FRENCH CUP 2027

TEAM COMMUNICATION GUIDE

MEET THE TEAMS

Your team. Your story. Your moment

Rouen • France • 29-30th-31st January 2027

MEET THE TEAMS

Let's introduce the teams that will make the French Cup 2027 unforgettable.

For the French Cup 2027, we want to spotlight every participating team on the official competition social media channels.

Each team will be featured through an official team photo and a short introduction video created by the team itself.

The goal: let the audience discover your team, your personality and your story before seeing you on the ice in Rouen!

01 — YOUR TEAM PHOTO

A recent, high-quality photo that represents your team.

02 — YOUR TEAM VIDEO

A short vertical video showing your personality

03 — YOUR INFORMATION

A few details to help us prepare your feature.

04 — YOUR SOCIAL MEDIA

Your accounts so we can tag and highlight you.

WHEN WILL WE POST?

Team features will be published during the week leading up to the French Cup, creating a dedicated countdown to the competition.

As teams may register until the last minute, exact submission and publication dates may be adjusted according to the final list of participating teams.

THE GOAL: make the audience feel like they already know the teams before they step onto the ice.

YOUR TEAM PHOTO

Show us your team!

We would love an official photo that best represents your team and its identity .

WHEN WILL WE POST?

- Full team
- Recent photo
- High quality / high resolution
- Competition or official outfit recommended
- Team clearly visible
- Sharp, well-lit image
- Original photo, no Instagram filter
- No added text
- No frame or montage

RECOMMENDED FORMAT







YOUR TEAM VIDEO

Let your personality shine !

Create a short **horizontal** video that lets the audience discover your team before the French Cup.

TECHNICAL REQUIREMENTS

15-30 sec	1080x1920 px
Duration	Minimum

A SIMPLE EXAMPLE

YOU CAN USE THIS STRUCTURE

Hello! We are **[TEAM NAME]** from **[CITY / COUNTRY]**!
We are **[X] skaters** and we've been skating together for **[X] years.**
This year, we're coming to Rouen for the **French Cup!**
We're excited to meet all theteams and compete in **See you in Rouen!**

BUT DON'T FOLLOW A SCRIPT!

You can use this structure or create something completely different. The goal is not to make a perfect video — we simply want to discover your team and your personality!

01 — CLASSIC
The whole team speaking to camera.

02 — YOUR TEAM VIDEO
Training clips + voice-over introduction.

03 — FUN
Each member contributes a word or sentence.

04 — CREATIVE
Transitions, choreography, staging, humour...

You will find some video examples attached to this email.

TELL US ABOUT YOUR TEAM

A few details will help us tell your story.

Please take a moment to fill out this short questionnaire to help us get to know you better and prepare our content. You will also be able to upload your photos and videos directly through the form.
Thank you for your help!

https://forms.gle/hm4CUzGQMyMk7fS48

ESSENTIAL INFORMATION

Official team name: _____

Short name / name to display: _____

Country: _____

City: _____

Club: _____

Category: _____

Number of skaters:_____

Year the team was created: _____

SOCIAL MEDIA & CONTACT

Instagram:_____

TikTok:_____

Facebook:_____

Website:_____

Captain:_____

Communication contact:_____

Email: _____

FUN FACTS

Your team in 3 words: _____
Your goal for the French Cup: _____
How long have you been skating together? _____
Something you're excited to discover in Rouen: _____
A fun fact about your team: _____
Your team motto or inside joke: _____

KEEP THE CONTENT COMING!

Your team can also be part of the French Cup story.

During the French Cup, you will capture unique moments. If you take great photos or videos during the weekend, we would love to share them on the official French Cup social media channels!

WE'D LOVE TO SEE...

BEFORE THE ICE

- Arrival in Rouen
- Discovering the rink
- Settling in
- Training
- Warm-up

BEHIND THE SCENES

- Preparation
- Backstage moments
- Team moments
- Before stepping onto the ice

ON THE ICE

- A few seconds of the program
- Atmosphere
- Reactions
- Celebrations

AFTER THE COMPETITION

- Podium
- Team reactions
- Group photo
- Moments with other teams

CONTENT TIPS

- Prefer vertical 9:16 videos
- Send original files in good quality
- Avoid screenshots
- Film a few seconds before and after the action
- Tag the French Cup when posting on your own channels

DON'T OVERTHINK IT!

You don't need to produce something perfect.
A spontaneous 5-second video can be perfect for a Story!

LET'S CREATE THE FRENCH CUP TOGETHER

One team, one story, one unforgettable weekend.

CONTENT TIPS

- Team photo
- Team presentation video
- Team information Social media accounts
- Team logo if available

DURING THE COMPETITION

- Photos
- Videos
- Behind the scenes
- Team moments
- Celebrations
- Podium / competition moments

HOW TO SEND YOUR CONTENT

Please send your files using the link provided by the French Cup communication team.

CONTENT SUBMISSION LINK :

https://forms.gle/NMg71NRK2LWJexC58

COMMUNICATION — FRENCH CUP

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A question about your content? Have something you'd like to share? Don't hesitate to contact me directly!