

**Level
Playing
Field**

www.levelplayingfield.org.uk

Digital Assets Pack

Unite For Access

For disabled sports fans

**Saturday 25 February
to Sunday 12 March | 2023**

Support the digital campaign

During live sports people with little in common come together in stadiums across the UK to collectively support their team.

They're strangers for most of the week, but for a short period of time they're neighbours, friends, and family caught up in the euphoria – and sometimes heartache – we all know live sport can bring.

This isn't always the case for disabled sports fans. The ability to drive change doesn't and shouldn't fall to one individual, but the whole community – this has been the belief of Level Playing Field over years of successful campaigns.

This year and beyond, the charity is excited to bring this expectation to reality through 'Unite For Access'.

The Unite for Access campaign will take place from Saturday 25 February to Sunday 12 March and will raise awareness and drive equality for a more inclusive match day experience for disabled sports fans.

This digital asset pack contains ideas and tools to help you support the Unite For Access campaign.



3 ways to digitally support the Unite For Access campaign



Social media



Website activity



Digital stadium displays



Social media graphic

Share your club's support for the campaign with thousands of social media followers with a Unite For Access graphic. The graphic can be downloaded as an attachment in the digital assets pack email.

Social media guidelines

Add some context to your smart new graphics! Social media posts can be shared in the build-up, or on the day of your club's dedicated Unite For Access matchday.

↓ Download our social media guidelines.

Show us your merch!

We have assets available to help promote the campaign on your matchday. Take a photo with your Level Playing Field photo board, scarves, badges, or t-shirts, and upload it on social media tagging us [@lpftweets](#) and using the hashtag [#UniteForAccess](#)

Email info@levelplayingfield.org.uk to order matchday items.

29% of disabled sports fans said that the attitudes of others is a barrier when attending live sport.

Level Playing Field 2022 survey



Website activity

Help your disabled fans and Disabled Supporters' Associations by raising awareness of access and inclusion and the work that Level Playing Field does by uploading a ready-made news article on your website or creating your own.

↓ Download the news article template.

Accessibility feature

What have you done to make your stadium more accessible? Many disabled fans avoid watching live sports because of the barriers they face. An article explaining why your stadium is accessible, or what improvements you're making, can help persuade a fan to visit, leaving a lasting impact.

Q&A with a fan

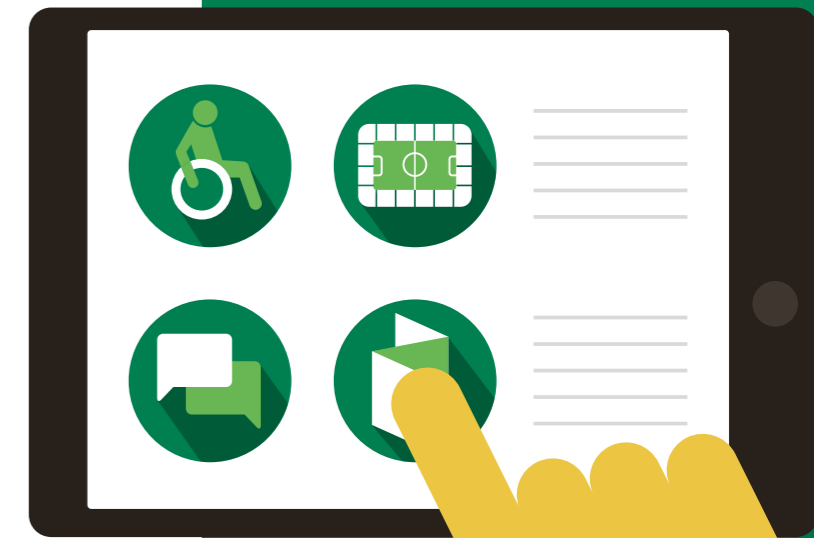
Host a Q&A with your disabled fans, focused on accessibility, inclusion, and what fans love about live sport. This can be a player, staff member, club ambassador, or a fan interviewing a fellow club supporter, and a great feature to include in the matchday programme.

A piece in the programme

A simple mention in the matchday programme on your club's dedicated matchday that you're supporting the campaign will be greatly appreciated!

As with the news article, we can provide a ready-made piece of text for you to include. To help maximise accessibility, your club could offer an audio version of the matchday programme.

↓ Download the programme copy here.



Digital stadium displays



Pitch parameter board



Concourse TVs



Big stadium screens



Outside stadium displays

Unite For Access For Disabled Sports Fans

Unite for your team
Unite for your fans
Unite For
Access

Level Playing Field

The Junction
Station Road
Watford
WD17 1ET

01923 545 370

info@levelplayingfield.org.uk

www.levelplayingfield.org.uk



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