

Pro League and DAZN Show Their Rainbow Colours for Football for ALL 2026

8 May 2026

This weekend, Belgian professional football is once again placing inclusion and respect at the heart of the game. Through the annual Football for ALL campaign, stadiums across the Jupiler Pro League, Challenger Pro League and Lotto Super League will once again display rainbow colours. Captains' armbands, corner flags and LED advertising boards will carry the rainbow symbol as a visible reminder of a clear message: football is open to everyone. The Jup mascot will also join the campaign by wearing a rainbow armband.

Through Football for ALL, the Pro League and its clubs reaffirm their commitment to diversity and inclusion, both on and off the pitch. The campaign forms part of Belgian football's broader Come Together action plan, now in its seventh edition. The objective remains unchanged: to create an environment where everyone feels free to be themselves – in stadiums, dressing rooms and throughout football clubs.

A Structured Approach with Expert Partners

Beyond the symbolic elements of the campaign, the Pro League continues to focus on developing a genuine inclusion policy. Working alongside specialist organisations, clubs receive active support in creating welcoming environments for LGBTQIA+ communities.

The “Proud to be Inside” guide, developed in partnership with long-standing collaborator Out For The Win, provides clubs with practical tools to sustainably integrate LGBTQIA+ inclusion into their operations. Several clubs, including R. Union Saint-Gilloise, SK Beveren, Cercle Brugge and Lommel SK, have already implemented workshops, awareness campaigns and tailored action plans in previous years. These initiatives range from educational sessions for staff and youth players to concrete reporting mechanisms addressing discrimination and harassment.

New Partnership with PRISME

The Pro League has also partnered with PRISME, which will support French-speaking clubs in advancing LGBTQIA+ inclusion. During Football for ALL week, PRISME is organising its first workshops at RFC Liège for both adults and youth players. Through interactive sessions, participants receive practical tools to respond appropriately to discriminatory behaviour and contribute to a more inclusive sporting environment.

A Campaign Video Produced at RAAL La Louvière

The campaign is supported by a video report produced at RAAL La Louvière, featuring testimonies from a supporter, a player and a journalist. They share their experiences of being LGBTQIA+ within the football community and explain why they feel welcomed and included at the club.

Football for ALL is far more than a weekend campaign. It represents the Pro League's long-term commitment, alongside its clubs, to ensuring that football in Belgium remains a place where everyone feels welcome.