



Create Your Own Heroes of Football Event – A guide for professional clubs

To make people aware of the work you are undertaking to make your club more inclusive for all people, regardless of sexual orientation or gender identity, you can create a Heroes of Football event. In this way, you can show your community how much you value LGBTIQ inclusion. A great way to celebrate inclusion is to dedicate a home match day to Heroes of Football. Here are some ideas to help you create a successful event:

Before the day:

Let people know about your event well in advance and use all communication channels to let people know what is happening. Create a press release and circulate it to the media. Remember, it may not only be your local media who are interested in the story, but also the LGBTIQ press globally. (LGBTIQ-inclusion stories in sport are still big news in the LGBTIQ press!)

If possible, ask players to make statements of support for the initiative and say why they are happy to be heroes.

On the Day:

There are many actions you can take on the day to communicate your message of inclusion. For example, you could:

- Ask your players to warm up with a rainbow football (these can be provided by HoF)
- Ask your players to warm up in Heroes of Football t-shirts (these can be provided by HoF)
- Ask your players to wear rainbow laces on the day (These can be provided by HoF)

- Ask your captain to wear a HoF Armband (This can be provided by HoF)
- Ask your players to sign the HoF pledge (Available on HoF website www.heroesoffootball.eu)
- Show a short film featuring professional players supporting the project at half time or before kick-off (Provided by HoF)
- Hold a press conference and include your manager if possible
- Add a HoF banner to your website
- Display messages of inclusion on digiboards around the stadium
- Communicate your actions as they happen via social media
- Make sure you ask club photographers to capture the action on the day
- Invite key representatives of the LGBTIQ community to your event as guests

After the Day:

- Create a story using any media you gathered on the day to describe the action you have taken on the day
- Communicate this via your website and social media
- Continue to share positive messages of LGBTIQ-inclusion within your football club throughout the season



Create Your Own Heroes of Football Event – A guide for amateur clubs

To make people aware of the work you are undertaking to make your club more inclusive of LGBTIQ-people, you can create a Heroes of Football event. In this way, you can show your community how much you value LGBTIQ-inclusion. A great way to celebrate LGBTIQ-inclusion is to dedicate a home match day to Heroes of Football. Here are some ideas to help you create a successful event:

Before the day:

Let people know about your event well in advance and use all communication channels to let people know what is happening. Create a press release and circulate it to the media. Remember, it may not only be your local media who are interested in the story, but also the LGBTIQ-press more widely (LGBTIQ-inclusion stories in sport are still big news in the LGBTIQ-press!).

If possible, ask players to make statements of support for the initiative and say why they are happy to be heroes. You can record clips easily on smart phones and use these on social media. Remember, your players may be your biggest assets in terms of role models for inclusion.

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- Ask your players to sign the HoF pledge (Available on HoF website www.heroesoffootball.eu)
- Add a HoF banner to your website
- Communicate your actions as they happen via social media
- Make sure you ask club/volunteer photographers to capture the action on the day. If you don't have a regular photographer, try and find someone who will come along and help out.
- Invite key representatives of the local LGBTIQ community to your event as guests

After the Day:

- Create a story using any media you gathered on the day to describe the action you have taken on the day
- Communicate this via your website and social media
- Continue to share positive messages of LGBTIQ-inclusion within your football club throughout the season.