



2021-2022 All-Star Information

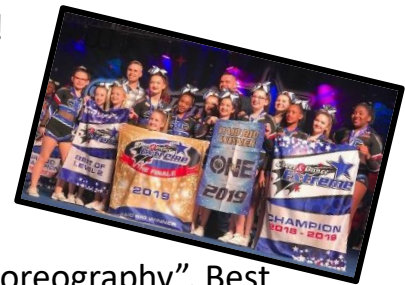


Thank you for choosing the Cheer Challenge All-Star Family!
WE ARE A FAMILY and welcome everyone! No experience is needed to be a part of the CCA family. We have a team for everyone!

CCA has grown over the past 14 years! We began in 2007 with 40 athletes, and now have grown immensely! 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 15th season!

Welcome to the program!

Contact Information:

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E-mail: cheerchallengeva@gmail.com Web site: www.cheerchallengeva.com

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 all-star teams levels 1 through 6. We also offer exhibition and prep cheer teams. 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 take your family needs in to account and make our competition schedule to reflect that. We understand all-star cheerleading is a financial commitment, and we want every aspiring cheerleader to have an opportunity at this amazing sport!



We focus on every team! All of our teams from levels 1 to 6 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 was founded by mother and daughter team, Karen and Jessica. The program is now owned by wife and husband team, Jessica and 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 tumble classes by level each week that are included in your monthly tuition. You are encouraged to attend your level class to improve your tumble skills!

www.cheerchallengeva.com

Cheer Challenge Evaluation Process

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 eligibility for the 2021-2022 season is determined by the birth year. The birth year will determine your "competition age".

Tiny Exhibition: ages 3 ½ years to 5 years

Tiny Level 1: 2014-2016

Mini Levels 1 and 2: 2012-2016

Youth Levels 1, 2, and 3: 2009-2016

Youth Level 4 (Level 5): 2009-2013

Junior Levels 1,2 and 3: 2005-2015

Junior Level 4 (Level 5): 2005-2013

Senior Level 1-5: 6/1/02-2009

Senior Level 6: 6/1/02-2008 (Worlds)



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. They are numbered from 1 to 6, in increasing difficulty. The level of each team is determined solely by the coaching staff and may change as the season progresses.

Placement:

We match up the athletes by level the best we can, but please remember that stunting, pyramids, jumps, dance, motions, attitude, attendance and age are huge factors as well. We choose our teams based on the position we need to fill (bases, flyers, tumblers, etc.). **Every athlete is on the team for a reason – please trust our staff!**

Tumble Guidelines Per Level:

Please take advantage of the tumble classes offered in May to get your tumbling skills solid before evaluations.

Level 1: rolls, walkovers front and back, cartwheels, round-offs

Level 2: walkovers front and back, back handsprings (standing and running)

Level 3: jumps to multiple standing back handsprings, running tucks, front tucks

Level 4: standing tuck, standing back handspring tuck, running layouts, complex running passes ending in a layout.

Level 5: jumps to back tuck, running fulls, standing back handspring layouts.

Level 6: jumps to back tuck, running fulls, double fulls, standing fulls, standing back handsprings to fulls, complex running passes ending in a full or double full.

Program Cost

REGISTRATION: Registration is NOW OPEN through June 1st

Option 1: **Early Bird Registration: \$75 before April 15th (Savings of \$25)**

Option 2: On time Registration: \$100 April 16th through June 1st.

Sibling Discount – 25% savings for each additional child

(Registration includes annual gym membership, athlete insurance, and ASCAP fee)

TUITION: Monthly tuition is broken in to 11 monthly payments (June – April). Teams attending The Summit will also have a prorated May tuition. Tuition will remain the same price regardless of holiday breaks, snow closing, gym closings, global pandemics, etc. All tuition payments are due on the 20th of the month prior. (ex. June tuition is due May 20th) **Tuition also includes TUMBLING CLASSES!**

Preferred Payment Method: **Auto draft can be set up to automatically deduct payments from your credit card on the 20th of each month. If payments are not received by the 30th of the month prior, 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. You can also make payments on the “Make a Payment” tab on our website!*

Sibling Discount:

2 athletes = 25% discount for 2nd child

3+ athletes = 2 athletes full tuition, 3rd child FREE tuition!

Pay in Full Discount: For families that choose to pay tuition in full you will receive **1 month FREE!** **Tuition MUST be paid in full prior to May 20th**

COMPETITION FEES: All teams will have the same core competition schedule. Level 3,4,5 and or 6 teams will attend an additional National/Summit/World’s qualifying competition. Competition fees are non refundable regardless of injury, illness, or leaving the program. On average, our teams compete 6 to 7 times throughout the season. All teams will attend a “Year End Event”. If the team received a bid to The Summit, The One or Worlds, that will be their ending event. If they do not receive a bid they will attend a different comp of our choosing. Fees for all of these events are not included in the competition fee price and will be an additional expense later in the season.

The competition fees listed in this packet do not include any year end events such as, The Finale, The Summit, The One, or Worlds. In the event that one or more of our teams receives a bid to one of these events, the cost for that event will be in addition to the listed competition fees. Any team that receives a bid will also fundraise to help cover the expenses. All teams are eligible to receive a bid to The One. We will only accept Paid bids to this event. Junior and senior teams are eligible to receive a bid to The Summit. We will accept a wildcard, at large, or paid bid to this event. Only Senior level 6 teams are eligible to attend Worlds. We will accept an at large or paid bid to this event.

You can also apply any fundraising credits towards your competition fees.

UNIFORM: All CCA teams will be getting a NEW uniform for the 2021-2022 season. We will wear these uniforms through the 2023-2024 season. These uniforms are cutting edge style and look amazing on the floor. ***Half payment is due in June and final payment is due in September. Failure to make the uniform payment, will result in your child’s uniform not being ordered.**

CHOREOGRAPHY/MUSIC: All teams will receive a choreographed routine, stunts, and custom music. All Youth through Senior teams will receive custom choreography through Spirit FX Choreography! **Chorography camp is mandatory.**

www.cheerchallengeva.com

Program Cost Breakdown

Monthly Tuition

TEAM	MONTHLY TUITION
DUE DATE:	Monthly tuition is Due On the 20 th of the prior month (Ex: June tuition is due on May 20 th)
Exhibition	\$55.00
Tiny Compete	\$80.00 incl. tumbling
Mini – Senior Level 1	\$105.00 incl. tumbling
Mini – Senior Level 2	\$115.00 incl. tumbling
Youth – Seniors Levels 3-6	\$125.00 incl. tumbling

ONE TIME FEES:

(Please note that uniform and Comp fees are broken into payments)

TEAM	Competition Fees ** (Does NOT include USASF Fee)	CHOREO. & MUSIC	BOW	Practice Wear Tank and T-Shirt	UNIFORM
DUE DATE:	Aug 1 st Oct 1 st Jan 1 st All Members	JULY 1 ST All members	NOV 1 ST All members	June 15th All members	½ JUNE ½ SEPT New Members Only
Exhibition	Between \$140- \$170	\$60.00	\$25	\$25	\$125 New Members Only Same as 20-21 season
Tiny/Mini	Between \$450 - \$500	\$165	\$25	\$50	\$350-\$450 All Members
Youth 1-Senior 2	Between \$450 - \$500	\$255 Spirit FX Incl. clean up camp	\$25	\$50	\$350-\$450 All Members
Levels 3-6	Between \$600 - \$650	\$255 Spirit FX Incl. clean up camp	\$25	\$50	\$350-\$450 All Members

****Competition Fees will be broken in to 3 equal payments**

All athlete's parents are now responsible for registering their athlete with USASF and paying the \$30 fee. Gyms are no longer able to do this for you. We will send out detailed instructions when the time comes to register. All athletes MUST be registered with USASF to be eligible to compete.

Crossovers = Athletes on 2 teams
* Only pays highest level team's monthly tuition and competition fees
* \$50 choreography fee for second team will be due on July 1 st
• Is responsible for paying the "crossover competition fee" per event. Crossover fees will be paid in 3 equal installments.
* If only the lower level team is competing, they are responsible for the event's competitor fee.

Important Dates

Event	Date	Time
Registration	Early: April 1-15 On time: April 16- June 1	email, in person, or online
Open House – Everyone is invited to this fun filled day!	May 8th	2:00 pm – 4:00 pm
Evaluations	June 5th	12:00 pm – 4:00 pm
Team Posted	June 12 th	No later than 5:00 pm
Team Practices Begin: Week day(s) only Week day and Sunday	Week of June 14 th Week of September 12 th	Week days: Evenings Sundays: Afternoon through evening
Uniform Fittings	First week of team practices	TBA
Team Choreography Camp: Tiny/Mini Levels Youth 1-6	Week of July 27-30 Week of Aug 9-13	Day and Evenings Day and Evenings
County Battle: Hosted by Cheer Challenge	TBD Late October/Early November	Volunteers needed throughout the day.
Gym Closings: Memorial Day Fourth of July Annual Summer Closing Thanksgiving Christmas	May 29 th through May 31 st July 4 th through July 10 th August 29 th through Sept. 6 th Nov. 24 th through 27 th Dec. 20 th through January 2 nd	

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. 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. You can register for the allstar season, camps, clinics and make payments on the site. 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

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.

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 (All athletes still need to attend to watch)

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 currently closed to parents until further notice due to Covid-19 precautions. **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.

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.

2021-2022 Team Application

Name: _____ Grade: _____

Date of Birth: ____/____/____ Current Age: _____

Address: _____ City: _____ Zip: _____

Primary e-mail: _____

Secondary e-mail: _____

Mother's Name: _____ Father's Name: _____

Mom Cell: _____ Dad Cell: _____

Add. Cell: _____ Athlete Cell: _____

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 20th of the month. Beginning May 20th, 2021

_____ Please charge my card for **all fees including tuition on the exact dates the fees are due**. Beginning on May 20th, 2021

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.*

OFFICE USE ONLY

AMOUNT TO BE CHARGED MONTHLY: _____

NOTES: _____

2021-2022 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 _____, 2021.

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 20th 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: _____