brand pack for initial design assets here.](#)

This will already include core brand assets for you to develop your own content, and as October nears, will include a wider range of social graphics and allyship content with clear instructions on how and when to use them.



Resources for LGBTQ+ Inclusive Sport

Whether you're a professional club, governing body, student team, or anything in between, we have resources to help you take inclusive action.

Stonewall Glossary

We know sports people have found our glossary very helpful over the years. [Check it out to learn new terms!](#)

Rainbow Laces Hub

[Our online hub](#) hosts a range of info on how Rainbow Laces is changing sport. Hear LGBTQ+ experiences, read tips, and get motivated.

Resources Bank

New this year is our [Sport Resources Bank!](#) [Click here](#) from October onwards to access posters, action plans, lesson guidelines, and more.

Who are TeamPride?

TeamPride

Rainbow Laces is proudly supported by TeamPride, a collective of world-leading brands committed to making sport everyone's game.

Supporting the campaign for a seventh year, TeamPride is Team PROUD of the progress we've made together. With new members and a refreshed focus, TeamPride make Rainbow Lace possible by:

- Investing expertise and strategic guidance
- Utilising their assets to help amplify the campaign message
- Engaging leading sports institutions and bodies
- Creating a team of Rainbow Laces supporters through their staff and customer networks.

