

YOU CAN PLAY



CORPORATE PARTNERSHIP OPPORTUNITY



MISSION

FOR ALMOST 12 YEARS NOW, YOU CAN PLAY HAS BEEN WORKING TO ENSURE THE SAFETY AND INCLUSION FOR ALL WHO PARTICIPATE IN SPORT, INCLUDING LGBTQ+ ATHLETES, COACHES AND FANS.



VISION

YOU CAN PLAY BELIEVES SPORTS TEAMS AND FANS SHOULD FOCUS ON THE ATHLETE'S SKILLS, WORK ETHIC, AND COMPETITIVE SPIRIT, RATHER THAN THEIR SEXUAL ORIENTATION AND/OR GENDER IDENTITY.

- EXPERIENTIAL MARKETING
- POLICY CONSULTATION
- PRIDE EVENTS
- EDUCATION + TRAINING
- CRISIS MANAGEMENT
- YOUTH PROGRAMS
- ADVOCACY + ACTIVISM
- AUTHENTIC ENGAGEMENT



IF YOU CAN PLAY, YOU CAN PLAY!

NORTH AMERICANS WITNESSED OR EXPERIENCED HOMOPHOBIA IN SPORT

84%



THE BUYING POWER OF THE LGBTQ+ COMMUNITY

\$1.4T



NORTH AMERICAN GEN Z & MILLENNIAL THAT IDENTIFY AS LGBTQ+ COMMUNITY

20%+

OUR PARTNERS



SPORT CHEK



Michelob ULTRA



PLAY HOCKEY

You Can Play, Inc. is a registered non-profit organization. All donations are tax-deductible.

CONNECT WITH US



mandy@youcanplayproject.org



647-206-6426



@YouCanPlayTeam



www.YouCanPlay.org