



Weeks of Action

2022

Saturday 26 February - Sunday 13 March

Digital Assets Pack

www.levelplayingfield.org.uk

Support the digital campaign!

This year Level Playing Field is celebrating the return of fans during the charity's annual Weeks of Action campaign, running from **Saturday 26 February to Sunday 13 March.**

Our digital assets pack contains various ideas and tools to help your club, disabled supporters' association, or organisation plan for your dedicated Weeks of Action matchday, raising awareness for the importance of disability access and inclusion at live sport venues.

The team have worked hard in preparation for this year's celebrations and have created an animation film highlighting the return of fans, and the importance of live sport for disabled supporters. The animation will be launched ahead of Weeks of Action and we are asking clubs to share this with their fans, both across social media and on the big screens at their stadiums.



Coming soon: A screenshot from the animated film set to be released in the lead up to Weeks of Action 2022



Level
Playing
Field

Preston North End are supporting

Weeks of Action



For Disabled Sports Fans

3

ways you can support Weeks of Action 2022

The digital campaign

Social media



Website
activity



Become a
club member

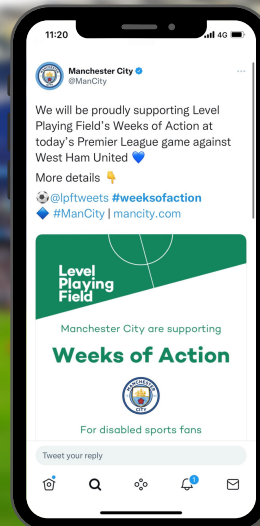


Social Media

Personalised graphic

Share your club's support for the campaign with thousands of social media followers with a personalised Weeks of Action graphic!

You will have received a club graphic in the email attached with your digital asset pack.



**Man City's
post last
season**

Social media templates

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 Weeks of Action matchday.

[Download social media templates](#)



Official hashtag:

#ForDisabledSportsFans



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 tagging us (@lpftweets) and using the hashtag #ForDisabledSportsFans

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

Website activity

News article

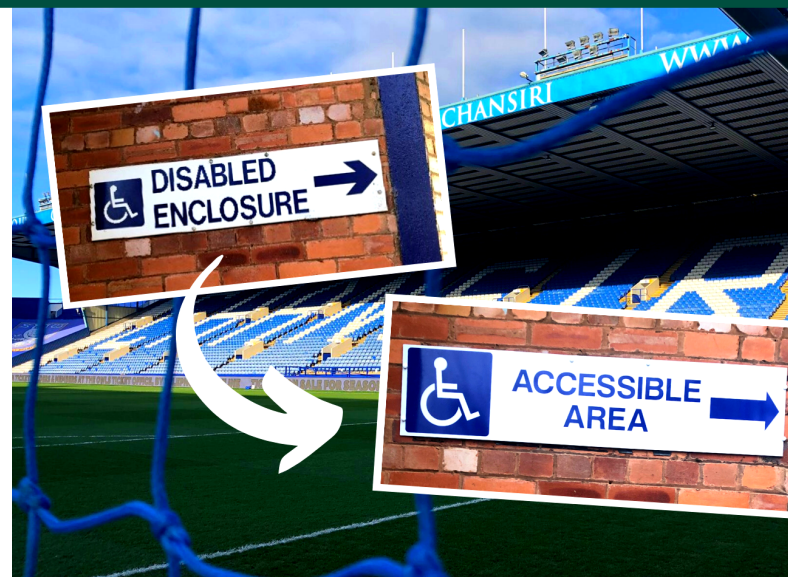
Help your disabled fans and Disabled Supporters' Associations by raising awareness of access and inclusion and the work that Level Playing Field does by uploading a ready-made news article on your website, or creating your own.

[Download the news article template](#)

Accessibility feature

What have you done to make your stadium more accessible?

Many disabled fans avoid watching live sport 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, focussed around 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.

[Download the Q&A template](#)



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.

[Download the programme template](#)

Become a Level Playing Field member

As part of this year's recognition for Level Playing Field's Weeks of Action campaign, we're asking clubs to sign up as a club member free of charge.

Club members will receive weekly communications from Level Playing Field, as well as exclusive newsletters with all the latest news and initiatives from the charity, which could help to improve the matchday experience for your disabled fans. Other benefits include access to independent, expert advice and guidance on access and inclusion issues, and plenty more.

It's completely free to become a club member, but there is an option to donate.

Click [HERE](#) for more information on the Level Playing Field membership programme.

Join Level Playing Field in three easy steps:

Step 1

[Download a club membership form](#)

Step 2

Complete the form and return to ben@levelplayingfield.org.uk

Step 3

Share the news of your new membership on social media!



Level
Playing
Field

Weeks of Action

For disabled sports fans

ICE TV LIVE GULLIVERSTRAVEL.CO.UK Gullivers ISUZU ISUZU ISUZU ISUZU THIS IS NOT A SPORT IT'S WH

verday Powerday Powerday Powerday Powerday Powerday Powerday P

TO WTI N

GUINNESS

GUINNESS

STO TIP AT WRIWA

Level Playing Field

For disabled sports fans

Level Playing Field
The Junction
Station Road
Watford
WD17 1ET

 **01923 545 370**

 **info@levelplayingfield.org.uk**

 **levelplayingfield.org.uk**

 **@lpftweets**

 **@levelplayingfielduk**

 **/lpftweets**