



**RAINBOW LACES**  
**2022**  
**ACTIVATION PACK**

**Stonewall**



# Overview

- This year's campaign runs from **19 - 31 Oct 2022**
- **26<sup>th</sup> October Is Rainbow Laces Day** - a moment when all participants come together to activate at once
- 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
- Show up for LGBTQ+ people by **ordering and wearing laces** as visible displays of solidarity
- Contact **[sport@stonewall.org.uk](mailto:sport@stonewall.org.uk)** for any questions and support

# ABOUT RAINBOW LACES



Your impact so far

# 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 campaign, 45% of sports fans believe they would now be more likely to challenge anti-LGBTQ+ language at live sport fixtures.



# Together, we're changing the game.

Today, there are more LGBTQ+ athletes who feel free to compete openly as themselves than ever before.

2022 saw the first openly gay player to come out in professional UK men's football in over 30 years. And over 40 openly LGBTQ+ 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.



## Key statistics

# 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

Fewer than half of fans who saw the campaign (42 per cent) would speak up for LGBTQ+ fans and participants and live sport fixtures

(ICM for Stonewall, 2021).

82%

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

(YouGov for Stonewall, 2017).

22%

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

(Out in Sport, 2019).

<50%

## How to speak about Rainbow Laces

# Top level messaging

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 and fitness. 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. Make sport everyone's game.**



# 2022 campaign: Inclusion has no off-season

- We know that in sports and fitness, 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 long term change this Rainbow Laces season by using our spaces to flag the changes we have and will continue to 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.





**HOW TO SHOW UP**

**Stonewall**

Lace Up & Speak Up

# Activating 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 26<sup>th</sup> October when everyone will come together online and in our communities to show their support.

Rainbow Laces have brought the awareness – now we need to bring the conversation.



## 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?

- The awareness that our laces bring has been vital to starting the conversation – but now we to ensure we keep the conversation going by using our platforms to talk openly about the barriers that keep LGBTQ+ people away from sport and fitness – and what we will do to knock them down.

**LACING UP**

**Stonewall**

# Buying 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 visit our [website](#). For bespoke orders, orders over 10,000 laces, or to pay via invoice, email [tshirt@stonewall.org.uk](mailto:tshirt@stonewall.org.uk)

You can publicly encourage your community to order Rainbow Laces from this [link](#).

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



**SPEAKING UP**

**Stonewall**

# Share your commitment with the world.

There are many ways in which you can speak up for our communities and help to deliver long-term 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

## Supporting 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?

## Having 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 that 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>



# Branding - looking the part

Wearing rainbow - whether laces, armbands, headbands or pin badges - is just one way of showing support. 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.

### Rainbow Laces design assets

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.





# 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 (around £50) to the people whose stories you use in the campaign.



# High profile events and people

Now that large sporting events are back on, and mass crowds are welcomed, 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.

Consider how you can link to activity to support Black History Month, celebrating Black LGBTQ+ people in your sport community.



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.

