



SPORTS PARTNERSHIP OPPORTUNITY



MISSION

FOR ALMOST 12 YEARS NOW, YOU CAN PLAY HAS BEEN WORKING TO ENSURE THE SAFETY AND INCLUSION FOR ALL WHO PARTICIPATE IN SPORT, INCLUDING LGBTQ+ ATHLETES, COACHES AND FANS.



VISION

YOU CAN PLAY BELIEVES SPORTS TEAMS AND FANS SHOULD FOCUS ON THE ATHLETE'S SKILLS, WORK ETHIC, AND COMPETITIVE SPIRIT, RATHER THAN THEIR SEXUAL ORIENTATION AND/OR GENDER IDENTITY.



ADVOCACY • EXPERIENTIAL MARKETING / PRIDE
EVENTS • POLICY CONSULTATION
CRISIS MANAGEMENT • EDUCATION AND TRAINING •
YOUTH PROGRAMS

IF YOU CAN PLAY, YOU CAN PLAY!



84%

NORTH AMERICANS
WITNESSED OR EXPERIENCED
HOMOPHOBIA IN SPORT



\$1.4T

THE BUYING POWER
OF THE LGBTQ+
COMMUNITY



20%+

NORTH AMERICAN GEN Z &
MILLENNIAL THAT IDENTIFY
AS LGBTQ+ COMMUNITY

OUR PARTNERS



CONNECT WITH US



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YOUCANPLAYPROJECT.ORG

.....and many more

You Can Play, Inc. is a registered non-profit organization. All donations are tax-deductible.