

A graphic of two rainbow-colored laces crossing each other in the top-left corner. The laces are multi-colored with red, orange, yellow, green, blue, and purple stripes.

# **RAINBOW LACES**

**2024 PARTNER ACTIVATION PACK**

A single rainbow-colored lace graphic curving across the bottom-right corner of the page.

# WELCOME TO RAINBOW LACES.

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

Rainbow Laces is Stonewall's annual sports inclusion campaign. This year, the campaign turns 11 years old. In that time, over **one million people** have laced up to show that sport should be everyone's game.

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



# WHO ARE WE?

Rainbow Laces is organised by **Stonewall** and is taking place from **16 November to 4 December 2024**.

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

Rainbow Laces is supported by **TeamPride**, a consortium of world-leading brands committed to making sport everybody's game, including Barclays, Sky Sports, and the Premier League. The Barclays Womens Super League also support the campaign.

But **everyone** – whether an athlete, fan, club, workplace or sporting body – is welcome to take part in Rainbow Laces.

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

By using this pack, you'll be taking steps to help us **make sport everybody's game**.



# THIS IS A MUST-WIN GAME. AND IT ISN'T OVER YET.

Over the last eleven years, you joined a wave of support for LGBTQ+ people in sport. More than one million people laced up — from England football captains to people taking part in grassroots sport across the world. Thanks to your support, we have helped change the game.

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

Many LGBTQ+ people continue to feel unsafe at live sporting events. Sport should be a safe and welcoming place for all.

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 and make sport safer for all.**



# KEY MESSAGE: LACE UP AND MAKE SPORT SAFER FOR ALL

We're entering another year of Rainbow Laces- and despite huge gains, we're not dropping the ball when it comes to ensuring everyone feels safe and welcome in sport.

Sport should be safe and welcoming for everyone. By lacing up, you're sending a powerful message: your club is a safe place where everyone can be themselves.

But according to our latest research, one in five LGBTQ+ people (22 per cent) do not feel welcome in community sport groups.

That's why our key message this year is: **Lace up and make sport safer for all.**

Show your commitment to a safer, more inclusive sporting world by wearing your Rainbow Laces and creating safe spaces where everyone can be themselves.



# CONTENTS

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

## **HOW TO SPEAK OUT:**

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Read about how you can share your stories and help us make a noise about LGBTQ+ safety in sport.

## **HOW TO LACE UP:**

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

## **HOW YOU CAN RAISE MONEY:**

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



**SPEAK OUT.**



# HOW TO TALK ABOUT RAINBOW LACES

From newsletters to social posts, speaking up for Rainbow Laces is one of the easiest ways to help spread our message and help make sport safe for everyone. Here's some draft copy you could use in your materials.

## **LONG VERSION**

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

Despite the progress, large parts of the LGBTQ+ community still hide their identity while attending or participating in sporting events. And in 2024, we need to do better.

Sport should be safe and welcoming for everyone, at all levels – from professional to grassroots.

As our Rainbow Laces campaign moves into its second decade, the message is clear: lace up to make sport safer for all.

Let's create safe spaces where everyone can be themselves.

## **SHORT VERSION**

For over ten years, players, allies and fans have laced up for LGBTQ+ equality.

Yet, many LGBTQ+ people hide their identity when they play or watch sport.

Sport should be safe and welcoming for everyone.

As Rainbow Laces moves into its second decade, the message is clear: lace up and make sport safer for all.



# DIGITAL, PRINT AND SOCIAL MEDIA

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 some logos and graphics to help you to celebrate LGBTQ+ inclusion across your channels and look smart.

We've included some ideas for how you can get involved too by sharing your photos.

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



Stonewall

**LACE UP AND  
MAKE SPORT  
SAFER FOR ALL**



# SPEAK OUT ON SOCIAL MEDIA

Let's make some noise on social media for LGBTQ+ safety in sport! Posting about Rainbow Laces isn't just about raising awareness—it's a way to show that your organisation or club is a safe space for LGBTQ+ people. Simply [download our graphics](#) and use the templates below.

Don't forget to use the hashtag #RainbowLaces and tag @stonewalluk.

## Social media post for Team Pride partners

We're excited to team up with @stonewalluk for #RainbowLaces -the campaign for LGBTQ+ inclusion in sport!

We firmly believe that sport should be safe and welcoming for everyone.

That's why we're lacing up to make sport safe for all - let's create safe spaces where everyone can be themselves 🏳️

Get your Rainbow laces ▶️

<https://bit.ly/3C1Zc9L>

## Social media post for grassroots clubs

We're excited to be taking part in #RainbowLaces, @stonewalluk's annual sports inclusion campaign.

We firmly believe that sport should be safe and welcoming for everyone - and our club is no exception.

That's why we're lacing up to make sport safe for all - to show that we're a safe space where our players are free to be themselves.

Get your rainbow laces ▶️

<https://bit.ly/3C1Zc9L>

## Social media post for allies, supporters and sportpeople

I am proud to support #RainbowLaces, @stonewalluk's annual sports inclusion campaign.

I believe that sport should be safe and welcoming for everyone.

That's why I'm lacing up to make sport safe for all - a place where we can be ourselves.

Get your rainbow laces ▶️

<https://bit.ly/3C1Zc9L>

# SHARE HOW YOU'RE WEARING YOUR LACES

This year, Rainbow Laces is all about making sport safe for all. Show your support by sharing a photo of how you're wearing your Rainbow Laces.

**Whether you're on the pitch, in the stands, or anywhere in between, snap a picture and help us send a powerful message: *sport is for everyone.***

Wear your laces with pride. Order your laces from our online shop and wear them your way. In boots, wrapped around your kit, in your hair.

Share your pictures on social media using the hashtag #RainbowLaces and tag **@stonewalluk**.

If you can't take a picture – why not share one of our graphics instead? You can download them here.



# TELL YOUR STORY

We're looking for real stories from LGBTQ+ people in sport, sports fans, or people involved in sport who can talk about their experiences and the difference that being inclusive makes.

Have you felt celebrated and included? Or faced challenges that made you feel unsafe? How does being part of an inclusive and safe space make you feel, either as an ally or a LGBTQ+ person? What difference does an inclusive environment make to you or your team?

Your experiences, both the highs and the lows, will help us show why sport is a safe place where everyone is free to be themselves.

[Get in touch to share your story.](#)

You can also share your story on social media. Don't forget to us the hashtag **#RainbowLaces** and tag **@stonewalluk!**



# 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

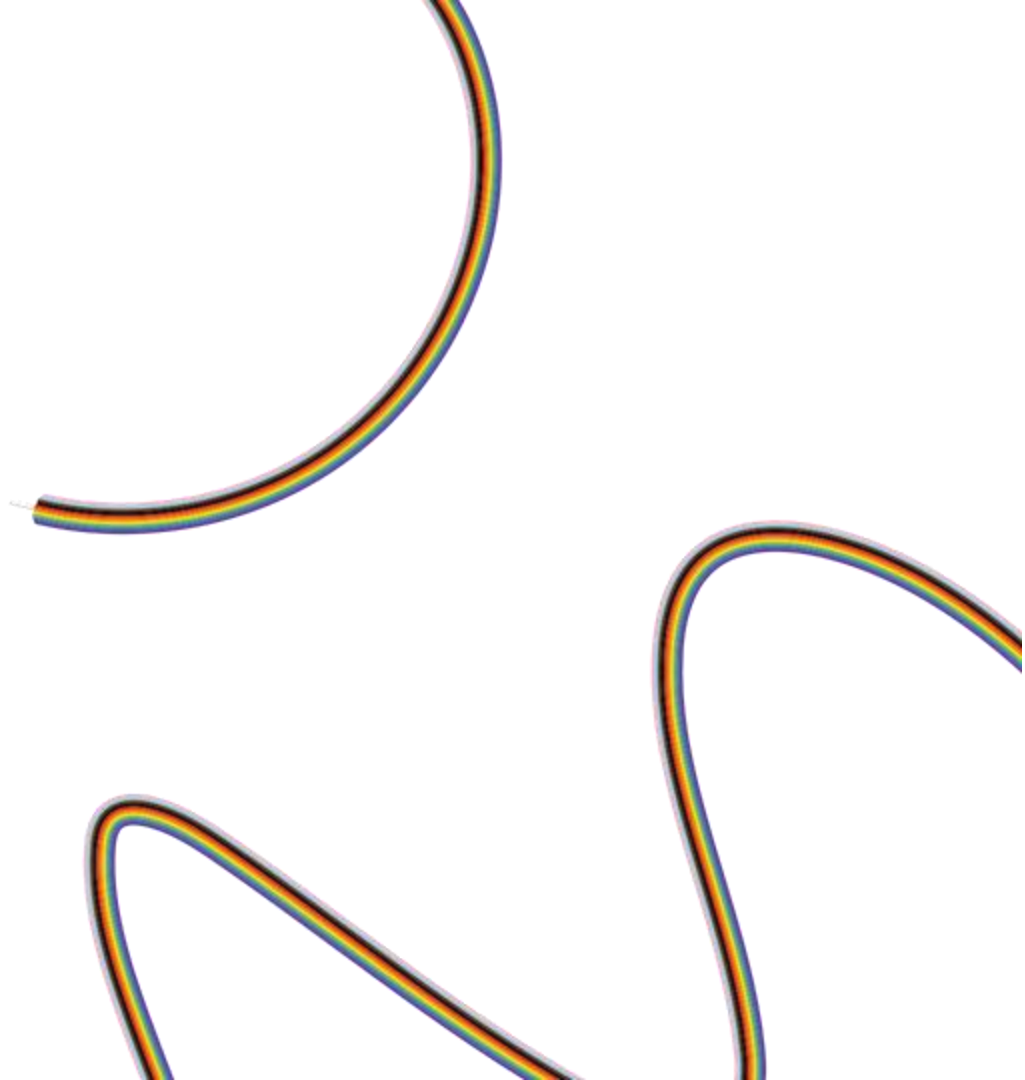
Coca-Cola

Premiership Rugby

Chelsea FC



**LACE UP.**



# HOW TO GET YOUR LACES

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

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

There are many ways to wear laces other than on sports boots! Tie them on back packs, in your hair, use on keyrings – endless options!

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

**Order from our [website here](#)**



# BULK ORDERS

Since 2013, 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 support 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)**





The image features three rainbow-colored arcs on a white background. One large arc is at the top, another is on the right side, and a smaller one is at the bottom center. The text is centered horizontally between the top and bottom arcs.

**HOW YOU CAN RAISE MONEY.**

# FUNDRAISING IDEAS

## ➤ **Match Day Raffle?**

Do you have a signed team shirt, boots or a pair of premium match day tickets you could raffle off for Stonewall?

## ➤ **Offer a donate option in a program?**

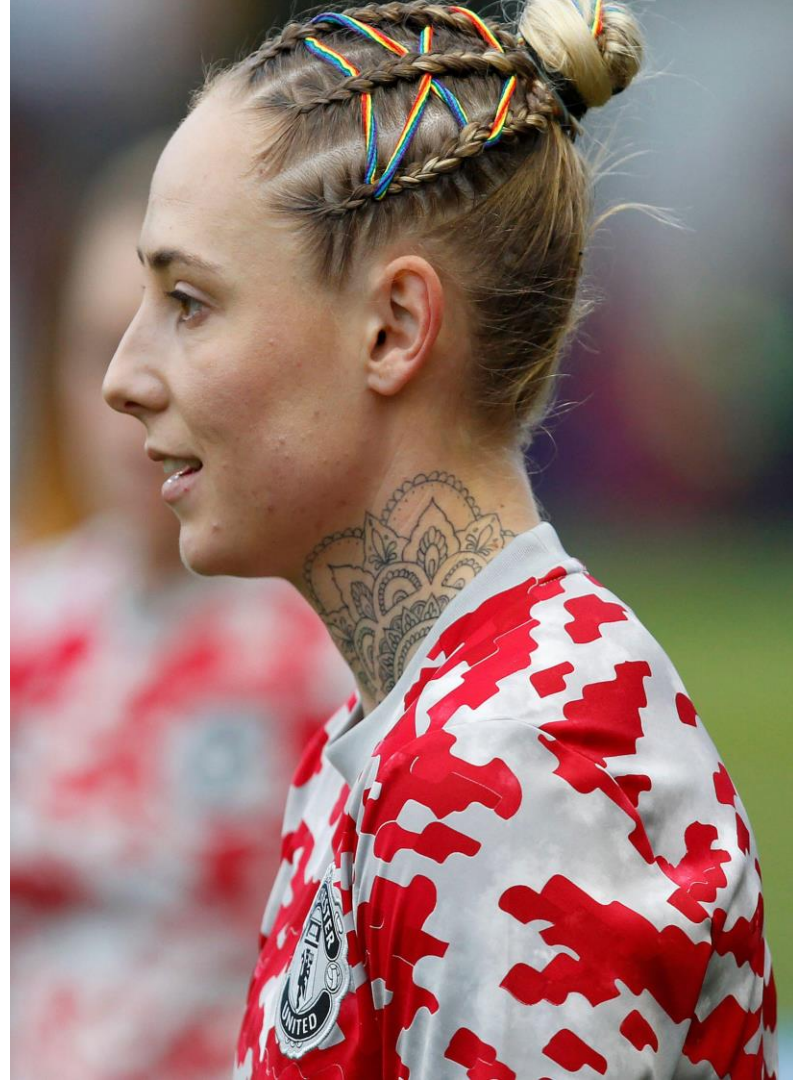
Could you put a **QR code** in your program or provide QR posters at the entry gates for fans to donate to Stonewall?

## ➤ **Lace up for your fans**

Could your online shop include an option for fans to buy their own Rainbow Laces?

Our fundraising team can help with bespoke fundraising pages and QR codes for programmes and promotion.

**Contact us** – for help or to discuss other ways to fundraise:  
**[fundraising@stonewall.org.uk](mailto:fundraising@stonewall.org.uk)**



# LACE UP AT WORK

Are you a company or organisation and want to take part? Encourage your staff to join the campaign and lace up with us.

As part of Deliveroo staff's Movement Month campaign, Deliveroo gave away Rainbow Laces to drive awareness for the cause, raise funds and deepen their partnership with Stonewall.

It was great to see Deliveroo employees taking part in Movement Month with shiny new Rainbow Laces. They hope this will be a great first step in building employee awareness of the issues surrounding LGBTQ+ inclusion in sport.

For more inspiration on how you can drive inclusion within your workplace email -

**[fundraising@stonewall.org.uk](mailto:fundraising@stonewall.org.uk)**

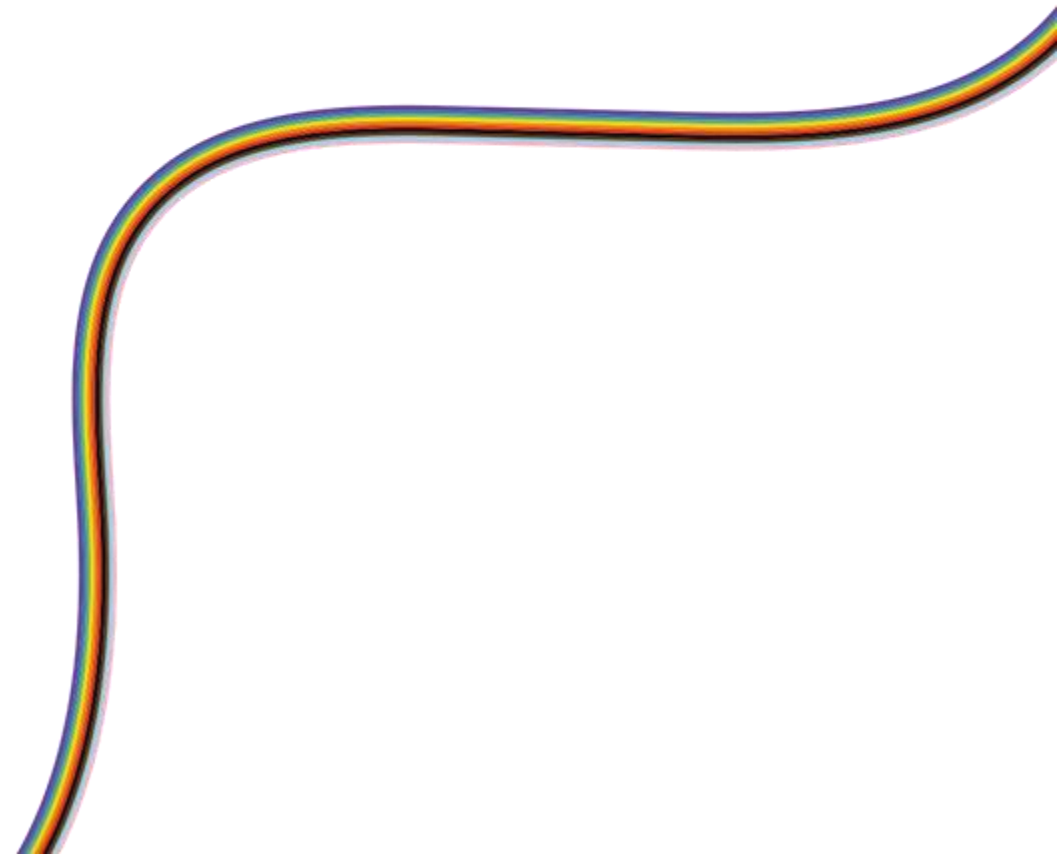


# FIND OUT MORE

Visit our [Rainbow Laces website](#) for ideas on how to take part in the campaign.

For more information on how to make your club inclusive for LGBTQ+ people [here](#).

Find out more about how we're tackling anti-LGBTQ+ hate crime [here](#).



# GET IN TOUCH

Fundraising team: [fundraising@stonewall.org.uk](mailto:fundraising@stonewall.org.uk)

Communications team: [press.office@stonewall.org.uk](mailto:press.office@stonewall.org.uk)

Follow us:

X: [@StonewallUK](https://twitter.com/StonewallUK)

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Instagram: [@StonewallUK](https://www.instagram.com/StonewallUK)

LinkedIn: [@StonewallUK](https://www.linkedin.com/company/StonewallUK)

TikTok: [@StonewallUK](https://www.tiktok.com/@StonewallUK)

