



RAINBOW LACES

2021

SPORT CLUB ACTIVATION PACK

Stonewall

Rainbow Laces in a nutshell

- **Runs from 25 Nov - 12 Dec 2021**
- **We all come together on Rainbow Laces Day - 8 Dec**
- **[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**
- **Contact sport@stonewall.org.uk for any questions and support**

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

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We imagine a world where every LGBTQ+ person can thrive in sport. We want to unite everyone who cares about sport to create the world that we imagine, together.

INTRODUCTION

“At Stonewall, we stand for lesbian, gay, bi, trans, queer, questioning and ace (LGBTQ+) people everywhere.

Founded in London in 1989, we now work in each nation of the UK and have established partnerships across the globe. We are part of a vibrant global movement for change made up of LGBTQ+ people, our allies, families and friends.”

**Nancy Kelley
CEO, Stonewall**



Your impact so far

Over the last five years, you have led a huge amount of support for LGBTQ+ people in sport by taking part in Rainbow Laces.

More than a million people have laced up, and 12 million participants engage every year. Thanks to your support:

- 78 per cent of sport fans who saw the campaign considered that LGBTQ+ people are part of the sport community
- 66 per cent of fans who saw the campaign feel they have a responsibility to stick up for LGBTQ+ fans of the teams and sports they follow,
- As a result of seeing the campaign, 45 per cent of sports fans believe they would be more likely to challenge anti-LGBTQ+ language at live sport fixtures.

Laces have brought the awareness. Now we all need to bring the conversation.



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 sixth 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.



Rainbow Laces: where we stand today

The Rainbow Laces campaign unites everyone who cares about sport and fitness to create a world where every LGBTQ+ person can thrive wherever they train, play or watch sport.

- In 2021, we have refreshed and re-energised the Rainbow Laces campaign. Over the last five years, more than one million people have laced up to show their support for LGBTQ+ communities in sport and fitness, from Premier League players and Olympians, to youth cricket teams and Saturday morning runners.
- But for all the progress we've made as sports bodies, as brands and as individuals, there are still those who bully and exclude LGBTQ+ people in sport, and gym by gym, team by team, LGBTQ+ people aren't always supported and respected to participate or spectate.
- So many individuals feel faced with a choice. A choice between loving their sport and being their true selves. But we believe that none of us should feel unable to participate in or enjoy our passion and hold back who we are.
- Rainbow Laces have become a symbol of inclusion in sport, have raised awareness and support. But have they changed the conversation?



2021 Campaign Focus

2021 campaign: Lace Up and Speak Up

- That's why this year we are elevating the campaign with a more purposeful and actionable approach: to **Lace Up and Speak Up**. We hope that in turn this will create a broader, louder and more impactful movement for LGBTQ+ inclusion in sport.
- We know that wearing Rainbow Laces alone won't change the world, but by clarifying our focus and our messaging, we can make this a truly impactful moment for our communities, and drive forward change.
- We are moving the laces on from being a symbol of inclusion, to being a pledge of commitment; a commitment to speak up in the conversations that matter.
- By wearing Rainbow Laces, we're asking people to not only show their support, but to go one step further and open up the conversation about why they support the cause. Speak up to friends, family, colleagues, teams and clubs because every conversation matters, and every conversation takes us one step closer to achieving our ambition; to make sport everyone's game.



Lace Up and Speak Up: how this drives change

- By focusing on a simple action, we hope we can make it as clear as possible what we want people to learn, feel and do as a result of engaging with the Rainbow Laces campaign, whether they are interacting with their football club on social media, following coverage of the campaign on TV or getting involved in it with their teammates.
- We know that so many in our sport communities are willing to support LGBTQ+ inclusion, but lack the confidence and knowledge to do so. By focusing on supporting people to ‘start the conversation’ and providing tools to help them feel confident, we hope we can encourage thousands more people to take that leap of faith and become more confident in speaking up about LGBTQ+ inclusions with those around them.
- This is a significant step forward for the campaign, but one we know that sport fans and participants are willing to make. Encouraging people to take that step together, as part of a wider movement, will help people break through their lack of confidence.



Key messaging

Long version

It started with a lace.

We're so proud of our Rainbow Laces, worn in support of LGBTQ+ equality.

With more than a million people lacing up in rainbow so far, we are Team PROUD.

But something's still tied up in knots.

Large parts of the LGBTQ+ community still feel unwelcome at sporting events, where the thrill should be a guaranteed result.

There are still those who bully, belittle and exclude, meaning team by team, event by event, LGBTQ+ people feel out of place.

Reluctant to participate. Uncomfortable to spectate. Nervous to truly be their true selves.

But just think.

How much stronger would we be if we worked together? We're all part of the same team, and our support is far stronger if we celebrate our differences.

Sport is for all, so everyone is welcome, coming just as they are.

Laces have brought the awareness. Now we all need to bring the conversation.

Speak up for someone you know in the LGBTQ+ community.

Someone that matters.

What can we all do to make every person feel welcome?

It's 2021. Let's have the conversations to make the next [INSERT EVENT] event a place for everyone.

Lace up. Make sport everyone's game.

Key messaging

Medium version

Over one million people have laced up in support of LGBTQ+ equality.
But something's still tied up in knots.
Large parts of the LGBTQ+ community still feel unwelcome at sporting events.
Reluctant to participate. Uncomfortable to spectate. Nervous to truly be their true selves.

But just think.

How much stronger would we be if we supported as one unified force, instead of turning on our own?
Sport is for all, so everyone is welcome, free from discrimination.

Rainbows raised the awareness. Now it's time to find your voice.
Think about someone you know in the LGBTQ+ community.
How can we all make every person feel welcome?
It's 2021. Let's make the next [INSERT EVENT] a place for everyone.

Lace up. Make sport everyone's game.



Key messaging

Short version

Over 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.
And make sure everyone feels empowered to support with pride.

Lace up. Make sport everyone's game.



Key messaging

Key statistics

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

Across Europe, eight in ten (82 per cent) LGBTQ+ people have witnessed homophobia, biphobia and transphobia in the past 12 months (Out in Sport, 2019).

43%

A small but vocal minority of sport fans and participants don't understand the impact that language has on LGBTQ+ inclusion in sport.

One in five (20 per cent) of sport fans think anti-LGBTQ+ language is harmless if it's just meant as banter (ICM for Stonewall, 2020).

2/3

But not even half of fans who saw the campaign (45 per cent) would speak up for LGBTQ+ fans and participants and live sport fixtures

(ICM for Stonewall, 2020).

82%

Many LGBTQ+ people feel unsafe and unwelcome in sport. More than two in five

LGBTQ+ people (43 per cent) think public sporting events aren't a welcoming space for LGBTQ+ people. (YouGov for Stonewall, 2017). And a third of LGBTQ+ people who participate or follow sport (33 per cent) are not out to anyone in their sporting life (Out in Sport, 2019).

20%

The Rainbow Laces campaign unites the silent majority of sport fans and participants who see that inclusion matters.

Two thirds of sport fans who saw the campaign consider they have a responsibility to stick up for LGBTQ+ fans of the teams and sports they follow. (ICM for Stonewall, 2020)

<50%

Activation Strategy

Activating your community

Inspiring action within your community

Over the course of the campaign (25 November to 12 December) we encourage you to take these actions in whatever way fits your schedule. The main activation day is Rainbow Laces Day on 8 December, when everyone will come together online and in our communities to show their support.

The key action this year is to **Lace Up and Speak Up**. Rainbow Laces have brought the awareness, and now you – need to bring the conversation.



So what does this involve?

- Order laces for your communities or encourage them to order laces.
- Organise activations and produce digital content to provoke positive, constructive conversations across your communities about LGBTQ+ inclusion.

And what does speaking up look like?

- A mass campaign action for your community – have a conversation on Rainbow Laces Day (8 December) using ‘conversation starters’ to talk about why LGBTQ+ inclusion in sport matters and what they can do
- Well-known allies or LGBTQ+ people talking about what LGBTQ+ inclusion in sport looks like, featured on your social media channels over the course of the campaign
- Events focused on LGBTQ+ inclusion in sport that give profile to LGBTQ+ people your community – whether you play together, train together, support together or work together.

[Click here to let us know your plans to celebrate the campaign](#)

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>



Buying Rainbow Laces, armbands and headbands

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

We offer special rates for schools, university clubs, community clubs, and non-profits. [Click here to apply for this discount.](#)

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

Not all sports use laces, so we have [armbands](#), [headbands](#), [facemasks](#) and [pin badges](#) for you. 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



Rainbow Laces pin
badges.

Buy [here](#).

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

Assets to support your content

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 online content is sure to help create a huge impact within your community over the campaign period.

Rainbow Laces design and content 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 from 12 November, will include a wider range of social graphics, stories and allyship content with clear instructions on how and when to use them. It will also include FAQs to support the campaign. We'll update those as the questions come in!



Case studies

Look for people in your community who can talk about adapting their approach to sport during lockdown, or people who've taken up something new during this period. Seek out stories that showcase how the community people find in sport has helped them through a tough time.

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.



LGBTQ+ fan and participant engagement

Whether you have an LGBTQ+ fan group or sport team, famous LGBTQ+ fans or athletes, or just a handful of active LGBTQ+ individuals in your community, it's great to put your LGBTQ+ community at the heart of your activation.

If you have links, reach out to them early and involve them in your planning. If you don't have links, make them now. These links will lead to genuine and authentic messages which will inspire your wider community.



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.



Share Stonewall's content

- Share information about LGBTQ+ inclusion in sport
- Talk about articles about LGBTQ+ allyship within sport
- Read case studies from people involved in grassroots sports
- Watch activation videos from Sports Champions encouraging supporters to do an activity at home and take part in the campaign
- Organise a workshop with Stonewall to help make your organisation better for LGBTQ+ people
- Donate towards Stonewall's sport-focused work

Remember to share the content and tag @StonewallUK in your own posts.

We will highlight some of them to celebrate the breadth of groups taking part in the campaign!

The height of the campaign

Rainbow Laces Day:

8 December

Lace Up and Speak Up. Laces have brought the awareness, and on Rainbow Laces Day we will all bring the conversation. Stonewall will share tips and tools to help you support your community to talk about why LGBTQ+ inclusion in sport matters and what they can do.

We recommend using this day to share content from leaders and high-profile individuals in your community, bringing their conversations to your audiences and talking about why LGBTQ+ inclusion matters and what they will do to make a difference.



THANK YOU

Stonewall

