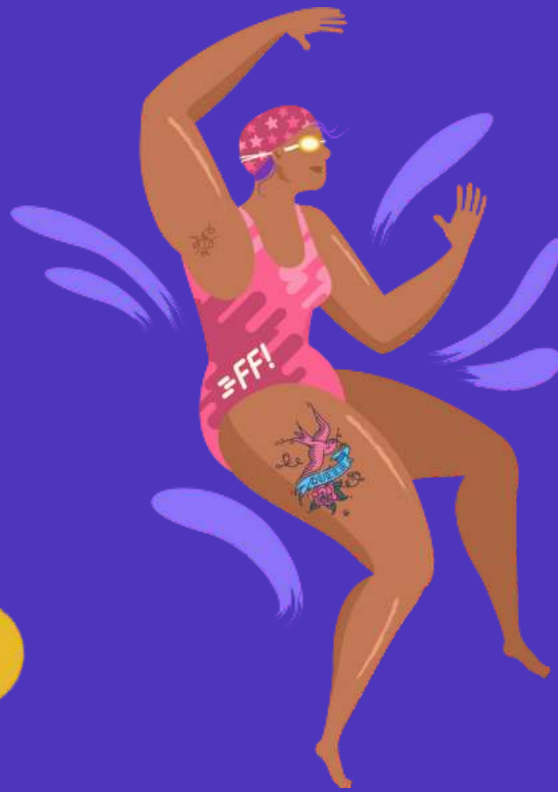


LEAP
sports

≡ FESTIVAL ≡ FORTNIGHT

BE LGBTIQ+ ACTIVE

PARTNER HANDBOOK



≡FF!

Welcome to Festival Fortnight 2023!

Festival Fortnight (FF), coordinated by LEAP Sports, takes place annually, and aims to increase the visibility and participation of lesbian, gay, bisexual, transgender, intersex and queer (LGBTIQ+) people in Scottish sport, and provides opportunities to raise awareness of LGBTIQ+ and wider equality, inclusion, and human rights issues within the world of sport and physical activity.

With a return to in-person events, last year's festival saw a record breaking 90+ events hosted by over 60 partners! This year is our 10th anniversary and we expect the festival to be even bigger!

The festival takes place between 17th - 30th June and provides something for everyone, featuring a combination of sporting, cultural, academic, social, and recreational events. LEAP coordinates these events and can support organisers by offering advice and funding, promoting events widely through the Festival Fortnight website and our social media channels. We will also allocate a volunteer or staff member to your event if you would like a helping hand on the day.

Running an event for Festival Fortnight is beneficial in a number of ways. Every group or organisation is different, but you might find FF aids you in attracting more LGBTIQ+ members, helps you show solidarity with the LGBTIQ+ sporting community, increases your awareness of the issues at play, or facilitates celebration of LGBTIQ+ participation and identity. Reasons for participating are numerous and diverse. We want to ensure that both organisers and LEAP are able to realise their aims and we have produced this handbook to help us do so.

We can't wait for you to join us to celebrate LGBTIQ+ inclusion in Scottish sport!



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DESIGNING AN EVENT

We are excited to celebrate our 10th anniversary with you! As sports enthusiasts and professionals we know the importance of bringing people together to celebrate sport and our community. We work on a flexible and collaborative approach, to allow you to design an event that is most suitable for you and your organisation.

Not sure what to do? To get your creative juices flowing, some event ideas include:

- Having a 'come and try', 'taster', or 'open night' to encourage people to come along.
- Organising a sports day, challenge event, exhibition, or tournament.
- Putting on a cultural event such as a film night, play, or show.
- Hosting a watch party, a way for people to watch videos in real time together or online.
- Health and wellbeing activities, such as exercise classes or meditation.

To get some inspiration, check out what others have done in our [archived events](#) or see the examples on page 5 & 6 . Each year we see new and unique events, so feel free to think outside the box.

If you need any help with initial planning or brainstorming, please get in touch by emailing festivalfortnight@leapsports.org.

Although we encourage a wide variety of events, we do require that they meet at least one of the festival's aims and you will need to clearly demonstrate this link in order to be included in the programme. Your event should do one of the following:

1. Increase the visibility of LGBTIQ+ people in sport
2. Increase the participation of LGBTIQ+ people in sport
3. Raise awareness of LGBTIQ+ issues in sport
4. Raise awareness of wider equality and human rights issues in sport



EVENT EXAMPLES FROM PREVIOUS YEARS

SCOTLAND v ARGENTINA - UNITED GLASGOW FC SCREENING & PANEL (2019)



WED, 19 JUN 2019

Scotland vs Argentina – United Glasgow FC Screening and Panel

Free • Committee Room No9 • Glasgow



Edit



More

Event by United Glasgow Football Club and LEAP Sports Scotland

Committee Room No9
18 John Street, G1 1JQ Glasgow

Wednesday, 19 June 2019 from 19:30
UTC+02-22:30 UTC+02
More than a year ago

Price: free • Duration: 3 hr

Public • Anyone on or off Facebook



United Glasgow FC are excited to host a screening for Scotland's last World Cup group game! This match is Scotland vs Argentina and is shaping up to be a cracking one.

We'll also be bringing together a diverse panel to discuss the history and growth of Women's football in Scotland: the positive impact this is having on LGBT community and how to get more involved!

So sign up for an evening of football, discussion, socialising and an all-round good time!

We'll have a ball! Come and join in at the function room, upstairs from 18.30.

Panel members tbc soon!

Panel Members confirmed so far include:

Sirri Topping from Leap Sports and UGFC board member.

Ari, UGFC player and volunteer. AB Silvera is a comedian, translator and subtitler. Her complicated love of football came from growing up in Argentina, within a culture passionate for the sport that enforced rigid gender norms. At home, however, her own love for football was nurtured by her feminist working class mother. On coming out as a lesbian trans woman in her mid-20s in Dublin, she felt her love of football did not jive with the LGBT community that surrounded her. In 2015, she found a place in United Glasgow's women's drop-in, and has been a fixture in it ever since. She'll discuss barriers of entry to football, what she loves about the sport, and her dismay at the scarcity of written women's football history.

Ok

Panel 18.45-19.30

Kick Off - 20.00

Sign up here - <https://www.eventbrite.co.uk/.../scotland-vs-argentina...>



Woodland Wellbeing Adventure (2021)



Festival Fortnight > Events > Woodland Wellbeing Adventure!

Woodland Wellbeing Adventure!

Pollock Country Park. Meet at the entrance on Pollokshaws Road. We'll have a Pride flag with us.

Join us for a Woodland Wellbeing Adventure in Pollock Park! We will be exploring the parks stunning flowers, trees and plants through a mindful nature treasure hunt. We will then be learning the skill of fire lighting so we can enjoy a cup of tea and toast some marshmallows! We will then experience some relaxing wellbeing practices and mindful movement around a warm fire together. You will also receive a Wellbeing Box which will include lots of nature inspired wellbeing goodies to help you to continue to explore your local green space. *Please note if restrictions change then we will offer an online Zoom workshop and post the nature wellbeing boxes out to participants.

ANNUAL OPEN BADMINTON TOURNAMENT

LEAP Sports Scotland Open Badminton Tournament

Westwoods Health Club, 7 Westwoods, Edinburgh, EH4 1RA

Edinburgh Racqueteers will host the National LGBTI Open Badminton Tournament on Sunday 10th June at Westwoods Health Club, Edinburgh, as part of LEAP's Festival Fortnight.

This informal doubles badminton tournament is for all abilities and skill levels but you will need to bring or hire a racquet. Please note - mixed doubles will be playing against same sex doubles. There will be no separation.

Firstly, everyone will play in a round robin and after a late lunch or early dinner :-), this will be followed by playing in a league style competition. The top 8 from this will progress to the quarter finals and so on. There will be a trophy awarded to the overall winners.

Please bring food and water as this will not be provided.

If you know who would like to partner with, then please inform us by emailing info@theracqueteers.co.uk. Otherwise, partners will be allocated on the day and remember, it is all a bit of fun :-)



Gears for Queers LGBTIQ+ Bike Maintenance Class Online (2018)

Festival Fortnight > Events > Gears for Queers: LGBTIQ+ Bike Maintenance Class

Gears for Queers: LGBTIQ+ Bike Maintenance Class

Online

This maintenance class aims to provide a space where LGBTIQ+ people are made to feel welcome in the workshop, and feel confident to learn and ask questions. We recognise that LGBTIQ+ people are underrepresented in bike mechanics due to the cis-heteropatriarchy and we aim for these sessions to help empower LGBTIQ+ people to learn about bikes and how to fix them, and to teach others.





HOW TO APPLY

If you want to run an event as part of Festival Fortnight, you can apply to list your event [HERE](#). You can list an event that has already been planned or organised. If you require funding to run your event, you can apply for a small grant.

SMALL GRANTS

LEAP Sports can offer community, sport/physical activity and youth groups a small grant to support activity during Festival Fortnight. These are designed to help cover the costs of events run as part of the festival between 17-30 June 2023. We offer three types of financial support:

- A) Up to £500 for sport and community groups running a national LGBTIQ+ open-tournament, with the premise that this will become an annual Festival Fortnight event.
- B) Up to £250 for sport/physical activity and community group events.
- C) Up to £100 for youth group events

To apply for a small grant, you will need to fill in one of our online application forms for either sport and community groups [HERE](#) (both A and B) or (C) youth groups [HERE](#).

We will be running two Grants Information Sessions on Thursday 23rd March, 6pm, and Wednesday 12th April, 6:30pm. This is to help groups and individuals with the application questions and idea generation for events. You can sign-up to the March session [HERE](#) or the April session [HERE](#).

TOP TIPS

- Clearly demonstrate how your event meets one or more of the festival's main four aims.
- Have a clear strategy of how your event will run and be promoted.

Upon the success of an application, payment options are:

- We can pay directly over the phone or online for upfront costs such as venue bookings, as long as these are pre-arranged by you.
- You can invoice us after the event, detailing specific costs. Please ensure that this invoice is accompanied by any receipts which are relevant.
- You can email us receipts or invoices, alongside the relevant bank details and we can make a BACS payment.

PUBLICITY & VISIBILITY

LEAP Sports will do our utmost to promote your event to the LGBTIQ+ community, nonetheless experience tells us the most successful events are those where the event organisers get fully behind promotion. If you receive a small grant, the guidelines below set out the requirements for publicity and communication with us and the (very) short reporting process once your activity has taken place. It is our aim to support you in making your activity a big success. Please get in touch if you need help with any of the following.

BRANDING

Your event should run under the umbrella of Festival Fortnight. Please use the LEAP Sports and Festival Fortnight logo on all printed and digital material in connection with your activity. The logo bundle will be sent to you once your submission has been successful.

COMMUNICATION WITH LEAP

Communicate and cooperate with us. We want to help! Keep the Festival Fortnight team informed about progress as you prepare for your event. Show us how you are promoting your activities and send us links. We will get a much better reach and engagement if we work together.

PRESS RELEASE

You can work with LEAP to produce a press release, which can be published on the LEAP website and sent to wider media contacts. Please keep track of the media coverage that you receive. You can find plenty of examples [HERE](#). Email festivalfortnight@leapsports.org to feature your event in this way.

Festival Fortnight: Engaging Young People In Sport

26th May 2019



[New European research](#) shows that, compared to the EU average, over twice as many Scottish participants said they have not played sport since school P.E. lessons because they had negative experiences in P.E. due to their sexual orientation or gender identity.

LGBTI+ young people are at a particularly vulnerable time mentally and emotionally, and negative experiences suffered in school P.E. settings can do lasting damage to the relationship LGBTI+ people have with sport in later life, such that they may disengage entirely. Sport is an incredibly powerful force for safeguarding our mental and physical health, building strong and lasting friendships, and battling loneliness; all of these benefits and more should be equally accessible to all people. LEAP Sports Festival Fortnight works to create and highlight spaces for LGBTI people in sport, making it a fantastic opportunity for young people who may have had negative experiences in P.E. in school to build up new positive experiences with sport in a safe and welcoming environment.

Sport in the Park and Timed Run

16th May 2018



Yet another wonderful opportunity to celebrate Festival Fortnight!

Beautiful days are coming and the weather is getting warmer - it's time to go outside!

The After School Activity Programme is running a taster session for Festival Fortnight. Venture to Kelvingrove Park red-ash pitches and turn this lovely Scottish space into an American sports ground. If you fancy trying softball, American flag football, ultimate frisbee or just need to unwind, Kelvingrove is the place to be. These events are open to all abilities and experiences for EVERYONE aged 14+.

8

If you prefer to run without chasing a ball or frisbee, join After School Activities Programme for a timed run! Do you know your real limit? Do you think you can beat Usain Bolt? Surprise yourself! Receive your time for running 100, 200, 400, 800 or 1600m in a safe and inclusive, non-competitive environment.

FF!

FESTIVALFORTNIGHT ONLINE BROCHURE

To help promote the festival programme we produce an online brochure which can be found on festivalfortnight.org. This information is taken from your original listing or funding application, so if you have more text you would like to include, please email festivalfortnight@leapsports.org so we can beef your description out a bit!

If you have a preference for the image we use alongside your listing, please send a landscape version in JPEG or PNG format.

The brochure can be shared on social media, e-bulletins and websites. This will be updated weekly as event submissions are received.

SOCIAL MEDIA

Use social media to reach a wider audience. Connect with LEAP on social media and tag us and we can help share your stories and posts. If you have a football related event, we may ask you to connect with [Football v Homophobia Scotland](#) instead. You can connect with us on social media in the following ways:

 [@LEAPsports](#) [@FvHScot](#)

 [@leapsportsscotland](#)

 [@LEAPsports.org](#) [@FvHScot](#)

Build up the excitement around your activity by posting pictures and information about plans as they are confirmed, registration opening, special guests, a countdown to the 'big day', live pictures on the day, quotes or videos etc. If you use Facebook or Twitter Live to stream your videos, Periscope or other, please let us know in advance and we will share the link widely. For advice on using social media please go to pages 11-12.



REPORTING AND FEEDBACK

LEAP can support you during your event by having a staff member or volunteer on hand to help out, dependent on travel restrictions. As well as helping out with tasks, volunteers could bring items such as pop-up banners, and carry out evaluation if you do not already have a process of your own. If you are planning a virtual event, LEAP volunteers can also help you with planning, design, promotion, and delivery of the event on the day.

You will also get the opportunity to evaluate Festival Fortnight when reporting on your event. Reporting on your event is more simple than it sounds, all we require is:

- A minimum of 2 different photographs from the event. By sending us photographs, you consent to LEAP using them in publications on- and offline. This criteria does not apply to those running youth events.
- The number of participants attending your event.
- Filling out partners' evaluation form.
- Encouraging your participants to fill out our participant's evaluation form.

CHECKLIST FOR RUNNING YOUR EVENT

This checklist is provided for your own personal use and does not need to be sent to LEAP.

What you will do		What LEAP will do	
<input type="checkbox"/>	Plan the event, with date, location, logistics	<input type="checkbox"/>	Support you in the design of your event and in each of the steps to the left if you need it.
<input type="checkbox"/>	Make sure your event meets one of the festival's four aims	<input type="checkbox"/>	List your event in the digital Festival Fortnight brochure.
<input type="checkbox"/>	List your event through our Survey Monkey	<input type="checkbox"/>	List your event on the Festival Fortnight website
<input type="checkbox"/>	Send us images/logos to be used in promotion if you have a preference	<input type="checkbox"/>	Post a news article on the LEAP Sport website about your event (if you contribute with some content for this)
<input type="checkbox"/>	Run your activity under the umbrella of Festival Fortnight, using the LEAP Sports & Festival Fortnight logos in all printed & digital material	<input type="checkbox"/>	Share your social media <u>posts</u> , and promote your event through LEAP social media and partners accounts.
<input type="checkbox"/>	Keep LEAP up to date with your event, it's planning and any support you require	<input type="checkbox"/>	Offer help with your event by providing a volunteer or staff member to support
<input type="checkbox"/>	Promote your event online and using social media regularly in the run up to the event	<input type="checkbox"/>	Offer a method of evaluation if you <u>don't</u> already have one
<input type="checkbox"/>	Tag LEAP on social media posts and add as co-hosts on any Facebook event.		
<input type="checkbox"/>	Keep track of media coverage you receive for your event		
<input type="checkbox"/>	Aid us in evaluation		
<input type="checkbox"/>	Report on your event afterwards, providing photos and participant numbers		

USING SOCIAL MEDIA

You don't need to follow this advice, this is only here to give you some ideas and help you out.



Use the hashtags #FestivalFortnight, #FF2022 and #DiverseSport

Create fun and eye-catching infographics or images to share when promoting your event. You don't have to be a graphic designer to use free websites such as [Canva.com](https://www.canva.com). You can also widely find free to use images on websites like [pexels.com](https://www.pexels.com). Failing that, we have creative talent at LEAP who would love to spend an afternoon designing for you!

You can change the cover photo on your club/group page to a promotional graphic. This way people will see this whenever they visit your Facebook page.

You can change the header on your club/group twitter to a promotional graphic. This way people will see this whenever they visit your Twitter page.

For instagram, your post images should be square, the best dimensions are 1080 x 1080 pixels. Instagram is made for photographs, so make sure to use high quality images or infographics.

Tag LEAP and any partner organisations or groups in your post. On twitter you can also tag profiles in the image if you are running out of characters.

Ask other pages and groups to share information about your event e.g. LGBT+ groups in the local area, equality groups and similar interest pages.

Keep your messages brief but descriptive and make use of emojis e.g. 'Get your dancing shoes on and join us for our virtual Ceilidh on Saturday 9th June as part of @LEAPsports #FestivalFortnight. Dancing starts at 7:30pm! 🕺👯'

Share, like, retweet, and regram other group's Festival Fortnight events and posts and they will be more likely to do the same for you.



Share photos during the event, just make sure you have permission from participants.

Create a Facebook event and add us as co-hosts.

Share your event and in other posts feel free to include the wider brochure or your Festival Fortnight [event listing](#) which will appear on [festivalfortnight.org](#). Tag us in your posts (you may have to like our page before you can do this) so we can share it too.

Share the Facebook event, Festival Fortnight event listing or sign-up link in as many tweets as possible.

Add the link to your Facebook event, Festival Fortnight event listing or sign-up link in your Instagram account bio, and refer to this in your posts about the event e.g. Don't miss out on our virtual Ceilidh as part of @leapsportsscotland #FestivalFortnight, check out the link in our bio for more info!

Advice on the best timing to optimising your post/event reach and engagement differs, but for best results check out your own insights in this handy guide for [Facebook and Twitter](#) and [this one for Instagram](#).

Share the event often and boost a post.

If you can, remember to tweet regularly in the lead up to your event, feel free to tweet a similar tweet multiple times. [Tweetdeck](#) can be a useful tool for this.

Make use of Instagram's Story feature, posting stories about your event as regularly as once or more every day in the run up to the event. Use the gif, sticker, hashtag, and venue features to make your stories more eye-catching. Don't forget to tag LEAP so we can share it over our story too!

OTHER WAYS TO GET INVOLVED

Bar organising events, there are other ways to lend your support. If you aren't organising your own event this year but are free to help out, read on for some ways you can support Festival Fortnight!

SHARE INFO ON YOUR SOCIAL MEDIA

We want to create a buzz around Festival Fortnight on the lead up to and during the festival and your input here is invaluable. Make sure to follow our [Facebook](#), [Twitter](#), and [Instagram](#) accounts to keep yourself updated. If you can, share, retweet and like other people's events. This would really help to raise awareness of Festival Fortnight and promote events to a wider audience. Tap into the wider conversation during the festival using #FestivalFortnight, #FF2023 and #DiverseSport.

VOLUNTEER

Would you like to get involved in our work? Why not join LEAP's team of award winning volunteers and help support our busy fortnight. From social media to graphic design, programme distribution to event support, there are endless opportunities. If you are interested in volunteering for FF, please email our volunteer coordinator Laura on laura@leapsports.org.

