



Level Playing Field

Weeks of Action 2021

Digital Assets Pack

Saturday 27 February - Sunday 14 March

Why join the Digital Campaign?

In a year that has seen a global pandemic, missing a bit of live football could pale into insignificance compared to the devastation 2020 has caused.

However, this year, everyone has had many of their great pleasures in life taken away, for the large majority, football is one of those.

The opportunity to witness a live match, cheering and singing in unity as one, as a community, has gone.

It's not only the ability to socialise and feeling of unity that has been taken away from disabled supporters. In 2020 identities have also been stolen.

Back in March when sport was suspended, it was not just a stop to live sport. It was a separation.

The football community pro-actively carried out many positive initiatives, to raise awareness during this period of fan separation, with public displays of support for campaigns like 'Rainbow Laces', 'No Room For Racism' and 'Heads Up' campaign.

Level Playing Field are asking the football family to continue with their support, this time for disabled supporters who are desperately missing live sport, as highlighted in last year's Level Playing Field COVID 19 Fan Survey.

We will help your club publicly show support for the campaign by providing the resources and assistance needed to celebrate disabled supporters from Saturday 27 February to Sunday 14 March.

Become a Club Member

The FREE Level Playing Field Club Membership includes exclusive 'club focussed' newsletters, access to expert advice and guidance & lots more.

 [Click here for more information](#)

To become a member, email ben@levelplayingfield.org.uk

Social Media

Personalised Club Graphics

A simple way to show your disabled supporters your club is behind the WOA campaign with personalised social media graphics.

The digital assets are produced by Level Playing Field and have a wide range of selections available.

[View an example personalised club pack](#)

To order a personalised digital asset pack, email ben@levelplayingfield.org.uk



Social Media templates

Add some context to your smart new graphics!

Example social media posts to be shared on the build-up, or on the day of your club's dedicated Weeks of Action matchday.

[Download social media templates](#)

Show us your merch!

We have assets available to help promote the campaign on your matchday.

Take a photo with your Level Playing Field banner, photo board or t-shirts, and upload on social media using the hashtag #WeeksOfAction.



Email ben@levelplayingfield.org.uk to order merchandise.

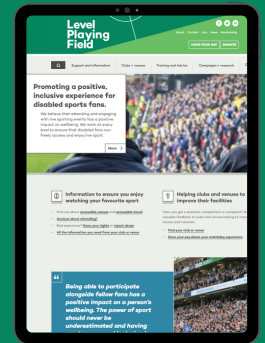
#WeeksOfAction

Website Content

News article

Help your disabled fans become aware of Level Playing Field and how we can support them throughout the season by uploading a ready-made news article on your website.

[Download the news article template](#)



Q&A with a fan



Get in touch with your fans with a Q&A focussed around accessibility, inclusion and how fans have dealt with life during lockdown. This can be a player, staff member or fan interviewing a fellow club supporter, and a great feature to include in the matchday programme.

[Download Q&A template](#)



Accessibility feature

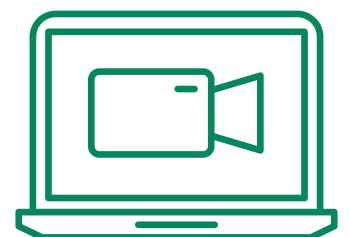
Many disabled fans avoid watching live sport because of the barriers they face.

An article explaining why your stadium is accessible, or what you're doing to ensure this, can help persuade a fan to visit, leaving a lasting impact.

Video chat

How great would it be to see a fan chat with one of their heroes?

During the last year, video chats have kept us connected. We'd love to see a fan re-unite with their team after such a long time away from the terraces.



#WeeksOfAction



For Disabled Sports Fans

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