



**ILLUMINATIVE & Not In Our Honor
Super Bowl LV Change the Name Social Media Toolkit**

ILLUMINATIVE Social Handles	Instagram: @_illuminatives Twitter: @_ILLUMINATIVES Facebook: @ILLUMINATIVEORG
Super Bowl Handles	<p>NFL Instagram/Facebook/Twitter: @nfl</p> <p>Kansas City Chiefs Instagram/Twitter: @chiefs Facebook: @KansasCityChiefs</p> <p>Super Bowl LV Host Committee Instagram/Facebook/Twitter: @tampabaylv</p>
Hashtags	#TheTimesNow #ChangeTheName #NotYourMascot #SuperBowl #TampaBayLV

Suggested Copy

- Racist sports mascots and fan behavior are white supremacy in action—the time is now to end them for good. @nfl and @tampabaylv must ban the use of headdresses, redface, the tomahawk chop, and the drum at Super Bowl LV.
- The images, gestures, and behavior connected to Native mascots negatively impact Native peoples, particularly Native youth. [Research shows](#) that these images and actions contribute to low self-esteem, increased rates of depression, increased rates of self-harm and substance abuse, and increased discrimination in schools against Native youth.
- Donald Trump is out of office, but he didn't invent white supremacy and his departure from Washington didn't end it. In less than a week, one of the world's largest sporting

events will prominently feature a Native mascot, the Kansas City Chiefs, that encourages and validates fans' racist behavior.

Talking Points

- Racist imagery is one of white supremacy's favorite tactics to desensitize us to violent and oppressive behavior toward fellow human beings. By dehumanizing entire groups of people with degrading and humiliating stereotypes, those in power manipulate the masses to advance heinous goals that ensure their dominance over others at any cost.
- Slave owners did it to African Americans. Nazis did it to Jewish people. Today, the NFL and [thousands of K-12](#) schools around the country allow their teams to do it to Native Americans.
- Professional sports teams like the Kansas City Chiefs give racism a global platform through the use of Native mascots. These mascots encourage fans to mock Native people, defame Indigenous cultures, and perpetuate negative stereotypes by “playing Indian”—things like wearing sacred headdresses, war whoops, and the “tomahawk chop.”
- Research published in 2020, found 65% of Native peoples surveyed are offended by the use of the “tomahawk chop” by fans; 70% are offended by the wearing of headdresses by fans; and 65% of Native youth who are highly offended and opposed to Native mascots.
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