



**LEAP Sports Scotland**  
Sponsorship Information

## Introduction

Sport is firmly embedded in Scottish culture and plays a vital role in our communities. It can also give us the chance to learn new skills, make friends and increase our social circles, improve our health and wellbeing, and motivate us to achieve. Sadly these benefits of sport are still not open to everyone.

This is especially true for lesbian, gay, bisexual transgender and intersex (LGBTI) people who too often experience or witness homophobia, biphobia and transphobia in sport. This is highlighted by the Equality Network in 'Out for Sport – Tackling Homophobia and Transphobia in Sport' (2012). Some of the key statistics are listed below:

- 79% of respondents think there is a problem with homophobia in sport
- 62% of LGBT respondents have witnessed or experienced homophobia or transphobia in sport
- 57% of LGBT respondents would be more likely to participate in sport if it was more LGBT friendly

## LEAP Sports

LEAP Sports was formed in 2010 to support the inclusion of LGBTI people in sport across Scotland. LEAP Sports are committed to breaking down the structural, social and personal barriers which prevent LGBTI people across the country from participating in Scottish sports.

We work with sports organisations, groups and communities from all across Scotland to pursue our five key objectives:

- Challenging discrimination on the grounds of sexual orientation and gender identity within sport, and working towards visibility and inclusion of LGBTI people in sport.
- Influencing national agencies, governing bodies and leaders within mainstream sports, and supporting them to implement policies of equality and inclusion.
- Organising activities which improve the quality of life for LGBTI people encouraging and enabling them to overcome the barriers which block their access to sport.
- Supporting the development of LGBTI Sports organisations and their leaders across Scotland.
- Using the legacy of major sports events as an opportunity for LGBTI sports development and growth.



## The LGBTI Market

LGBTI consumers make up a large and profitable consumer group, estimated to be worth between £70-81 billion in the UK<sup>1</sup>.

Three fifths of lesbian, gay and bisexual people in the UK (over two million consumers) are more likely to buy products if they think a company is gay-friendly. Almost 50% are more likely to buy products that use images of gay people to sell their products<sup>2</sup>.

About 40% of gay men and 25% of lesbians spend more than \$500 a month on discretionary items, and 5% of the LGBT community spends \$2,000 per month or more. The leading items for discretionary spending are dining out, entertainment and travel<sup>3</sup>.

## Why sponsor LEAP Sports?

- LEAP Sports is a national charity with an extensive network of partners in the LGBTI, sports and voluntary sectors, with all online and printed communications reaching a wide audience
- LEAP Sports has a growing network of LGBT sports clubs and volunteers, meaning we have direct access to a large section of the LGBT population in Scotland

Our events and publications are an effective way to engage with LGBT people, who are often seen as a hard to reach population.

Sponsorship of LEAP Sports could:

- Help your organisation meet its equality and/or corporate social responsibility agendas
- Reach a new market and create brand loyalty
- Diversify your workforce through new recruitment

1. 2012, Stonewall, How to Market to Gay Consumers, London, UK

2. 2012, Stonewall, How to Market to Gay Consumers, London, UK

3. 2012, Prudential Financial Inc., The LGBT Financial Experience, Newark, NJ.



## Sponsorship

LEAP Sports is funded through a variety of grants for its core work, but relies on sponsorship to run events and produce resources.

Our main sponsorship options are listed below, but we are also happy to discuss alternative ideas.

### Publicity Materials

These include flyers, posters, and programmes. A guide list of prices for adverts can be found below. We will also be operating a web link exchange with relevant parties.

### Event Sponsorship

LEAP Sports runs various national and local events throughout the year. If you are interested in being a main event sponsor, please contact us to discuss prices. Event sponsorship can include your branding on all publicity materials, promotional goods, and our website. If you have your own promotional materials, these can be handed out at the event or included in events packs. Example events include:

- History Month National Bowling Competition (February)
- Festival Fortnight (June)

### Venue Sponsorship

If you run a venue which you would be happy to either donate for events, organise a fundraiser on our behalf, or would simply like to donate some sponsorship money, please contact us to discuss.

### Goods Sponsorship

LEAP Sports carry out fundraising at all events, so if you or your organisation have goods which could be donated as prizes for a raffle or equipment which could help run an event, please get in touch.

### Guide Advertising Rates

#### Festival Fortnight

	Cost
Brochure A5 (5,000 copies)	
Back Cover	£500
Inside Cover	£400
Inside Back Cover	£400
Full Page	£300
Half Page	£175

#### Flyer

Full Back Page A6	£200
Half Back Page A7	£125



If you are interested in discussing one of our sponsorship packages, please contact:  
Telephone: 0141 202 0777 Email: [info@leapsports.org](mailto:info@leapsports.org)