

The Pokémon Primary Schools' Cup 2023



We are delighted to welcome your school to the ESFA Pokémon Primary Schools' Cup for the 2023/2024 schools' football season.

Please liaise with your local competition organiser for more detailed information regarding your town/city tournament. Your local organiser has been sent a toolkit which explains all about the competition structure and how to get involved via social media. We have created a section on the ESFA website where you can also [download this toolkit](#), along with social media assets to use on your own school channels. To spread the word far and wide, we have also included a letter to parents about the competition for you to photocopy and send home with the children in your school football team.

To follow the progress of all the teams taking part in this year's Pokémon Primary Schools' Cup competition, be sure to follow @schoolsfootball on Twitter, Instagram and Facebook – you can also visit www.schoolsfootball.org to find out more about the ESFA and the Pokémon Primary Schools' Cup too.

A message from Pokémon:

“On behalf of Pikachu, Squirtle, Charizard and the 1005 other as yet discovered Pokémon, we'd like to welcome you to the Pokémon Primary Schools' Cup 2023!

Like a Pokémon Trainer seeking to become the Champion, this competition will require players to train hard, learn new skills and overcome strong opponents to reach the next rounds of the competition. As you embark on this journey, try your best, work as a team, support your friends and enjoy the experience! Good luck to you all!”

We hope you and your team really enjoy being part of this year's competition.

Good luck!

