



Level Playing Field Weeks of Action 2018



DSA 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 DSAs to work in partnership with their club 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 match day experience of disabled fans.**

We want to help DSAs and 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 DSA can get involved?

- Work with your club to organise a matchday event or activity.
- Work with your club to organise a non-matchday event or activity. You could have an awards evening to recognise someone who has improved access and inclusion at your club.
- Get a DSA member to write a blog for your website about the 'matchday in the life' of a disabled fan or use the attached questions to interview a member of your DSA and share on social media and your website.
- You could use a home game during the campaign to promote the DSA and the work you do. This could involve having a stall outside the ground, posters, a walk around the ground or you could work with your club to promote the DSA on a stadium big screen or submit a feature for the matchday programme.

We look forward to seeing your DSAs ideas to mark the 2018 Weeks of Action!

Join the Digital Campaign

For the 2018 Weeks of Action we want 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 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 DSA with for promotional purposes (subject to availability).

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

Banners

DSAs 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.

You could contact your club and organise a joint promotional activity with the banner as part of your Weeks of Action celebrations.

Digital

We have provided the LPF logo and images for you to use on your social media channels and online promotions.

We look forward to seeing you use them in your DSAs promotional activities!



#OurMatchday