



ICU INTERNATIONAL MASCOT PROGRAM

DEVELOP. PERFORM. INSPIRE.

The ICU Mascot Program equips mascots with the skills, creativity, and confidence to build memorable characters, engage audiences, and create lasting impact on and off the performance floor.



THE THREE PILLARS OF THE ICU MASCOT PROGRAM

CHARACTER DEVELOPMENT

Create memorable, consistent mascot characters through movement, personality, and audience interaction.

PERFORMANCE EXCELLENCE

Develop confidence, stage presence, and performance techniques through coaching and live evaluations.

PROGRAM DEVELOPMENT

Return home with the knowledge and resources to establish and grow a successful mascot program within your federation.

DO'S



STAY IN CHARACTER

Commit to your character from start to finish.



BE BIG & EXPRESSIVE

Use large, exaggerated movements that can be seen from anywhere.



ENGAGE POSITIVELY

High-fives, waves, photos, dancing, and fun interactions make memories.



BE PROFESSIONAL

Represent your country, your federation, and the ICU with pride and respect.



ACCEPT FEEDBACK

Use coaching and evaluations to improve and evolve your performance.

DON'TS



DON'T BREAK CHARACTER

Stay in character at all times. Don't act like a human.



DON'T TALK

No talking, mouthing words, or making sounds.



DON'T USE OFFENSIVE GESTURES OR INAPPROPRIATE HUMOR

Keep it fun, family-friendly, and respectful.



DON'T REVEAL YOURSELF

No skin showing, no rolled up sleeves, and no removing the head in public.



DON'T IGNORE SAFETY

Be aware of your surroundings, stay hydrated, and follow staff instructions.

DEVELOP THE CHARACTER

MASTER THE PERFORMANCE

BUILD THE PROGRAM