

A graphic of two rainbow-colored laces crossing each other in the top-left corner. The laces are multi-colored with a white center and a blue outer edge.

# **RAINBOW LACES 10**

## **PARTNER ACTIVATION PACK**

A graphic of a single rainbow-colored lace curving across the bottom-right corner. The lace is multi-colored with a white center and a blue outer edge.

# WELCOME TO RAINBOW LACES.

Thank you for your interest in Rainbow Laces – the leading way for everyone to show their support for LGBTQ+ equality in sports, fitness and physical activity.

This year, our Rainbow Laces campaign turns 10 years old. In that time, over **one million people** have laced up to show that they believe sport should be everyone's game.

Our vision today is the same as it was then: a world where LGBTQ+ people feel welcome to watch and participate in sport – at all levels.



# WHO ARE WE?

Rainbow Laces is organised by **Stonewall** – Europe’s largest LGBTQ+ charity.

Founded in 1989, Stonewall imagines a world where all lesbian, gay, bi, trans, queer, questioning and ace (LGBTQ+) people are free to be ourselves, and where we are free to fulfil our potential.

Rainbow Laces is further supported by **TeamPride**, a consortium of world-leading brands committed to making sport everybody’s game. Partners include Unilever, Barclays, Sky Sports, and the Premier League.

But **everyone** – whether they be an athlete, fan, club, workplace or sporting body – is welcome and invited to activate for Rainbow Laces.

By doing so, you are helping to contribute to a movement that reaches more than 12 million people annually.

By reading this pack, you have taken the first step to help us **make sport everybody’s game.**



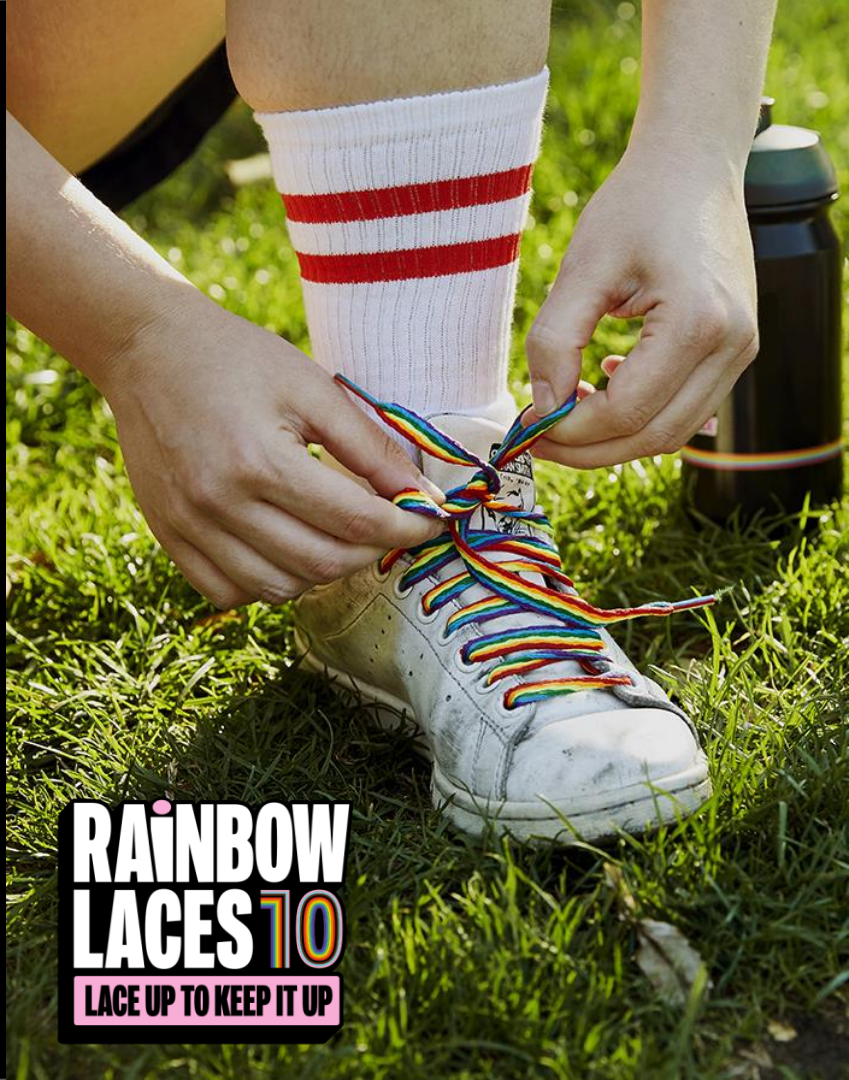
# KEY MESSAGE: LET'S KEEP IT UP.

As we enter Rainbow Laces' second decade, we reflect that despite huge gains, there is still much to do to make LGBTQ+ people feel welcome in sport.

That's why our key message this year is - let's **Lace Up to Keep It Up.**

This year we are challenging you to share with the world what you are going to 'Keep Up' in support of LGBTQ+ inclusion. Maybe you're going to keep wearing your Rainbow Laces, or walk to work one day a week, or to take up a new sport.

Head to page 18 to find out how you and those around you can help #KeepItUp.



**RAINBOW  
LACES 10**  
LACE UP TO KEEP IT UP

# CONTENTS

The Rainbow Laces campaign is for everybody – and this pack gives you everything you need to get started. Inside, discover:

## **HOW TO SPEAK UP:**

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Read about our vision, and explore tips and guidance on how to hold meaningful conversations about LGBTQ+ inclusion on your channels.

## **HOW TO LACE UP:**

**PAGE 13**

Logos, brand guidelines and more to make sure you can look the part, on and off the field.

## **HOW TO KEEP IT UP:**

**PAGE 18**

From viral video challenges to fundraising for equality, here's how you can get involved.

**SPEAK UP.**





# RAINBOW LACES AT 10: 'LACE UP TO KEEP IT UP'

Over the last ten years, you have led a wave of support for LGBTQ+ people in sport.

More than one million people have laced up – from England football captains to grassroots participants across the world.

Thanks to your support, we have helped change the game. Our polling indicates that, of fans who have seen the campaign:

- **74%** now consider LGBTQ+ people part of the sport community
- **68%** feel a responsibility to stick up for LGBTQ+ fans of the teams and sports they follow
- **49%** believe they are more likely to challenge anti-LGBTQ+ language at live sport fixtures
- **And 71%** think leading sports organisations are taking their responsibility to support LGBTQ+ fans and players more seriously than they were a year ago.

## **This is a must-win game. And it isn't over yet.**

Rainbow Laces have changed the game. But for all the progress we've made, there are still those who discriminate against and exclude LGBTQ+ people in sport.

This year we have seen discriminatory abuse and chanting on the pitch, on the side lines and in the terraces across grassroots and professional sports. That's despite research showing that the number of people who see homophobic remarks or banter as 'acceptable' has halved over the last five years; from 25% in 2017 to 14% in 2022.

We don't want people to have to make a choice between taking part in sport and being their authentic selves.

We all have a duty to keep the conversations going, and continue our must-win campaign for inclusion in sport.

That's why we're asking everyone to **Lace up to Keep it up.**

# HOW TO TALK ABOUT RL10

## **LONG VERSION**

For ten years, players, allies and fans have been tying the Rainbow Laces in support of LGBTQ+ equality.

We've hit goal after goal, getting more than one million people to lace up and changing perceptions across the sporting world. But this must-win game isn't over yet.

Large parts of the LGBTQ+ community still can't be their true selves whilst attending or participating in sporting events. And in 2023, that just blows our minds.

So while we should be proud of what's been done so far, this is no time to take our eye off the ball. In our tenth year we have to do one important thing...

Keep. It. Up.

Keep up raising awareness. Keep up supporting each other. Keep up pushing to make sure sport is for *everyone*.

Lacing up is still making a difference but only if we keep doing it, and keep making all the noise we can.

**Lace up to keep it up.**

## **SHORT VERSION**

For ten years, players, allies and fans have been tying the Rainbow Laces in support of LGBTQ+ equality. But this must-win game isn't over yet.

Large parts of the LGBTQ+ community still can't be their true selves whilst attending or participating in sporting events. So in our tenth year we have to do one important thing...

Keep. It. Up.

Keep up raising awareness. Keep up supporting each other. Keep up pushing to make sure sport is for *everyone*.

**Lace up to keep it up.**



# EXAMPLE TAGLINES

**THEY THINK IT'S ALL OVER... IT'S NOT YET.**

**86% OF PEOPLE THINK HOMOPHOBIC REMARKS ARE UNACCEPTABLE.  
NOW FOR THE OTHER 14%.**

LACE UP TO KEEP IT UP

**65% OF PEOPLE NOW AGREE THAT  
HOMOPHOBIA HAS NO PLACE IN SPORT.**

**LET'S NOT LET OUR LEAD SLIP.**

LACE UP TO KEEP IT UP

**THIS IS A MUST-WIN GAME**

LACE UP TO KEEP IT UP

# CONVERSATION STARTERS

Whatever your platform, support LGBTQ+ participation in sport and fitness by sparking the conversations we all need to have around the barriers that still exist for LGBTQ+ people.

- 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?



# HOW TO SPEAK ABOUT LGBTQ+ INCLUSION

## DO SAY...

- "It's so great to see how many athletes feel able to be themselves"
- "Representation on the pitch/field is so important"
- "How can we make sure everyone is included?"
- "Let's show active allyship for LGBTQ+ people, and start the conversation"
- "We've come so far! How can we make sure we keep it up?"

## DON'T SAY...

- "Sport is about performance, we shouldn't care about identity"
- "We don't need to wear Rainbow Laces, no one here is LGBTQ+"
- "Rainbow Laces don't matter, we've come so far already!"
- "Wearing a Rainbow Lace won't make a difference"

# RESOURCES AND STATS

Visit our Rainbow Laces website for further resources to help you celebrate LGBTQ+ equality in support, and to help deepen your audience's understanding of why talking about LGBTQ+ issues in sport is so important.

[www.stonewall.org.uk/rainbowlaces](http://www.stonewall.org.uk/rainbowlaces)

Other links you may find useful:

[10 tips to step up as an ally to LGBTQ+ people in sport](#)

[Listen to LGBTQ+ people's experiences of sport](#)

[Support for children and young people to engage in LGBTQ+ inclusion in sport](#)

[Workshops to empower real change](#)

## Stats that illustrate why we all need to Keep It Up:

**82%** of LGBTQ+ people who take part in sport experience or witness prejudice. (Out in Sport, 2019).

**43%** of LGBTQ+ people feel unsafe and unwelcome at public sporting events. (YouGov for Stonewall, 2017).

**21%** 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** of LGBTQ+ people who participate in or follow sport are not out to anyone in their sporting life (Out in Sport, 2019).

**29%** - almost one in three sport fans think homophobic comments about players are still widely considered as acceptable (ICM for Stonewall, 2021).

**LACE UP.**



# HOW TO GET YOUR LACES

Wearing the rainbow is one of the most impactful and immediate ways you can show your support for LGBTQ+ people in sport.

To celebrate 10 years of this iconic campaign, we've introduced **limited-edition glitter laces!**

Our Rainbow Laces are also available in a range of pride colours to allow you to show support for specific communities, such as lesbian, bi or trans people.

And if laces aren't the right fit for your sport, don't worry! We have headbands, armbands, face masks and many other ways for you to wear your heart on your sleeve (or elsewhere).

Order from our website [here](#)





# BULK ORDERS

Over the last ten years, thousands of teams across the UK – from the England National Football Team to grassroots clubs – have laced up in rainbow in a powerful show of support of LGBTQ+ people. Why not take your allyship to the next level by joining them?

For bespoke orders, bulk orders over 10,000, or to pay by invoice, please email:

[tshirt@stonewall.org.uk](mailto:tshirt@stonewall.org.uk)





# DIGITAL, PRINT AND SOCIAL MEDIA ASSETS

Whether it's on the big screen at Wembley or on a community poster, we're here to help you light your communications up in rainbow.

We've prepared a number of logos, graphic devices, and animations to help you to celebrate LGBTQ+ inclusion across your channels and look smart while you're at it.

Access the Rainbow Laces asset library [here](#).



# INSPIRATION

Over the past decade, we have seen many other innovative ways partners have shown their support – from [rainbow-coloured corner flags](#) and [pre-match fireworks](#), to illuminating their entire stadiums in the colours of acceptance and inclusion!

Looking for more inspiration? Take a look at these activations:

[Wembley Stadium](#)

[Watford FC](#)

[Premiership Rugby](#)

[Chelsea FC](#)

[Coca-Cola](#)

[Premiership Rugby](#)

[Chelsea FC](#)



**KEEP IT UP.**



# #KEEPITUP CHALLENGE

This year, we are challenging you to share with the world what you are going to 'Keep Up' for LGBTQ+ inclusion.

We've kept up our fight for LGBTQ+ inclusion in sport for 10 years and we're pledging to keep it up for the next 10.

How will you pledge your support to #KeepItUp for LGBTQ+ inclusion? Walk 10 miles, cycle 10,000 miles or do 10 arm raises - whatever your ability, the keep it up challenge is yours.

Sign up and start your fundraising today. Share your #KeepItUp journey with us on social media: [@stonewalluk](#)

<https://www.justgiving.com/campaign/keep-it-up>

Download our video assets [here](#)





# BOOK OUR WORKSHOPS

Empowered individuals create the sporting world we want to see: ONE 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.

Find out more about our workshops [here](#).



# INSPIRATION: TELL STORIES

Beyond just a chance to show support or show off skills, videos of people keeping it up could be used to educate and inspire as well.

If it feels like a good fit, you could recruit someone from within your organisation/network to do kick ups whilst telling their story of being accepted (or not) within sport.

*e.g. "When I was at school, the PE teacher wouldn't let me play on the boys team. But I've spent my whole life committed to the game and I'm going to keep up proving that PE teacher wrong"*



# CONTACT US:

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