



Level Playing Field Weeks of Action 2018



Club Pack

3rd - 18th March

#OurMatchday

What are the Level Playing Field Weeks of Action?

LPF's Weeks of Action were established in 2005 to help highlight the positive initiatives undertaken by clubs, sporting venues and their governing bodies in partnership with disabled sports fans and disabled supporters associations (DSAs).

The campaign, now an established date on the sports calendar, is a great opportunity for clubs to organise and host matchday and non matchday events and activities to show their commitment to access and inclusion for disabled spectators.

What is the 2018 Weeks of Action theme?

The 2018 Weeks of Action theme is all about **celebrating the matchday experience for disabled fans**. This can be done from a club's perspective, a group of disabled fans or one individual.

We want to help clubs showcase their services and facilities for disabled fans; to demonstrate best practice and to tell us where attending a match has made a big difference to someone's life.

Join us for Weeks of Action 2018 to promote a message of access and inclusion and to celebrate **#OurMatchday**.





How can your club can get involved?

- Host a matchday event or activity that recognises access and inclusion at your club.
- Use your matchday programme or club magazine to promote the good work being done at your club.
- Organise a non-matchday event or activity at your club for your disabled fans to attend. You could use this as an opportunity to get your clubs disabled fans together - a Q&A session is always popular, but you could even run a 'disabled fan of the year' competition and present the award at the event.
- Create a video that highlights the positive role your club plays for your disabled supporters. This could be promoted on your website, social media and even on the big screen at your club on a matchday.

We look forward to seeing your club's ideas to mark the 2018 Weeks of Action!

Join the Digital Campaign

For the 2018 Weeks of Action we're once again looking to create a real buzz on social media and encourage you to join the digital campaign.

We are urging you to post your messages of support for the campaign, as well as details of your Weeks of Action activities on social media and we have provided a template for you to use below:

'We are pleased to support @lpftweets Weeks of Action 2018 - celebrating #OurMatchday - access & inclusion for disabled fans!'

We have also included some social media images in our participation pack email which you're free to use in your posts.

We would also appreciate your retweets and Facebook shares of our Weeks of Action content in order to gain the maximum possible exposure for the campaign.

Our Twitter Page: [@lpftweets](https://twitter.com/lpftweets)

Our Facebook Page: www.facebook.com/lpftweets





Weeks of Action Materials

T-Shirts

We have LPF T-Shirts available that we will be happy to provide your club with for promotional purposes, including for players to warm up in before a game, or for photo opportunities (as above left).

There is a limited supply of T-Shirts so please let us know how many you require and how you will use them.

Banners

Clubs that would like a banner and can send us a photo of it being displayed (as above right) please send your request as soon as possible as we have a very limited availability.

Digital

We have provided the LPF logo, images for use on social media as well as a draft article for use on your website or matchday programme to promote the campaign.

We look forward to seeing you use them in your club's promotional activities!



#OurMatchday