

LEAP  
sports

# ≡ FESTIVAL ≡ FORTNIGHT

BE LGBTIQ+ ACTIVE

## PARTNER HANDBOOK



≡FF!

# *Welcome to Festival Fortnight 2024!*

Festival Fortnight (FF), coordinated by LEAP Sports, takes place annually. It 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.

Last year's festival saw a record breaking 100+ events hosted by over 70 partners! This year is our 11th anniversary and we expect the festival to be even bigger. We are also asking partners to fundraise for LEAP Sports' wider work - check out the fundraising guide on the [FF website](#)!

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, as well as promoting events through the Festival Fortnight website and our social media channels. We may also be able to 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

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? Here are some event ideas to get your creative juices flowing:

- 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, discussion or show.
- Hosting a watch party, where people can come together to celebrate sport.
- 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](mailto: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 at least 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

## Film Screening and Panel Discussion (2023)

Festival Fortnight > Events > Rainbow Glasgaroos - Hoop Dreams Documentary Screening

### Rainbow Glasgaroos - Hoop Dreams Documentary Screening

GMAC Film | 5th Floor | Trongate 103 | Glasgow | G1 5HD



Join Rainbow Glasgaroos for a screening of the Hoop Dreams (1994) documentary and a panel discussion. Hoop Dreams follows the lives of two African-American teenagers from Chicago who struggle to become college basketball players on the road to going professional. In the essay by the seminar author, activist and feminist Bell Hooks, encourages us to take a critical view of the highly praised documentary. The screening will be followed by a panel discussion and Q&A about the documentary.

## 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.





## 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.



## 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](mailto:info@theracqueteers.co.uk). Otherwise, partners will be allocated on the day and remember, it is all a bit of fun :-)

# HOW TO LIST AN EVENT OR APPLY FOR A SMALL GRANT

If you want to run an event as part of Festival Fortnight, you can apply to list your event [HERE](#). There is no deadline for listings, but in the past the most popular events have been listed for longer. You can list an event that has already been planned and 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 a national LGBTIQ+ tournament that is being ran for the first time during this year's festival, with the aim for it to be an annual Festival Fortnight event. Tournaments that have been ran in previous years can apply for the smaller grant.
- 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 an online Grants Information Session on Wednesday 10th of 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 session [HERE](#).

### TOP TIPS

- 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.
- Show what you will spend the money on.

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 relevant receipts.
- You can email us receipts or invoices, alongside the relevant bank details, and we can make a BACS payment.



# PUBLICITY & VISIBILITY

LEAP Sports will promote your event to the LGBTIQ+ community on our website and social media channels. Nonetheless, experience tells us that the most successful events are those that are promoted by organisers and their communities. 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

Please 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 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](#). To arrange, email [festivalfortnight@leapsports.org](mailto:festivalfortnight@leapsports.org)

### 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 trial session for Festival Fortnight. Venture to Kelvingrove Park red-sh 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+.

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.

## FESTIVALFORTNIGHT ONLINE BROCHURE


To help promote the festival programme we produce an online brochure which can be found on [festivalfortnight.org](http://festivalfortnight.org). This information is taken from your original listing or funding application, so if you have more text that you would like to include, please email [festivalfortnight@leapsports.org](mailto: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, along with an image description. There is advice about creating image descriptions on page 12.

The brochure can be shared on social media, e-bulletins and websites. It 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](#) [@FvHScot](#)  
 [@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 a platform like Facebook, Twitter Live, or Periscope to livestream your event, 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

You will 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 our partners' evaluation form.
- Encouraging your participants to fill out our participant's evaluation form.

LEAP may be able to support you during your event by having a staff member or volunteer on hand to help out. This will be dependent on capacity and travel. As well as helping out with tasks, volunteers could bring items such as pop-up banners, and carry out evaluation. 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.

## 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

- Plan the event with date, location, logistics.
- Make sure your event meets one of the festival's 4 aims.
- List your event using our Google Form (instructions on page 7).
- Send us images/logo to be used in promotion. Please include image descriptions.
- Run your event under the umbrella of Festival Fortnight, using the LEAP Sports & FF logos in all printed and digital materials.
- Keep LEAP up to date with your event, its planning, and any support you require.
- Promote your event, tagging LEAP in any social media posts.
- Keep track of any media coverage you receive.
- Encourage attendees to complete Participant Evaluation Forms afterwards.
- Report on your event afterwards, providing photos and participant numbers.

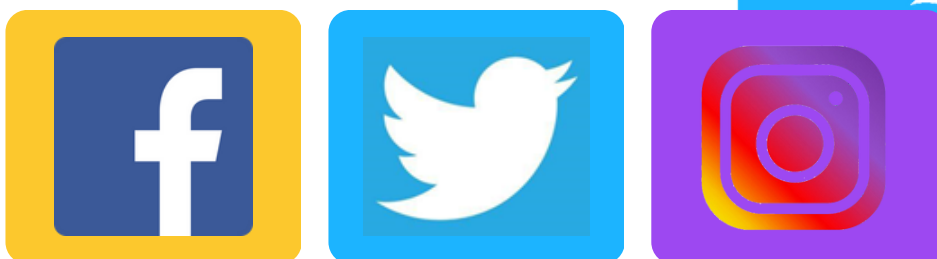
### WHAT LEAP WILL DO

- Offer support and advice as you plan and promote your event.
- List your event on the Festival Fortnight website.
- Post a news article about your event on the LEAP Sports website, if you send one to us.
- Share social media posts about your event that you tag LEAP in.
- Promote your event through LEAP social media and any relevant partner accounts.
- The possibility of a volunteer attending your event to support evaluation and be a presence from LEAP.
- Share evaluation forms with you so that you can collect feedback about your event.



# USING SOCIAL MEDIA

You don't need to follow this advice, but here are some tips and ideas for social media.



Use the hashtags #FestivalFortnight, #FF2024 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).

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

Instagram is made for photographs, so make sure to use high quality images or infographics. Videos are also very popular!

Tag @LEAPsports, any partner organisations or groups, and if relevant @FvHScot in your post. On twitter you can also tag profiles in an image if you are running out of characters. You may have to 'like' or 'follow' a page before you can tag it.

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.

It is best practice to include image descriptions in your posts, to make them as accessible as possible for those who use screen readers. Advice about why and how to use image descriptions can be found [here](#).



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

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

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

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.

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!'

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!

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 your event across all platforms and feel free to include the wider brochure or your Festival Fortnight [event listing](#) which will appear on [festivalfortnight.org](#).

# 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](mailto:laura@leapsports.org).

