



RAINBOW BLADES

SPONSORSHIP PACK 2024/25

INTRODUCTION

As we enter our 5th season as Sheffield United's official, affiliated and award-winning LGBTQ+ & allies supporters' group, we remain determined in our goal.

Rainbow Blades has established itself as a credible and respected football supporters' group. This was recognised in 2022 when we won a national award. The Fans for Diversity award from the Football Supporters Association. We have helped at least half a dozen new LGBTQ+ supporters' groups in their early days and have become one of the largest LGBTQ+ supporters' groups in the country and football pyramid in just 4 seasons standing at over 750 members.

We will continue to promote LGBTQ+ inclusion, support and engage our members, continue to foster a sense of belonging, create safe spaces for fans, work on campaigns and be the leader in our field.

Rainbow Blades, Sheffield United & Sheffield United Community Foundation have undertaken significant work in this area and I am proud of what we have collectively achieved to date.

Our work will continue to centre around our members, socials, community engagement and campaigns.

I look forward to seeing what we can all achieve as we work together to ensure we are United for All.

James Laley
Founder & Chair, Rainbow Blades



VISION

United for all: create a fully inclusive environment where all LGBTQ+ Blades can be their authentic selves.

MISSION

Empower LGBTQ+ Blades & Allies to celebrate diversity and inclusion; drive positive change in attitudes; increase LGBTQ+ visibility. Ensure a safe and inclusive environment for all at Sheffield United Football Club.



THEMES



Social

Events for our members.
Matchday & non-matchday.



Campaigns

Nationally recognised such as
Rainbow Laces & Football v
Homophobia and any outside of
this that Rainbow Blades decide
to develop such as Play your Part.



Community

City wide activity such as
IDAHoBIT & events that fit the
groups ethos. Whilst also
maintaining the regional alliance
and wider footballing community.



Results

Grow our membership, improve
key metrics and encourage award
participation.



Partnerships

Preserving the sponsors we have
whilst identifying new ones,
Supporting our charity partner,
SAYiT, continue to have a strong
relationship with SUFC & SUCF
and continue our agreement with
matchday social venue, LYKKE.

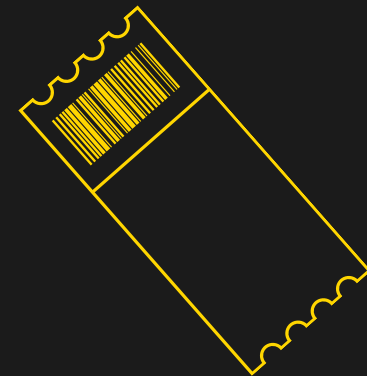


LONG TERM AIMS



A UNITED STADIUM

10% of the capacity of Bramall Lane to be Rainbow Blades (2,800)



SEASON TICKET

Have a higher percentage of season ticket holders than non-season ticket holders



REPORTING

100% confidence in reporting discrimination



REPRESENTATION

Increase representation from other minority groups



RAINBOW
BLADES

TESTIMONIALS



"Rainbow Blades has brought me closer to my club." – **Proud Ally & Member**

"The existence of Rainbow Blades shows me that I don't have to hide any part of me - I am proud to be a Blade, I am proud to be Bisexual" – **Member**

"For the first time, I feel like I can truly be myself at the Lane." – **Trans Member**

"No way to say it without being really cringe but I am so grateful for Rainbow Blades, it's made an actual tangible difference on my life in the last year or so" – **Member**

"After finding rainbow blades, my pride and love for Sheffield United has reignited, to feel able to support my club as my true self and share that instead of hiding it is hugely freeing." – **Member**



UNITED FOR ALL
 CHARITY MATCH
 SATURDAY 25TH MAY | 12PM KO | BRAMALL LANE

SHEFFIELD UNITED F.C.
 1889



GET INVOLVED. UNITED FOR ALL

Does your business champion LGBTQ+ inclusion in football? Do you want to support an award winning LGBTQ+ movement that celebrates visibility in the game and empowers individuals. Is Equality, Diversity & Inclusion part of your ethos and fostering an inclusive society?

Benefits our sponsors have seen & ways they have got involved

- Website – Your branding on our website, bio on our sponsorship page.
- Professional LGBTQ+ films – Involved in professional LGBTQ+ inclusion films for Rainbow Blades/Sheffield United, your branding on the film, Rainbow Blades & Sheffield United audience exposure plus starring in them.
- Rainbow Blades & Sheffield United annual LGBTQ+ charity match – Your branding on promotion, website & social media. Company presence on the day, your branding on player's shirts, in the programme and shout outs.
- Membership pack – Your branding & company information sent out with each membership pack.
- Pride in knowing that you have contributed towards celebrating the LGBTQ+ community and champion equality across all levels of football.

We are open to collaboration ideas, so if you have something in mind, contact us at: rainbowblades@outlook.com and we can chat through some options

What our sponsors have said

“As proud supporters of the Rainbow Blades and the LGBTQ+ community, and by proudly flying the rainbow flag, we demonstrate our dedication to fostering a society where diversity is celebrated, and everyone is valued for who they are. Congratulations to Rainbow Blades on a successful charity football match. We are so proud to see our logo looking resplendent on a kit that stands for so much more than just the game!”

“At Prominate, we are advocates of diversity and inclusion, a value that is core to our organisation. This sponsorship aligned with our commitment to fostering an inclusive community.”

CURRENT SPONSORS & PARTNERS



CONTACT



www.rainbowblades.com



rainbowblades@outlook.com



Search 'Rainbow Blades' across X,
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