



## 2019-2020 Half Year All-Star Information

Thank you for choosing the Cheer Challenge All-Star Family!  
WE ARE A FAMILY and welcome everyone! No experience is needed to be a part of the CCA family. We have a team for everyone!



CCA has grown immensely over the past few years. We began in 2007. CCA has won numerous Local, Regional and National titles. We have also won "Best Stunts", "Innovative Choreography",



"Best Choreography", "Best Dance", "Best Tumbling", and the "Most Spirited Fans" awards! CCA has also received Paid Bids to the U.S. Finals and The One. We have also received bids to The Summit, and USASF World's!



In addition to the trophies and banners, we build lasting relationships with our families and athletes! Throughout the year, you will grow a sense of team loyalty and responsibility, always giving 100% to your team, self and program. You will gain close friendships, confidence and learn how to work with others to achieve success! You will learn to accept victories with honor and defeat with grace. Being a member of CCA is a family commitment, building emotional wellness, strong work ethic and athletic excellence. With these goals in mind, the CCA Staff will continue to make great strides in providing the finest, safest, and most REWARDING cheerleading experience! Our goal is to continue building WORLD CLASS athletes, while keeping the atmosphere safe, fun, and exciting.

**Join us in our 13<sup>th</sup> season!**

**Welcome to the program!**

### Contact Information:

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Like us on Facebook, Twitter, and Instagram!



# Why Cheer Challenge All-Stars?



**Everyone is placed on a team, regardless of experience!** This means we have a team for everyone! We have half year all-star teams levels 1 through 3. New friendships and memories are created each year.



**Our Prices are VERY AFFORDABLE compared to other gyms in the area! We offer the BEST PRICE for the product!** We understand all-star cheerleading is a financial commitment, and we want every aspiring cheerleader to have an opportunity at this amazing sport! The half year all-star option offers a more cost effective experience while still maintaining the same level of excellent instruction and competitiveness.



**We focus on every team!** All of our teams from levels 1 to 5 are treated the same. Every member of our coaching staff helps with each team to insure our program appears polished and cohesive at competition.



**1 Location!** We are centrally located in Chesterfield County. All CCA teams practice in the same facility. There is no traveling between gyms to get your child to practice.



**We are FAMILY!** CCA is owned by mother and daughter team, Karen and Jessica. The program is directed by Jessica and her husband Mike. They began the program in 2000 and opened the doors to the current facility in 2007. "We strive to promote a friendly, family atmosphere where everyone feels welcome. We personally know each child by name and make a great effort to get to know each member personally."



**Tumbling is Included!** CCA is the only gym in the area that offers tumble classes included in low monthly tuition to all registered cheer members. **We offer a team tumble class each week that is included in your monthly tuition.**

[www.cheerchallengeva.com](http://www.cheerchallengeva.com)

# Cheer Challenge Season Information

The evaluation process is very casual and fun! The athletes meet the staff and new friendships are formed. We evaluate the athletes in small groups on their jumps, tumbling, and stunting ability. Everyone is placed on a team! After evaluations, the staff will set teams. Many key elements factor into the decision. Keep in mind all CCA teams are built to compete at a high level.

## Age:

The age cut off date for eligibility for the 2018-2019 half year season is August 31, 2018. The age you are on this date will determine your "competition age". For senior level teams, you must be 11 years old prior to August 31.

Tiny Prep Exhibition: 3 ½ years to 6 years

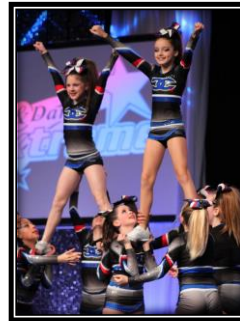
Tiny Prep Compete: ages 5 to 6

Mini Prep: 8 years and under

Youth Prep: 11 years and under

Junior Prep: 14 years and under

Senior Prep: 10 - 18 years



## Levels:

We will form our teams by age group and set a level for the team where they can be competitive. The "level" refers to the type of stunts, pyramids, and tumbling that a team can safely perform. For All-Star Prep they are numbered from 1 to 3, in increasing difficulty.

\*New this year: Levels offered are 1.1, 2.1, 2.2, 3.1, and 3.2. The level of each team is determined solely by the coaching staff and may change as the season progresses.

## Evaluations:

We will have an evaluation for all members on Saturday, November 2<sup>nd</sup>.

Ages 5-11: 12:00 – 1:30

Ages 12-18: 2:00-3:30

Ages 3 ½ - 4: Not required to evaluate

## Practice:

**Practices will begin the first week of December. Your athletes team will EITHER have their weekday practice on a Monday, Tuesday, Thursday, OR Friday. They will also have a Saturday afternoon practice in addition to their 1 week day practice. A detailed team calendar will be emailed out with team placements.**

## Tumble Classes:

**There will be set tumbling classes for half year teams. Only the set half year tumble classes will be included in monthly tuition. The classes will be included on the monthly calendar.**

# Program Cost

**REGISTRATION:** Registration will begin October 1, 2019

**TUITION:** Monthly tuition is broken in to 5 monthly payments (December – April). Tuition will remain the same price regardless of holiday breaks, snow closing, gym closings, etc. All tuition payments are due on the 1<sup>st</sup> of the month. **Tuition also includes TUMBLING CLASSES!**

**Preferred Payment Method:** *\*Auto draft can be set up to automatically deduct payments from your credit card on the 1<sup>st</sup> of each month. If payments are not received by the 10<sup>th</sup> of the month, a late fee will be assessed. If your account falls more than 2 months past due, your child will not be allowed to participate in practice until the account is brought current.*

**Sibling Discount (Applies for tuition only):**

2 athletes = 25% discount for 2<sup>nd</sup> child

3+ athletes = 2 athletes full tuition, 3<sup>rd</sup> child FREE tuition!

**COMPETITION FEES:** All teams will have the same competition schedule. Competition fees are non refundable regardless of injury, illness, leaving the program, or removal from the program.

**COMPETITION SCHEDULE**

March 14<sup>th</sup> – CDE- Virginia Beach, VA - Convention Center **(All teams will exhibition at this event only)**

April 4<sup>th</sup> – Maximum Cheer and Dance- Richmond, VA- Authur Ashe Jr Center **(Teams will COMPETE in the Prep Division at this event)**

April 18<sup>th</sup>- Maximum Cheer and Dance – Asheville, NC – UNC Asheville **(Teams will COMPETE in the Prep Division at this event)**

***\*All competition fees must be paid by February 1<sup>st</sup>.. Any athlete that has not paid their competition fees, will not be eligible to compete in competitions. You can also apply any fundraising credits towards your competition fees.***

**UNIFORM:** All CCA half year teams will have the current uniform for this season! These uniforms are cutting edge style and look amazing on the floor. We will have a uniform fitting day in December for all athletes. ½ payment will be due in December. The final balance will be due in February. CCA uniforms are on a 3 year rotation. This season will be year 2 in the current uniform.

**CHOREOGRAPHY/MUSIC:** All teams will receive a choreographed routine, stunts, and custom music. Choreography dates will be listed on your team calendar. **Choreography camp is mandatory.**

**ACCESSORIES:** Shoes: White cheer shoes are required. They do not have to be a certain brand You will be able to purchase Nfinity brand shoes at a discounted rate through the gym.

**BOOSTER CLUB:** All CCA members are required to join the CCA Booster Club. Membership is due the day of team evaluations. Booster memberships are per family, not per child. This fee will include a gym t-shirt, access to all booster events, access to participate in all booster fundraisers, and an individual gift. This fee is only payable to the CCA Booster Club. Checks, cash, and all major credit cards are accepted. This fee will not be accepted by Cheer Challenge All-Stars, Inc.

**USASF MEMBERSHIP:** All athletes are required to join the United States All-Star Federation each season.

[www.cheerchallengeva.com](http://www.cheerchallengeva.com)

# Program Cost Breakdown

## Monthly Tuition

TEAM	MONTHLY TUITION
DUE DATE:	Monthly tuition is Due On the 1 <sup>st</sup> of the month (December 1 <sup>st</sup> through April 1 <sup>st</sup> )
Tiny Prep Exhibition	\$45.00
Tiny Prep Compete	\$67.00 incl. weekly tumbling class
Mini Prep	\$77.00 incl. weekly tumbling class
Youth-Senior Prep Level 1	\$89.00 incl. weekly tumbling class
Youth- Senior Prep Level 2-3	\$89.00 incl. weekly tumble class

### ONE TIME FEES:

TEAM	UNIFORM	CHOREO. & MUSIC	Competition Fees (Inc. USASF Fee)	MAKEUP	BOW
DUE DATE:	½ Dec. ½ Feb For NEW Uniform  \$110 due at fittings for a USED uniform.	Jan. 15 <sup>th</sup>	Feb 1 <sup>st</sup>	Will Purchase your own (Details will be sent out)	Feb. 15 <sup>th</sup>
Tiny Prep Exhibition	\$125	\$50	\$150-\$250	N/A	\$25
Tiny Prep Compete	\$165	\$100	\$240	N/A	\$25
Mini Prep	\$165	\$100	\$240	N/A	\$25
Youth-Senior Prep Level 1	\$165	\$100	\$240	N/A	\$25
Youth- Senior Prep Level 2 & 3	\$165	\$100	\$240	N/A	\$25

Accessories - OPTIONAL		
Shoes	OPTIONAL	White Cheer Shoe Required
Warm-up Jacket	OPTIONAL	\$65
Practice Wear	OPTIONAL	\$65

Crossovers = Athletes on 2 teams – OPTIONAL (if needed)
* Only pays highest level team's monthly tuition and competition fees
* \$50 choreography fee for second team will be due on Dec. 15 <sup>th</sup>
* Is responsible for paying the "crossover competition fee" per competition when both teams are competing.

# Important Dates

Event	Date	Time
Registration	Begins Oct. 1 <sup>st</sup> .	Online, E-mail or in person.
Evaluations	Nov 2 <sup>nd</sup>	Ages 5-11: 12:00-1:30 Ages 12-18 years: 2:00-3:30 Ages 3 ½-4: Not required to evaluate
Team Posted	Nov 17 <sup>th</sup>	No later than 5:00 pm
Team Practices Begin: The week of Nov. 18 <sup>th</sup>	TBA	Monday, Tuesday, Thursday, OR Friday evening. Saturday afternoon. Exact times posted with teams.
Uniform Fittings	December TBA	Will be done at a Saturday practice
Team Choreography:	January	TBA
Gym Closings: Christmas Spring Break	Dec. 21 <sup>st</sup> through Jan. 3 <sup>rd</sup> April 6 <sup>th</sup> through April 10 <sup>th</sup> (no team practices)	

## General Information

### Studio Director:

All payments paid to your child's account will be processed through The Studio Director software. You have the ability to view your account at any time. You will also have the ability to update any contact info. to your account. The website to access your account is [www.thestudiodirector.com/cheerchallengeva/register.jsp](http://www.thestudiodirector.com/cheerchallengeva/register.jsp). If you are a new member you will first need to go the site, then click "forgot password". You will then enter the email address you provided on your registration form and chose a new password for your account.

### Website:

The CCA website is a very valuable tool that you can access at any time. The web address is [www.cheerchallengeva.com](http://www.cheerchallengeva.com). You can access the calendar, make on-line payments, and log-in directly to your studio director account. Please check it frequently so that you are up to date with any information.

### Gym Closings:

In the event of an emergency or inclement weather, we will notify all members through email. We will also post it on the website and if possible on the gym's voicemail. We do NOT follow Chesterfield County Public schools closings, so please double check before assuming that the gym is closed.

### Private Lessons:

If you are interested in your child taking private tumbling/cheering/stunting lessons at CCA, all you need to do is ask one of our staff if they are available. You are able to take private lessons any time the gym is open. The cost is \$25 per half hour and \$50 per hour. Payment is made directly to the instructor by cash or check. We cannot accept credit card payments for private lessons. You can share a lesson with a friend and split the cost. Private lessons are very effective when your child is learning a new skill or just needs some extra one on one time to get a skill perfected. **Gym accounts must be current in order to take a private lesson.**

[www.cheerchallengeva.com](http://www.cheerchallengeva.com)

# Program Policies

## Practice Policy:

Please consider all practices mandatory. Attendance is crucial to the teams success. If you are unable to make a practice you must call the gym or send an email to let the coaches know. You may be removed from the team at any time for an unexcused absence. **There will be a \$20 missed practice fee for no call/no show or unexcused absences from practice.**

### Excused Absences:

Contagious Illness  
School function that affects grade  
Death in the family  
Vacation during summer (excl. choreo. Dates)

### Unexcused Absences:

School dance  
Traffic  
Too much homework  
Feeling tired  
Don't have a ride  
Rec/Middle/High school cheerleading or any other sport  
Injuries

Please do not use cheerleading practice as a way to punish your child. The team is depending on your child to be at practice.

Practices are open to parents except for the week leading up to a competition. **On competition weeks, the gym will have closed practices.** This helps ensure the kids are focused on their team without any distractions. **All practices the week leading up to a competition are MANDATORY. These practices cannot be missed for any reason. Failure to attend a practice the week of competition will result in your child not performing.** If you are bringing other children in to the gym please keep in mind that they need to stay seated and are not allowed on the equipment at any time. If you are bringing food and drink in to the gym please make sure you properly dispose of your trash.

At no point during a practice should a parent yell on to the floor, pull their child off of the floor, or come on to the practice floor. If there is a situation specific to your child and their team's practice, please see the coaches after practice or during a break. **Please remember to keep all comments made in the gym positive. We will not tolerate any parent speaking poorly of the gym, the teams, the coaches, or any child on the teams.**

## Competition Policy:

All members are required to attend competitions. The final competition schedule will be sent out in August. Each individual is responsible for transportation to each competition, and lodging if necessary. We will block a set of hotel rooms for out of town events, but you are not required to stay with the team (unless it is a "Stay to Play" event). There will be a \$100 fee applied for any competitions missed for any other reason than injury. Competition fees are paid well in advance and there will not be a refund issued for any reason if a competition must be missed. Failure to turn in a competition waiver form will result in a \$10 fee.

**While at competition, each CCA member and parent is a direct reflection of Cheer Challenge All-Stars. All cheerleaders must conduct themselves in a professional manner and show good sportsmanship. They are to arrive at the competition on time and in their CCA warm-up. A detailed competition itinerary will be sent out the week leading up to a competition. All members need to be present for the awards ceremony and in full uniform.**

Most competitions have a spectator fee that fans and parents are required to pay to gain entry to the event. This amount varies by company, and we will publish this information with the event itinerary. Your athlete's participants fee will be covered by their competition fee that is listed on the Program Cost page.

We encourage all parents to get involved and show spirit at competitions. This helps the teams get pumped up and gives a more energetic feel to each performance. Please feel free to make signs, posters, and wear team colors.

**No athlete will be allowed to perform with any piercing. No clear spacers or band-aids will be permitted to cover any piercings. Please refrain from getting any new piercings during the competition season. This a USASF safety violation and if an athlete is seen performing with a piercing, their team will have a deduction or face being disqualified.**



# 2019-2020 Team Application

Name: \_\_\_\_\_ Grade: \_\_\_\_\_

Age as of August 31, 2019: \_\_\_\_\_ D.O.B.: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Primary e-mail: \_\_\_\_\_

Secondary e-mail: \_\_\_\_\_

Mother's Name: \_\_\_\_\_ Father's Name: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Add. Cell: \_\_\_\_\_ Work Phone: \_\_\_\_\_

List to whom the participant may be released to in case of an emergency if the parents cannot be reached.

Name: \_\_\_\_\_ Relationship: \_\_\_\_\_

Phone: \_\_\_\_\_ Alt. Phone: \_\_\_\_\_

Medical Ins. Company: \_\_\_\_\_

Policy Number: \_\_\_\_\_

Allergies: \_\_\_\_\_

Primary Care Physician: \_\_\_\_\_ Phone: \_\_\_\_\_

Please List any Medical Conditions: \_\_\_\_\_

Does your child use an inhaler? YES NO If you circled YES, you will need to keep an inhaler at the gym for your child in the case of an emergency.

## Treatment/Publicity/Liability Release:

I authorize any licensed physician to render necessary emergency treatment for injury or serious illness when neither parent can be reached and will assume all financial responsibility for such treatment. I acknowledge that the above participant must have his/her own medical insurance. I understand that cheering camps, competitions, practices, clinics and gymnastics equipment have an inherent danger in participation and that in spite of all precautions and accident preventatives, accidents do occur. I further acknowledge that each participant has elected to participate in Cheer Challenge All-stars, Inc. at their own risk and will not hold Cheer Challenge All-stars, Inc., their employees, Branchway LLC, or any hired clinicians or instructors liable in any way if an injury occurs.

The undersigned does hereby grant Cheer Challenge All-stars, Inc and its successors, the unrestricted right to use the undersigned's name, likeness, or appearance on any Cheer posters, calendars, photography, flyers, video material, websites, or similar promotional material to promote or market Cheer Challenge All-stars, Inc.

The undersigned does hereby expressly release and waive any demand, action, claim, license, royalty, or other form of payment to the undersigned, and his or her agents, representatives or assigns, may have based on claims of the undersigned as to rights of privacy, publicity, notoriety or any other rights arising out of or relating to any use by Cheer Challenge All-stars, Inc. of the undersigned's name, likeness, or appearance.

Parent Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# Credit Card Processing Form

Parent Name: \_\_\_\_\_

Parent Signature: \_\_\_\_\_

Parent/Legal Guardian of: \_\_\_\_\_ (Name of team member)

## Credit Card Information:

Credit Card: (circle one) VISA      Master Card      Discover

Credit Card #: 

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Name on Card: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code (3 digits found on back): \_\_\_\_\_

Zip code associated with card: \_\_\_\_\_

\_\_\_\_\_ Please charge my card for monthly **tuition only** on the 1<sup>st</sup> of the month. Beginning Dec. 1<sup>st</sup>, 2019

\_\_\_\_\_ Please charge my card for **all fees including tuition on the exact dates the fees are due**. Beginning on Dec. 1<sup>st</sup> 2019

I understand and agree to allow Cheer Challenge All-stars, Inc. to charge my credit card/bank card that I have provided above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*\*If at any time your card is lost or stolen, please update us to with your new credit card information.*

*\*If at any time your card is denied, you may not be eligible for your tuition discount.*

### OFFICE USE ONLY

AMOUNT TO BE CHARGED MONTHLY: \_\_\_\_\_

NOTES: \_\_\_\_\_

# 2019-2020 Cheer Challenge All-Stars, Inc.

## Financial Agreement

I, \_\_\_\_\_ (Parent/Legal Guardian/Responsible Party) of \_\_\_\_\_

(athlete) enter this Agreement with Cheer Challenge All-Stars, Inc. on the \_\_\_\_\_ day of \_\_\_\_\_, 2019.

As the Responsible Party, I hereby agree as follows:

- I have read and fully understand this Information Packet.
- I fully understand the financial and time commitment that my family must make to be a part of Cheer Challenge All-Stars, Inc.
- I fully understand that monthly tuition is due every month on the 1<sup>st</sup> of the month.
- I fully understand that my child is committed to a team sport and must make every attempt to attend every practice.
- I fully understand that in addition to monthly tuition I am also financially responsible for all other fees listed in this packet and that they are due on their exact due dates.
- I fully understand that I will be charged a late fee if any of my fees are not paid in a timely manner.
- I fully understand that my credit card on file will be charged if I fail to pay the amount due on the specified due dates.
- I fully understand that if my child quits the program or is removed for any reason, I will not be eligible for a refund for any fees paid. I will also not be eligible for a refund on any monies raised through fundraising. Fundraising money can carry over to the following season, but cannot be refunded at the end of the season for any reason.
- I fully understand that if my account falls 30 days past due, my child will not be able to participate in practices until the balance is brought current.
- I fully understand that if my account falls 90 days past due, my account will be sent to collections or small claims court. In the event of this, I will be responsible for any and all fees associated with this process.
- I fully understand that all comments made in the gym should be positive. I understand that if I am caught talking negatively about the gym, Cheer Challenge All-Stars, Inc., athletes, parents, coaches, or teams that I may be required to wait outside during practices or removed from the program.
- I fully understand that the Cheer Challenge All-Stars, Inc. name and logo are trademarked and that I am not allowed to create apparel of any kind without direct consent from Cheer Challenge All-Stars, Inc. officers.

\_\_\_\_\_  
Responsible Party – PRINT NAME

Date: \_\_\_\_\_

\_\_\_\_\_  
Responsible Party – SIGNATURE

Date: \_\_\_\_\_

\_\_\_\_\_  
Athlete – PRINT NAME

Date: \_\_\_\_\_

\_\_\_\_\_  
Athlete – SIGNATURE

Date: \_\_\_\_\_

# Social Media Policy



Due to ever increasing social media sites, we are implementing a Social Media Policy for all Cheer Challenge athletes, parents, and coaches.

Social media can be a great tool for communication as well as a place to highlight pictures, videos, post positive comments and offer motivation for the teams and athletes. However, social media also has a darker side that can be used to promote poor sportsmanship and an outlet for internet bullying.

We as a gym are taking all efforts to stop any negative social media posts. As a member of Cheer Challenge, all posts to any social media site involving the CCA gym, members, or staff must be positive.

No member, staff, or parent may post negative videos, pictures, or statuses that involve any CCA athlete, staff member, or fellow parents to any social media site. Any posts that are detrimental to the CCA gym will also not be allowed.

Please remember that all posts are permanent and instant. If you feel that you are about to post something negative, please take a minute to think about what image you are putting out there for the world to see! Posting to social media is the exact same as saying it out loud! Be Responsible!

## Athlete Pledge:

I, \_\_\_\_\_ pledge to  
keep all of my social media posts positive  
pertaining to any CCA athlete, coach, or parent.

I pledge to never post any mean or  
unsportsmanlike comments, pictures or videos  
about my gym or my teammates. I understand  
that if I do any of these things, my parent and I  
will be called in for a meeting and I must delete  
the post/picture/video. I understand that if this  
behavior continues, I will be suspended from  
practice and may be removed from my team.

X \_\_\_\_\_

Date: \_\_\_\_\_

## Parent Pledge:

I, \_\_\_\_\_ pledge to  
keep all of my social media posts positive  
pertaining to any CCA athlete, coach, or parent.

I pledge to monitor my child's social media to  
insure they are being responsible and not  
posting negative pictures, videos, or comments.

I understand that if I or my child does any of  
these things, we will be called in for a meeting  
and I/we must delete the post/picture/video. I  
understand that if this behavior continues, my  
child will be suspended from practice and may  
be removed from their team.

X \_\_\_\_\_

Date: \_\_\_\_\_

**PLEASE ATTACH A COPY OF  
YOUR CHILD'S BIRTH  
CERTIFICATE HERE.**

**(If we do NOT currently have  
one on file)**

**The USASF requires all members  
to supply a birth certificate to  
verify age.**

**Thank You!**