

FESTIVAL FORTNIGHT

PARTNER HANDBOOK

Welcome to LEAP Sports Scotland's Festival Fortnight 2019. Festival Fortnight, coordinated by LEAP Sports, takes place annually, and aims to increase the visibility and participation of lesbian, gay, bisexual, transgender and intersex (LGBTI) people in Scottish sport and provides opportunities to raise awareness of LGBTI and wider equality, inclusion, and human rights issues within the world of sport and physical activity.

This year the Festival will take 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, our social media channels, and distributing brochures across the country. We will also attempt to send a volunteer or staff member to your event to give you a helping hand, show LEAP visibility and carry out evaluation (if you don't already have your own evaluation process).

Running an event for Festival Fortnight can help you in a multitude of ways. Every group or organisation is different, but you might find FF aids you in attracting more LGBTI members, helps you show solidarity with the LGBTI sporting community, increases your awareness of the issues at play, or facilitates celebration of LGBTI 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 booklet to help us do so.

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DESIGNING AN EVENT

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

Check out what others have done [here](#) or in the examples below to get some inspiration. Each year we see new and unique events, so feel free to think outside the box! If you need any help with idea generation or planning, please get in touch.

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 LGBTI people in sport
2. Increase the participation of LGBTI people in sport
3. Raise awareness of LGBTI issues in sport
4. Raise awareness of wider equality and human rights issues in sport

The festival brochure will be printed in May, therefore **the deadline for listing your event is 5PM, 16th April**. Anything after this date can be promoted as part of the festival online but not within the brochure, which will limit its reach.



EVENT EXAMPLES FROM PREVIOUS YEARS

SCOTTISH CYCLING VELODROME EVENT (2018)



On Sunday the 10th of June [Scottish Cycling](#) teamed up with [Glasgow Life](#) and [LEAP Sports Scotland](#) to put on a 'Give-It-A-Go' session on the track specifically targeted towards the LGBTI community.

This session was part of a large series of sessions coordinated by LEAP Sports Scotland called [Festival Fortnight](#).

"I would never have tried the Velodrome before. The session installed confidence in me that track cycling is something I can access, afford, and most importantly do."

Aiden

The session lasted four hours in total and time on the track was interspersed with some really informative chat sessions.

"I really enjoyed the amount of time given for the session and the way the day was broken up into sections. I liked that there was information about cycling opportunities in Scotland. I liked that we were all given the chance to contribute and ask questions. Vicky, Chris, Ally and Struan were all professional and enthusiastic and I had a great day. I will definitely be back!"

Bill

"I didn't expect to be feeding back, providing insight for Scottish Cycling but I didn't begrudge it. They were interested in expanding their sport's appeal. I found them to be very inclusive and hope the sessions were helpful."

Jonathan

An important part of what Scottish Cycling wanted to achieve from this session was to find out how the community felt about cycling and how what we could do to help break down barriers to inclusion.

We also wanted to provide information on how to get into cycling and give an overview of the different disciplines.



ABSOLUTE BEGINNERS CIRCUS WORKSHOP (2017)



JUN
11

Absolute Beginners - Festival Fortnight workshop

Public · Hosted by [Adventure Circus - Perth](#) and [LEAP Sports Scotland](#) · 1 co-host pending [?]

★ Interested ✓ Going

Sunday, 11 June 2017 from 14:00-17:30
More than a year ago

Adventure Circus - Perth
Unit 7, Kilda Place, PH1 3RL Perth, Perth and Kinross

[Show map](#)

About

Discussion

Details

Adventure Circus - Perth are pleased to offer an absolute beginners workshop for LGBT people in association with LEAP Sports, at only £5 a head.

Festival Fortnight is a fantastic chance for companies to offer sport related activities and opportunities to the LGBT community and wider. Family friendly, fun, and an inexpensive afternoon out.

As part of Festival Fortnight, we at AC are holding a workshop for people wishing to try out some aerial acrobatics and other circus skills such as hula hooping, juggling, spinning plates, and partner acrobatics (balancing on each other).

This workshop is designed for people of all capabilities and ages (well...14+ ish...) to give you a taste of how fun and energising (and a bit of a workout) aerial circus can be!

Try your hand at trapeze, silks, aerial hoop, and acrobalance. Our friendly team of instructors will ensure you have a safe and enjoyable time up in the air, and don't worry....it's not too high!

Following the workshop, our crew will be putting on a mini show inspired by the 80s workout genre....cheerful and colourful!

Featuring guest performances from Tyrone Herlihy, Shaun Stickland and Thistle Suite.

Tyrone Herlihy is a London based aerialist who has successfully auditioned and obtained a place in Cirque Du Soleil's casting books. Both strong and flexible he will have you (and us) thinking 'how did he.....what is he....wow!'

Shaun Stickland is an Aberdeen based artist and choreographer currently in his third year working towards his degree at the Scottish School Of Contemporary Dance. He has worked with different production companies including SHAKEHAUS who he filmed an online commercial for their client Deutsch Bank. He loves choreographing and working with young minds helping develop new skills and pushing boundaries in movement.

Thistle Suite is a Glasgow based drag queen who we have previously worked with. She provides witty banter and a fierce attitude, and will be joining you to participate in the class.

ANNUAL OPEN BADMINTON TOURNAMENT

LEAP Sports Scotland Open Badminton Tournament

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

Edinburgh Racquetters 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.

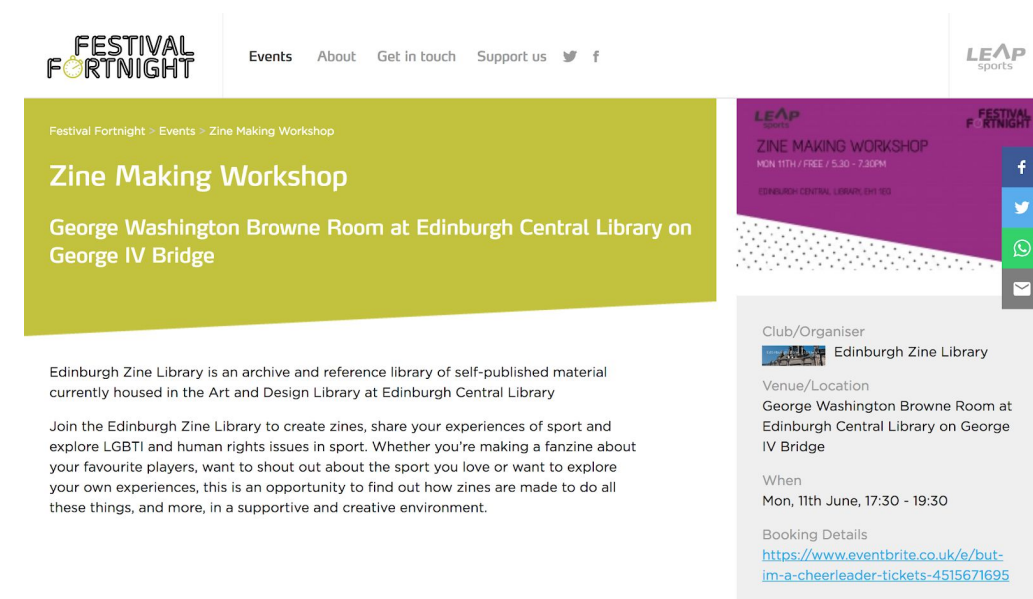
Firstly, everyone will play in a round robin and after a late lunch or early dinner :-), this will be followed by playing in a league style competition. The top 8 from this will progress to the quarter finals and so on. There will be a trophy awarded to the overall winners.

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 :-)



ZINE MAKING WORKSHOP (2018)



SMALL GRANTS

LEAP Sports Scotland can offer community, sport/physical activity and youth groups a small grant to support activity during Festival Fortnight. This year we're offering three types of financial support:

A) Up to £500: For sport/physical activity and community groups running a LEAP National LGBTI open-tournament, with the premise that this will become an annual Festival Fortnight event. Here is a previous example of one such event:

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 :-)



Club/Organiser



Edinburgh Racqueteers

Venue/Location

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

When

Sun, 10th June, 12:30 - 18:30

Booking Details

<https://www.eventbrite.co.uk/e/leap-sports-scotland-open-badminton->

B) Up to £250: For all other sport/physical activity and community group events.

C) Up to £100 for youth groups.

To apply for a small grant, you'll need to fill in one of our online forms, for either (A&B) [sport and community groups](#) or (C) [youth](#) groups, giving details about your event by **5PM, 16th April**. All applications will go to an assessment panel on April 18th and their decision on your application will be communicated by April 22nd.

Two top tips for a successful application:

- Clearly demonstrate how your event meets one of the four festival aims above.
- Have a clear initial strategy on how you will attract participants (e.g. running the event in partnership with local LGBTI community groups or gaining promotional support through particular social media pages).

Payment options:

- 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 where relevant.
- You can send us receipts or invoices (via email or post), alongside the relevant bank details and we can make a BACS payment.

PUBLICITY AND VISIBILITY

If you receive a small grant, the guidelines below set out the minimum 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

You must run your activity under the umbrella of Festival Fortnight. You should use the LEAP Sports and Festival Fortnight logo on all printed and digital material in connection with your activity.

COMMUNICATION WITH LEAP

Communicate and cooperate with us. It is your responsibility to keep LEAP 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 should be prepared to 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 an example below and plenty more [here](#).

A tip for promotion is to create a news article or blog post for our websites; you can see a [great example](#) from last years festival on our website, which is also shown below, to give you an idea of the type of information we will need in order to create an article or post to go on our website. Email sirri@leapsports.org to feature your event in this way.

[illegible]

Dream of joining the Circus?

23rd April 2017



Adventure Circus in Perth are offering a beginners workshop for LGBTI people in association with LEAP.

As part of this year's [Festival Fortnight](#), Adventure Circus are holding a workshop for people wishing to try out some aerial acrobatics and other circus skills such as hula hooping, juggling, spinning plates, and partner acrobatics (balancing on each other).

This workshop is designed for people of all capabilities and ages (well...14+ ish...) to give you a taste of how fun and energising (and a bit of a workout) aerial circus can be!

Try your hand at trapeze, silks, aerial hoop, and acrobalance. Learn with a friendly team of instructors who will ensure you have a safe and enjoyable time up in the air, and don't worry...it's not too high!

Following the workshop, our crew will be putting on a mini show inspired by the 80s workout genre...cheerful and colourful!

Featuring guest performances from Tyrone Herlihy and Thistle Suite.

Tyrone Herlihy is a London based aerialist who has successfully auditioned and obtained a place in Cirque Du Soleil's casting books. Both strong and flexible he will have you (and us) thinking 'how did he.....what is he.....wow!'

Thistle Suite is a Glasgow based drag queen who we have previously worked with. She provides witty banter and a fierce attitude, and will be joining you to participate in the class.

The session only costs £5 and places are limited so [get booking now](#)

FESTIVALFORTNIGHT.ORG EVENT LISTINGS

As well as featuring the brochure PDF and news articles, festivalfortnight.org also lists individual event details. This information is taken from your original listing, so if you have further text you would like to include, please email anna@leapsports.org so we can beef your description out a bit! If you have a preference to the image we use alongside your listing, please send a landscape version in JPEG or PNG format.

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/as well. You can connect to us on social media in the following ways:

Twitter	Instagram	Facebook
@LEAPsports	@leapsportsscotland	www.facebook.com/leapsports
@FvHScot		www.facebook.com/FvHScot

Build up the excitement around your activity by posting pictures and information about plans as they're confirmed, registration opening, special guests, a count down to the 'big day', live pictures on the day, quotes or videos etc. If you use Facebook or Youtube Live to stream your videos, Periscope or other, please let us know in advance and we will share the link widely. For further information on using social media please go to pages 9-10.

FESTIVAL BROCHURE

To help promote the festival programme we produce a Festival Fortnight brochure. The physical brochures are distributed across Scotland and the PDF version is shared on social media, e-bulletins and websites. We encourage you to share the PDF version widely and get in touch with ideas for venues to leave hard-copies. With your consent, we will also send you some brochures to share within your network.

LEAP aim to have our brochure available by early-mid May. [Events listed](#) by 16th April will appear in both the print and pdf brochure. Any events listed after this deadline shared on social media and on the Festival Fortnight [event listings](#).



REPORTING AND FEEDBACK AFTER THE FESTIVAL

LEAP will attempt to support you during your event by sending a staff member or volunteer to aid you with tasks and bring items such as pop-up banners to increase the visibility of LEAP. The volunteer will also be on hand to carry out evaluation if you do not already have a process of your own. Evaluation is not at the top of anyone's fun list, but please aid us in collecting this information. This information is central to the continued development of Festival Fortnight and you are welcome to input into its design.

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

- A minimum of 2 different photographs from the event; please make sure you take photos of people, not inanimate objects. By sending us photographs, you consent to LEAP using them in publications on- and offline in accordance with the Data Protection Law. This criteria does not apply to those running youth events.
- The number of participants at your event.

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 need to 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 Festival Fortnight brochure, which is distributed across the country.
<input type="checkbox"/>	List your event through our Survey Monkey, providing all the necessary information to us	<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 for this	<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 posts, 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 sending 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 don't already have one
<input type="checkbox"/>	Tag LEAP on social media post and add as co-hosts on your 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 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 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 . You can also widely find free to use images on websites like pexels.com . Failing that, we have creative talent at LEAP who would love to spend an afternoon designing for you!		
<p>You can change the cover photo on your club/group page to an infographic. This way people will see this whenever they visit your Facebook page. Cover photos should be 820 pixels wide by 462 pixels tall, and be aware of your profile picture overlapping on the left hand corner. For regular shared Facebook posts, you should use 1200 (wide) x 630 (tall) size images. For event images you'll want to use 1920 (wide) x 1080 (tall) size images.</p>	<p>You can change the header on your club/group twitter to an infographic. This way people will see this whenever they visit your Twitter page. Header images should be 1500 pixels wide by 42 pixels tall, and be aware of your profile picture overlapping on the left hand corner. For regular Tweets, you should use 440 (wide) x 220 (tall) size images.</p>	<p>For instagram, your post images need to 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. For posting on your story, use 1080 (wide) x 1920 (tall) images.</p>
Tag LEAP, the venue, and any partner organisations or groups in your post. On twitter you can also tag profiles in the image if you're 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, similar interest pages.		
<p>Keep your messages brief but descriptive and make use of emojis e.g. 'Get your dancing shoes on and join us for our Ceilidh on Saturday 9th June as part of @LEAPsports #FestivalFortnight.'</p> <p style="text-align: center;">Dancing starts at 7:30pm! </p>		
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. Check out these examples from Proud Huddle CSC from last year's Festival:		



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

<p>Create a Facebook event and add us as co-hosts.</p>	<p>Share the Facebook event, Festival Fortnight event listing or sign-up link in as many tweets as possible.</p>	<p>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 Ceilidh as part of @leapssportsscotland #FestivalFortnight, check out the link in our bio for more info!</p>
<p>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.</p>		
<p>Advice on the best timing to optimising your post/event reach and engagement differs, we recommend the below, but for best results check out your own insights in this handy guide for Facebook and Twitter and this one for Instagram.</p>		
<p>Share the event/posts between 12:00-13:00 or 17:00-20:00 for optimum viewing time</p>	<p>The best times to tweet are between 07:00-10:00, 12:00-13:00, 17:00-18:00, 20:00-21:00</p>	<p>The best times to publish posts between 12:00-13:00, 17:00-18:00, 20:00-21:00</p>
<p>Share the event often and boost a post if you can</p>	<p>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.</p>	<p>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.</p>

OTHER WAYS TO GET INVOLVED

Although Festival Fortnight is mainly supported through 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 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 **#DiverseSport** and **#FestivalFortnight**.

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 with us by helping out at one or more of the planned events, please email anghi@leapsports.org, telling us what part of Scotland you live in, what dates you are free during 17th – 30th June and if you have any previous experience that might be useful.

