



# PRIDE PLAYBOOK

## YOUR GUIDE TO AUTHENTIC LGBTQ+ INCLUSION

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# ABOUT YOU CAN PLAY

You Can Play's work is grounded in sport and creating a welcoming and safe place for every athlete, coach, referee, administrator, fan and participant. From our founding by the Burke family, Brian Kitts and Glenn Witman; we have worked side by side with the athletic organizations across the world to make sports a welcoming and inclusive place for every athlete and participant. Our work aims to evolve locker room and spectator culture, consult on inclusion policies, build stronger fan engagement and increase participation in sports. Through our work **we provide our partners the tools and support to build safer access to sports, and create bridges between sports brands and the LGBTQ+ community.**

## WHY THIS MATTERS

You Can Play's mission is to ensure the safety and inclusion of all LGBTQ+ people in sports, including athletes, coaches, staff and fans. We believe that **fostering athletic environments free of judgement and discrimination** based on sexual orientation, gender identity and/or gender expression is crucial to **keeping people safe**, as well as **protecting the business of sports.**



“ THE YOU CAN PLAY PROJECT CONTINUES TO WORK TOWARDS THE VISION FOR A WORLD OF SPORTS WHERE EVERYONE CAN BELONG. WE CONTINUE THE CRITICAL WORK TO MULTIPLY YOUR IMPACT IN COMMUNITIES, NOT JUST IN CITIES WITH TEAMS, BUT EVERYWHERE.

David Palumbo, Board Chair, You Can Play



Scotiabank.



# WHY FOCUS ON PRIDE?

## THE PROBLEM



**84%**

North Americans witnessed or experienced homophobia in sport



**24%**

LGBTQ+ youth that participate in sport vs 65% of straight youth



**51%**

of LGBTQ+ identified males have been the target of homophobic behavior in sport.



**54%**

of male athletes admit to using homophobic slurs in the past two weeks.

## THE OPPORTUNITY

**20%+**

North American Gen Z & Millennial that identify as LGBTQ+ community



**\$180M**

Annual revenue generated from LGBTQ+ enterprises



**\$917B**

The buying power of the LGBTQ+ community that you could engage



**\$1.4T**

LGBTQ+ business contribution to the American economy



## YOU HAVE A CHOICE:

improve sport and access an enthusiastic new fan base, keeping sport strong for the future

*OR*

Think short term, react to pushback and lose this emerging market and the soul of the game



# USING THIS PLAYBOOK

The "Pride Playbook" by You Can Play is a comprehensive guide and resource glossary dedicated to promoting LGBTQ inclusion in sports. Tailored for athletes, coaches, and sports professionals, it offers in-depth insights, strategies, and best practices to ensure a welcoming and equitable environment for everyone in the sports community.

## HOW TO USE THIS GUIDE

This guide is meant to be used as your one-stop for all inclusion-related resources for developing welcoming teams and inclusive spaces. This playbook contains:



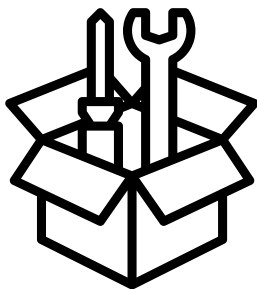
- FAQs
- One-Page Factsheets
- Online Classes
- Best Practice Overviews
- Quick Tips
- Additional Resources



[DIGITAL RESOURCES LINKED](#)

## NEED MORE RESOURCES?

Discover You Can Play's LGBTQ inclusion resources at [youcanplay.org](http://youcanplay.org), featuring FAQs, discussion guides, and DEI best practices to champion equality in sports. A hub for education and advocacy.



[MORE ON OUR WEBSITE](#)

## TAKE AN ONLINE CLASS!

You Can Play University, a pioneering online LMS by You Can Play, offers cutting-edge inclusion trainings aimed at fostering LGBTQ inclusion within the sports community. Full classes, go-at-your-own-pace online courses, and micro-courses all available.



[YOU CAN PLAY UNIVERSITY](#)

# SHOWING YOUR PRIDE

Visibility in sport promotes LGBTQ+ inclusion by challenging stereotypes, fostering acceptance, and exemplifying how everyone to participate without fear of discrimination or exclusion.

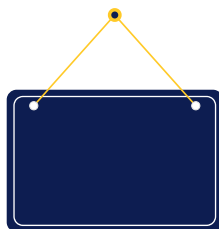


## SYMBOLS & SIGNALS

Nothing is too small: a pin, a patch, a roll of pride tape in your duffel bag; anything can be a signal to those searching for signs of inclusion



[SYMBOLS FAQ](#)



## SIGNAGE TEMPLATES & IDEAS

Update your signage around your venue--locker rooms, bathrooms, spectator seating--to ensure your inclusion messaging is clear.



[SIGNAGE IDEAS](#)



## SAMPLE BANNERS

Add your logo to a banner and use for parades, marches, or game day!



[BANNER TEMPLATES](#)



## PRIDE TAPE

Pride Tape is a phenomenal way to add subtle (or not so subtle) touches of rainbow to your event.



[PRIDETAPE.COM](http://PRIDETAPE.COM)

### Pride Tape Applications:

- Decorate broadcaster mics
- Decorate any MC microphones interviews
- Tape around the Corner Flag
- Used to decorate the stands
- Incorporate with an in game event
- Replace athletic tape



# BEST PRACTICE: HOME/AWAY PRIDE NIGHT

Pittsburgh Penguins and Buffalo Sabres did a 'Home/Away' Pride Night program for several years, sharing the opportunity and bringing a sense of competition to the events and fan bases.



## PRIDE PANEL

Watch our Pride Panel hosted by Jonas Worth with You Can Play. Panelists include Bayne Pettinger (NHL Player Agent, CAA), Alex Valvo (Referee & Former Sabres Intern), Adam Knoerzer (Pittsburgh Tigers Co-Founder & Player) and Jeff McLean (Pride Tape Founder & Owner).

## TICKETS

Tickets were available for our Pride community and allies via a special offer during both seasons. All fans attending Pride Game received a complimentary Pride Game rally towel, with towels in 2021.22 courtesy of Highmark Blue Cross Blue Shield.



## INTRODUCTION

Teamwork, inclusion, respect, and acceptance are at the heart of hockey. The Pittsburgh Penguins and Buffalo Sabres have come together to celebrate these defining principles in our joint Pride Game, a first in the NHL. Starting in 2020.21 and again in 2021.22, while our teams competed on the ice, we brought together our cities to celebrate LGBTQ+ communities, by sharing stories of inclusion, hope, and allyship.

## IN THE NEWS

On April 2, the Penguins and Sabres together announced their first-ever joint Pride Game held during the 2020.21 NHL season. Read each organization's press release via these links to learn more about the partnership.

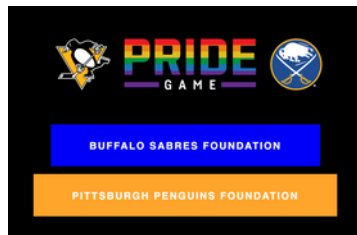
[PITTSBURGH PENGUINS](#)

[BUFFALO SABRES](#)

Below, please find each organization's press release for the 2021.22 joint Pride Game.

[PITTSBURGH PENGUINS](#)

[BUFFALO SABRES](#)



## PENGUINS SABRES JOINT AUCTION

The Penguins and Sabres hosted a 7-day joint auction starting on November 16 in support of our LGBTQ+ communities in conjunction with Pride Game. This one-of-a-kind auction at [pridegame.givesmart.com](http://pridegame.givesmart.com) featured Pride Tape sticks from both NHL clubs, rainbow warm-up jerseys and more. Proceeds will assist You Can Play, GLYS Western New York, Proud Haven, Pride Center of Western New York, Persad Center and Niagara Pride.

[BID TO GIVE](#)

## PRIDE WARM-UP PUCKS

Both the Buffalo Sabres and Pittsburgh Penguins hit the ice using Pride Game warm-up pucks created exclusively for our joint game. Fans had the opportunity to purchase their own at PPG Paints Arena in support of the featured Penguins and Sabres organizations.



## PRIDE MERCHANDISE



Sabres and Penguins Pride merchandise is available online at [OneBuffalo.com](http://OneBuffalo.com) and [PensGear.com](http://PensGear.com). Represent each team as you represent the Pride community in your respective city.

[SHOP ONE BUFFALO](#)

[SHOP PENS GEAR](#)



VIDEO: [The Buffalo Sabres are all on the same page when it comes to inclusion.](#)



# SPEAKING UP - SPEAKING OUT

Social media is the focal point for most organizations' audience engagement. Here are some suggestions for maximizing your reach and impact on social media and showcase your advocacy for the LGBTQ+ inclusivity.

## SOCIAL MEDIA RESPONSE GUIDE



Social media communication can quickly turn into abuse and hate, and being prepared for comments and reactions is key to minimizing and silencing the trolls who make these comments. Here are some ready responses for anticipated abuse and comments you may receive when posting about pride activities.



[RESPONSE GUIDE](#)

## SOCIAL MEDIA BEST PRACTICES

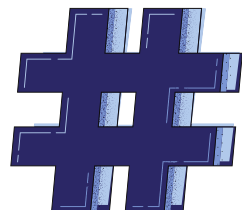


Coordinate with You Can Play on developing deployable assets. Collaborative social media posts further your audience reach. Involve other orgs in proximity to yours as another way to support your community, activate individuals locally, and increase your reach.



[SOCIAL MEDIA BEST PRACTICES](#)

## RECOMMENDED HASHTAGS



Hashtags link sports organizations directly to the LGBT community, breaking barriers. They amplify visibility, encourage dialogue, promoting a supportive, diverse sports culture and online presence.



[HOW TO HASHTAG](#)

## POST EXAMPLES



SPOTLIGHT POSTS



EVENT RECAPS



EDUCATIONAL POSTS

# MARKETING

Effective marketing is vital for sports organizations aiming to embrace LGBTQ fan bases, signaling a commitment to inclusivity. It helps create a welcoming environment, raises awareness of equality initiatives, and engages directly with diverse audiences, fostering a sense of belonging and community.

## BRANDING



Branding and diverse representation are crucial in engaging LGBTQ+ sports crowds, as they reflect commitment to inclusivity and respect. It signals a safe, welcoming space for all, encouraging participation and support from a wider, diverse audience, and enhancing the overall fan experience.



[TO RAINBOW OR NOT FAQ](#)



## INCLUSIVE TICKETING

What is inclusive ticketing? Simply, this is the consideration that 'family' can mean more than a man, woman and 2 kids.

Set this up to be a launch pad for your community, not just a one off event. Reach out to local LGBTQ+ organizations and find ways that you can get them involved. Offer them discounted ticket packages to incite strong attendance. Ultimately we want our Pride Night's to be proud, and if you make the effort it will be noticed. Beyond just group tickets, here are some ways that you can involve your local LGBTQ+ community through group activities / experiences.

- Block areas of seating so new fans are surrounded by others from the community and can be made to feel welcome and safe.
- Work with your ticketing sales team to use neutral language, 'do you have a plus 1' instead of 'does your husband/wife want a ticket' can ensure all feel welcome.
- Special giveaway items if they order through the inclusive ticketing portal - could be pride hat, pride shirt, pride towel etc. This helps track the data for future involvement.

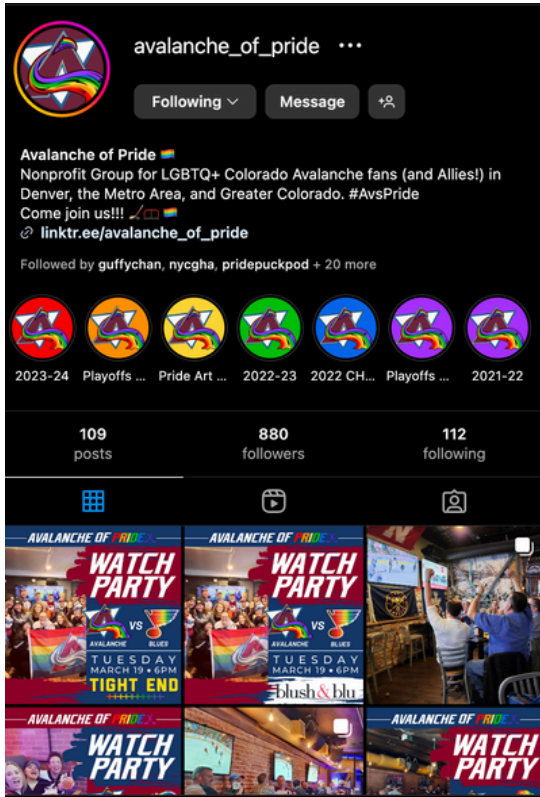


[INCLUSIVE TICKETING  
BEST PRACTICES](#)

Support in 2024 for the LGBTQ+ community has to go further than a rainbow branding, as the community is seeing increases in violence against it and attacks on our very existence. Be thoughtful in your approach to your Pride branding and think about how important the visibility is for the community.

# PRIDE FAN GROUPS

Effective marketing is vital for sports organizations aiming to embrace LGBTQ fan bases, signaling a commitment to inclusivity. It helps create a welcoming environment, raises awareness of equality initiatives, and engages directly with diverse audiences, fostering a sense of belonging and community.



## PURPOSE

More than just a social group, the aim of most Pride Fan Groups is to raise awareness and campaign to kick homophobia, biphobia, and transphobia out of the sport it serves.

## BRANDING

Branding and diverse representation are crucial in engaging LGBTQ+ sports crowds, as they reflect commitment to inclusivity and respect. It signals a safe, welcoming space for all, encouraging participation and support from a wider, diverse audience, and enhancing the overall fan experience.

## ORGANIZATION

Groups are not self-sustaining, but your organization can help build them and support them to be self-actualizing!

- Committee / Chairs
- Head Organizer / Director
- Participants / Attendees
- Online: website / FB / IG page
- Team / Club Support!

## ACTIVITIES



- Watch Parties for Games
- Scrimmage Games
- Fantasy Leagues
- Meetups at LGBTQ+ Spaces
- Collab with LGBTQ+ Businesses
- Group volunteer opportunities

Want to create a Pride Fan Group but don't have the network?  
Want to get more involved, but don't know where to start?

**BECOME AN  
AMBASSADOR!**





# MERCHANDISE

Merchandising for the LGBTQ community necessitates thoughtful consideration to strike a balance between visibility and the pitfalls of performative allyship. Visibility and representation through merchandise can significantly amplify the voices and presence of LGBTQ individuals, providing a platform for expression and solidarity. However, it's imperative that such efforts are rooted in genuine commitment to the community's rights and well-being, rather than merely capitalizing on their identity for commercial gain. Authentic engagement, such as collaborating with LGBTQ artists and organizations, and reinvesting a portion of proceeds back into LGBTQ causes, ensures that merchandising efforts contribute positively and meaningfully, fostering a culture of true allyship and support.



1. Rainbow Sports Jerseys + T-Shirts



2. Pride-Themed Sports Caps, Socks, Pins



3. Sports Water Bottles



4. Sweatbands and Wristbands:



5. LGBTQ+ Pride Pennants/Banners



6. Sporting Event Tickets



7. Team Spirit Face Masks



8. Autographed Sports Memorabilia



9. Virtual Training Sessions



10. Exclusive Pride Sports Merch Bundles

GUIDE TO MAKING RESPECTFUL MERCH



LGBTQ MERCH FAQ



GIVEAWAY/RAFFLE GUIDE

# FUNDRAISING

Many organizations working toward inclusion are non-profit organizations and need the support of the community to keep their missions going. Your fundraising efforts are deeply appreciated and vital to help us meet our missions!



**Establish Donation Portals**

Simplify the process, engage donors, and boost fundraising efforts by providing a secure, user-friendly online platform.



**Text-to-Donate Options**

Enable quick and easy contributions through SMS, streamlining fundraising and maximizing donor reach & convenience.



**Autographed Pride Goods Auctions**

Unique and valuable memorabilia, signed by prominent figures, celebrating diversity and supporting LGBTQ+ causes.



**Group Ticket Sales**

Offer discounted rates and special perks to encourage bulk purchases, enhancing event attendance and fostering community engagement.



**Auction Opportunities**

Exciting events where bidders compete for exclusive items, services, or experiences, raising funds for a charitable cause.



**Pride Contests**

Engaging competitions celebrating LGBTQ+ creativity and advocacy, fostering inclusivity while supporting important social causes.



## WHY NON-PROFITS NEED YOUR HELP:

**-2.2%**

Individual giving donations saw a decline in its growth rate to 2.2%

**-56%**

77% of nonprofits reported an increase in demand for their services, yet a 56% decrease in funding during Covid 19

**+58%**

58% of charities worldwide reported a loss of income due to the pandemic



# ACTIVATIONS & EVENTS



**ACTIVATIONS GUIDE**

There are several activations and events that you can do within the month of June. Be intentional about your activations and consider things you can do on your own and things you can do in partnership with community organizations and events. Below are a number of options - You Can Play is here to help with these events!

## PRIDE GAMES

Pride games, matches, tournaments, scrimmages, etc. are a great way to showcase your passion for inclusion and specifically welcome a community to your sport. Don't overthink these events. They don't need to be only in June organizations are often likely better doing Pride events outside of the June window.



## PRIDE PARADES

Parades are a great way to celebrate the community and give your organization a place to connect. It is good to get your own place in the parade for your athletes and staff, or join an existing organization already signed up. Contact your local parade organizer and chat about the opportunity!



## VOLUNTEER EVENTS

Having teams, players, and industry leaders interact with the community in cleanup initiatives, food drives, clothing drives, gear swaps, or care kit building offers diverse opportunities for all audiences to engage with the community, each other, and support local LGBTQ+ organizations.





# ACTIVATIONS & EVENTS

There are a plethora of activations and events you can execute to show your support, help fundraise, engage locally, or plan for Pride.



## FLAG SERVICES

- Flag Exchange: Allow fans to bring their Pride flags to the game and exchange them for team-branded Pride flags.
- On-Field Flag Ceremony: During halftime or between innings, have a flag ceremony where fans can hold and display their Pride flags together.



## MEET AND GREETS

Host player meet and greets with fans:

- Player Participation: Encourage players to interact with fans and take photos, showing their support for the LGBTQ+ community.
- VIP Access: Offer VIP packages with exclusive meet ups.



## TRAINING SESSION

Education truly connects people to the cause and allows your organization to speak about what Pride has meant to you and your community. Providing education internally for your staff and athletes will bring inclusion into sharp focus and set a standard.



## PANELS

Panel discussions and storytelling are great ways to feature people in your organization, learn about someone else's journey, and develop proximity to a community you may not know. Zoom chats, discussions, storytelling, and keynote speakers are a great way to change the pace of any event.

# VENUE CONSIDERATIONS

Sports venues hold a critical responsibility to protect LGBTQ+ attendees and athletes by fostering inclusive and safe environments. This includes enforcing zero-tolerance policies against discrimination and harassment, providing gender-neutral facilities, and ensuring staff are trained in inclusivity. Such measures affirm the venue's commitment to equality and respect for all individuals, regardless of identity.



LOCKER ROOM SIGN

## LOCKER ROOMS

To welcome the LGBTQ+ community--especially trans athletes--locker rooms should be safe, inclusive spaces. Implementing gender-neutral facilities, respecting privacy, and enforcing anti-discrimination policies are key. Educating staff and athletes about inclusivity and respect ensures everyone feels comfortable, valued, and part of the team, fostering a positive and supportive environment.

## BATHROOMS



- 1 KNOW WHERE THEY ARE** Be able to **give directions** to restroom facilities nearby (men's, women's, family's).
- 2 DON'T ASSUME WHICH ONE** Give directions to the **women's, men's, AND gender neutral restrooms** nearby. Let them choose which one they want to use.
- 3 SPEAK GENERALLY** Unless providing specific directions, try to use the term "restroom" instead of "little boy's/girl's room". Be sure to point out which ones are **wheelchair accessible** and have **baby changing stations**.



DE-ESCALATION  
POCKET GUIDE

## SECURITY DE-ESCALATION GUIDE

Introducing a practical de-escalation pocket guide designed for officials and security guards at sports venues. This essential tool offers quick, effective strategies to manage conflicts calmly and maintain a safe, inclusive atmosphere for all attendees, ensuring every game day is enjoyed without incident.

# TRANS ATHLETES

Considering trans and gender non-confirming individuals involves ensuring their full inclusion and respect in sports environments. This means providing access to gender-affirming facilities, implementing policies that respect gender identity, and fostering a supportive community. Education and awareness initiatives are essential to combat discrimination, making sports a welcoming space for everyone, regardless of gender identity.

## TRANS ATHLETES



Our FAQ on Transgender Athletes gives comprehensive, updated information on a variety of top-searched questions such as:

- Trans athletes + hormones: a breakdown
- Do trans athletes have an unfair competitive advantage?
- What is the relationship between trans athletes and Title IX?
- Current Olympic policies for trans athletes and more!



[TRANS ATHLETE FAQ](#)

## TRANS ATTENDEES



Our FAQ on Transgender Attendees gives a comprehensive guideline on all considerations your venue will want to make to ensure your gender non-confirming spectators feel welcomed in your space.

- What facilities should be available to trans attendees?
- How do we handle tickets and identification for trans attendees?
- What should we do if a trans attendee experiences harassment or discrimination?
- How can we ensure trans attendees feel welcome at our sporting events?



[TRANS ATTENDEE FAQ](#)



Explore general venue considerations such as:

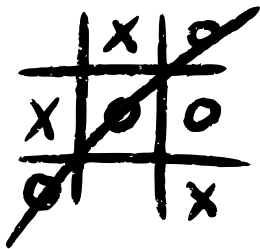
- Bathroom policies, signage, and location; inclusive language policies among staff
- Security guard preparedness, zero-tolerance policies, and safety considerations
- Inclusive ticketing considerations, privacy policies, and codes of conduct



# INCLUSIVE ENGAGEMENTS

Collecting feedback on inclusivity measures ensures all voices are heard, guiding improvements and fostering a culture of continuous learning and adaptation.

## INCLUSIVE EXERCISES / GAMES



Team-building activities in sports are crucial for creating an inclusive environment by fostering unity, respect, and understanding among diverse team members. They promote collaboration, break down barriers, and build a culture of acceptance, where everyone feels valued and supported.



[INCLUSIVITY EXERCISES  
FOR TEAMS](#)

## INCLUSION CULTURE SURVEY

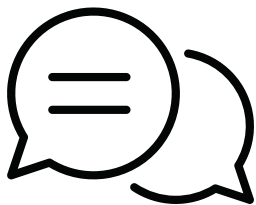


Taking feedback and collecting surveys on inclusivity measures is essential for organizations to understand the effectiveness of their efforts. It provides actionable insights into areas needing improvement, ensures voices from all community segments are heard, and fosters a culture of continuous learning and adaptation towards a truly inclusive environment.



[INCLUSION EFFORTS  
SURVEY TEMPLATE](#)

## INCLUSIVE DISCUSSION GUIDES



Guided discussions are vital in cultivating an inclusive team culture, as they provide a safe space for open dialogue, allowing for the exploration and understanding of diverse perspectives. This fosters mutual respect, encourages empathy, and strengthens team cohesion, making every member feel valued and heard within the organization.



[DISCUSSION GUIDES](#)

# STARTING THE DISCUSSION

You Can Play Discussion Guides help you and your organization host Guided discussions, fostering inclusivity by encouraging empathy and respect, ensuring every team member feels valued and heard, enhancing cohesion.



We have discussion guides to help you facilitate conversations with your team about...

- 1 TEAMWORK
- 2 INCLUSION
- 3 LEADERSHIP
- 4 RESPECT
- 5 EMPOWERMENT
- 6 COURAGE
- 7 ENJOYMENT
- 8 GRATITUDE
- 9 ACCEPTANCE
- 10 ADVOCACY
- 11 COMPASSION
- 12 EXCELLENCE
- 13 SUCCESS
- 14 FAIRNESS
- 15 MOTIVATION
- 16 FLEXIBILITY
- 17 CONFIDENCE
- 18 FOCUS



## DISCUSSION GUIDES

*Includes talking points, definitions, activities, questions for the group, and takeaways!*

### INCLUSION

YOU CAN PLAY

**DEFINITION** Ensuring everyone feels like they are part of the team, appreciating each other's uniqueness and differences.

**QUESTIONS FOR GROUP DISCUSSION**

- What does it feel like to be excluded?
- What does it feel like to be included?
- What are ways we can include others?
- Are inclusion and teamwork related? Why or why not?

**ACTIVITY**

Inclusion can start with finding things in common with our teammates, giving us something to relate to. Create a speed inclusion activity where players partner up and have 2 minutes to interact and find 3 things in common with their partner. After 2 minutes, have players find a new partner and repeat. Repeat until everyone has partnered up. You can also run this activity with groups and players selecting their interest. For example, "Move to the cone that sounds more like you. Blue cone is cats and orange cone is dogs." Allow players to move and see who else is in their same group.

### TEAMWORK

YOU CAN PLAY

**DEFINITION** The process of working collaboratively with a group of people in order to achieve a goal.

**QUESTIONS FOR GROUP DISCUSSION**

- What happens if our team isn't working well together?
- What happens when our team works together well?
- What does teamwork look like?
- How should our team work together and interact?

**ACTIVITY**

Teaching teamwork is all about providing a task for your team where they have to work together to solve a greater problem. Try a simple team-building activity like the Human Knot. Have the team stand in a circle and lock hands with someone across the circle and not next to them. The team have to work together to end up in a big circle with linked arms by untwisting the knots. Providing activities like this will help the team feel motivated.

### ADVOCACY

YOU CAN PLAY

**DEFINITION** public support for or recommendation of a particular cause.

**QUESTIONS FOR GROUP DISCUSSION**

- What does advocating for something look like?
- Do you have someone in your life you think of as your advocate?
- What are ways we can advocate for each other?
- Why is it important to make sure everyone feels heard?

**ACTIVITY**

In everyday life, make it a goal to make sure people are included. Look out for perspectives that aren't represented and invite others to contribute (without putting them on the spot if they don't want to speak). An activity you can lead with your team are brainstorming phrases we can use when advocating for others: e.g. "But who wouldn't benefit from this action?" or "What other opinions aren't represented?"

# DONT FORGET THE REFS!

Preparing officials, such as referees and security guards, is crucial for ensuring LGBTQ safety during games. It fosters an inclusive environment where everyone, regardless of gender identity or sexual orientation, feels respected and protected. This preparation helps prevent discrimination and harassment, promoting a welcoming atmosphere for all participants and spectators.



## SAFETY CONSIDERATIONS

Ensuring safety for LGBTQ attendees at sporting events is paramount. It involves implementing strict anti-discrimination policies, training staff on inclusivity, and providing safe spaces. Teams should be trained on identifying and disrupting verbal and physical harassment and being able to de-escalate conflicts if they arise.



## PRIVACY CONSIDERATIONS

For LGBTQ attendees at sporting events, privacy considerations are essential, particularly in data privacy for ticketing. Implementing secure, respectful data collection practices protects attendees' identities and preferences, ensuring a safe, inclusive environment. Additional demographic options when disclosing information (such as M / F / X for gender) also allow for more individuals to self-select more accurately.



## ACCESSIBILITY CONSIDERATIONS

Making sports venues more accessible for individuals with disabilities—through features like wheelchair ramps, accessible seating, and sensory-friendly areas—not only benefits those with specific needs but also aligns with broader inclusivity goals, including LGBTQ inclusion. Such accommodations signal a commitment to welcoming all fans, regardless of ability or identity, fostering a diverse and inclusive sporting community.



DE-ESCALATION  
POCKET GUIDE

## DE-ESCALATION POCKET GUIDE

Introducing a practical de-escalation pocket guide designed for officials and security guards at sports venues. This essential tool offers quick, effective strategies to manage conflicts calmly and maintain a safe, inclusive atmosphere for all attendees, ensuring every game day is enjoyed without incident.

# BROADCAST & PA READS

Adopting LGBTQ broadcasting best practices involves using inclusive language, highlighting stories of LGBTQ athletes and allies, and avoiding stereotypes. This approach promotes diversity and respect, creating a welcoming space for all viewers and demonstrating sports venues' commitment to inclusivity and representation in the sporting world.

## SAMPLE PA READS



When announcing LGBTQ events, best practices include using inclusive language, emphasizing respect and support for diversity, and clearly communicating the event's purpose. Try our sample PA reads for your next Pride event.



[SAMPLE PA READS](#)

## BROADCAST BEST PRACTICES



Clarity, authenticity, visibility, clear engage, and sustainability are all important when broadcasting at an event. Here are our tips for broadcasting during Pride events to make sure your message is heard loud and clear.



[BROADCAST BEST PRACTICES](#)

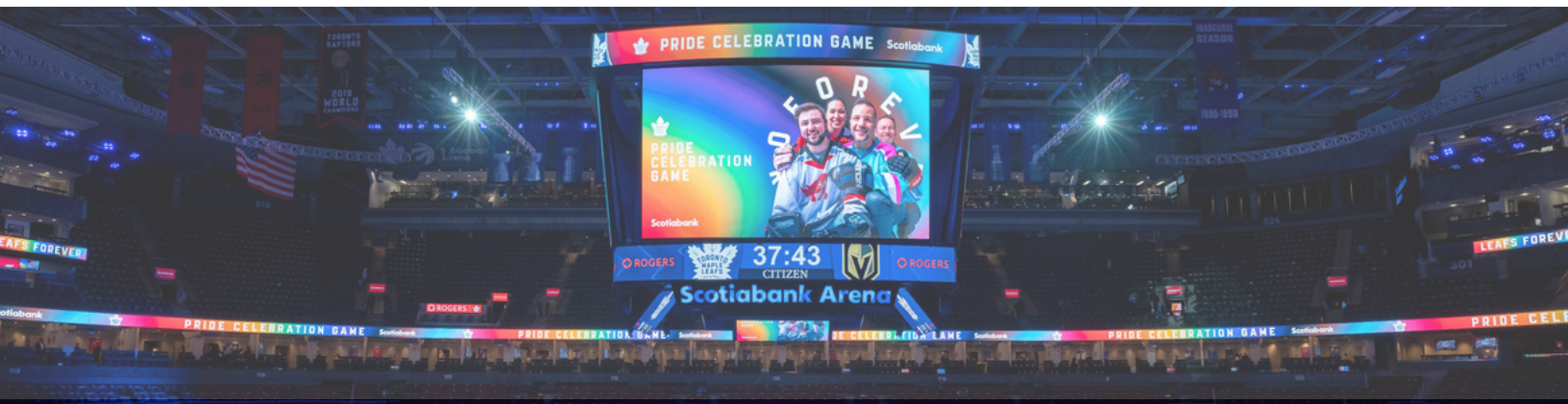
## IN-VENUE ASSETS



Sports venues should leverage their assets like broadcasting systems, advertising channels, venue signage, jumbotron systems, lighting, and spectator areas to actively promote LGBTQ inclusion and messaging.



[VENUE RESOURCES](#)





# LOCAL PARTNERS

Partnering with local LGBTQ organizations is a pivotal action for inclusive organizations and allied teams, as it demonstrates a tangible commitment to diversity and inclusivity. Such partnerships help educate and sensitize members, support the LGBTQ community directly, and signal to all stakeholders the importance of creating a welcoming environment for every individual, fostering unity and respect.



## FINDING LOCAL ORGS

This FAQ aims to guide those looking to connect with and support their local LGBTQ community, emphasizing the importance of research, engagement, and ongoing support for LGBTQ causes.



**FINDING LOCAL ORGS**

## PARTNERING IDEAS

### HOST JOINT EVENTS

- Organize Pride nights or LGBTQ awareness games, where a portion of ticket sales supports the LGBTQ organization.
- Host workshops or seminars on inclusivity and LGBTQ issues in sports, featuring speakers from both the sports and LGBTQ communities.
- Enter teams in local LGBTQ sports leagues or tournaments to show solidarity and support.
- Participate as an organization in Pride parades and other LGBTQ community events, not just as sponsors but also with staff and athletes joining in.

### COMMUNITY OUTREACH

- Collaborate on community service projects that benefit LGBTQ individuals, such as volunteering at LGBTQ youth centers or participating in anti-bullying campaigns.
- Partner for health and wellness events focused on mental and physical health resources for the LGBTQ community.
- Develop educational programs and resources for athletes, coaches, and staff on LGBTQ inclusion, anti-discrimination policies, and allyship.
- Sponsor LGBTQ sensitivity and awareness training sessions conducted by the local LGBTQ organizations.

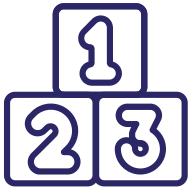
### SUPPORT FOR LGBTQ+ ATHLETES

- Create mentorship and support networks for LGBTQ athletes in collaboration with LGBTQ organizations.
- Establish scholarships or funding for LGBTQ athletes or those pursuing careers in sports management, officiating, or coaching.

### VISIBILITY + AWARENESS CAMPAIGNS

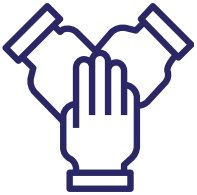
- Use the team's platforms, such as social media, websites, and game day programs, to highlight LGBTQ issues and promote local LGBTQ events.
- Collaborate on creating merchandise or wearing special uniforms that support LGBTQ causes, with proceeds benefiting the organization.

# EDUCATION LEADS THE WAY



## LGBTQ+ IOI MICROCOURSE

- LGBTQIA+ terms and basic identities overview
- Language and verbiage workshop
- Identifying discrimination
- LGBTQ 101 FAQ



## ALLYSHIP IOI

- LGBTQIA+ terminology, pronouns, and
- Language and verbiage workshop
- Intersectionality, intent, and impact
- Creating safe and inclusive spaces



## INCLUSIVE COACHING

- Learn to identify and disrupt homophobia
- Creating a safe and respectful environment for your team
- A deep dive in supporting LGBTQ+ athletes and athletes coming out
- Basics on creating inclusive policy + codes of conduct



## ADVOCACY IOI WORKSHOP

- For teams / organizations looking to activate as allies and advocates
- Aimed at amplifying marginalized voices
- Understanding the difference between allyship, advocacy, and activism
- Shifting mindsets from individual change to systemic action
- Navigating pushbacks and challenges to inclusivity efforts in athletics
- Localized activation and next steps equitable involvement



## LGBTQIA+ AMBASSADOR TRAINING

- Want to take your advocacy to the next level? Join our team!
- Project planning outline + Pride activations guide
- Code of Conduct and behavior expectations
- Brand use guidelines and personalized training.



[INCLUSION RESOURCES](#)



[ONLINE CLASSES](#)



# CONTACT & SUPPORT



## OUR TEAM



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Help us continue our work in LGBTQ+ advocacy in sports. Contact us to learn more about our services, our educational resources, and how we can help you and your team.

