

12 YEARS OF COMPETITIVE  
CHEER AND TUMBLE



CHEER ENERGY 2019-2020  
HANDBOOK



CHEER ENERGY ALLSTARS

# 2019-2020 SEASON TEAM EVALUATIONS

COME JOIN OUR FAMILY

(AGES AS OF AUG 31, 2019)

**MAY 11**

\$75 REGISTRATION +  
1/2 MONTHS TUITION

AGES 3-4 9:00-9:30

AGES 5-8 9:30-10:30

AGES 9-14 11:00-12:00

AGES 15-18 12:00-2:00

AGES 5-18 PLEASE ARRIVE 15-30 MIN  
BEFORE EVALUATION TIME FOR  
REGISTRATION

AGES 3-4 ARRIVE AT 9:00 FOR  
REGISTRATION AND FUN

SPECIAL ATHLETE REGISTRATION IN FALL

ATHLETES MUST STAY FOR ENTIRE SESSION

EVALUATIONS WILL BE FOLLOWED BY 2 WEEKS  
OF GROUP PRACTICES BEFORE PLACEMENTS

## SKILLS BEING EVALUATED:

FLEXIBILITY  
TUMBLING  
MATURITY

STUNTS  
JUMPS  
PERFORMANCE

**\$10 OFF**  
IF REGISTERED  
BY MAY 1ST

ALL NEW & EXISTING MEMBERS NEED TO  
REGISTER ON THE WEBSITE

**WELCOME TO THE POWERHOUSE!**

Thank you for your interest in Cheer Energy All-Stars Cheerleading. The goal of Cheer Energy All-Stars is to provide the absolute best in competitive cheerleading to the youth of our area. As we prepare for our 10th competitive season, we anticipate a very exciting and successful year. Be assured that we are dedicated to giving each cheerleader the best experience possible. Cheer Energy owners along with our staff work hard to make everyone feel welcome and a part of the Cheer Energy family. We love getting to know each individual, help them set and reach goals, learn the value of commitment and teamwork and ultimately see their dreams become reality.

We have prepared the following information to help each family understand the commitment level that is required. Please take the time to read this packet thoroughly. For returning families, please note there are some changes in policies and procedures. For new families, please be sure to read ALL materials as we are NOT a "recreational" program. We want you to know what you are "signing up for". Cheer Energy All-Stars is a competitive program with high expectations. Please discuss the information with your child PRIOR to tryouts.

Because Cheer Energy owners are parents ourselves, we know the impact you have on your child. Cheer Energy believes that it takes a partnership between parents and coaches to keep students focused and driven. Once your child is placed on a team, please continue to encourage your child throughout the season and help your child stay focused on our goals.

The coaching staff is here to provide the best in technical training and enjoyable experiences. Cheer Energy teaches children to be exceptional cheerleaders but most of all, exceptional people. Focusing on teamwork, integrity, structure and safe workouts; Cheer Energy team members learn how to encourage one another while building their own self confidence.

Once again, thank you for considering Cheer Energy All-Stars. We hope you find this packet informative and that it will answer any questions you may have concerning our program. Good luck to each of you!

Cheers and God Bless,

Cheer Energy Owners-  
Jodie Kanipe, Amy Sigmon and Heather Martin

## Team Selection

Our teams are designed, as best we can, to give each team a roughly equal chance for success within their division. Much like other sports, a variety of skills, abilities, and even body types are necessary to give teams the best opportunity to place highly at competitions. We try to match up the athletes as best as we can, but please remember that maturity, physical stature, stunting, pyramids, jumps, dance, motions, and age are all huge factors. It is simply not feasible (or desirable) for every team to have 36 exactly matched, identical athletes. Some will be stronger tumblers than others. Some will help out with stunts more than others. Every athlete is on a team for a reason - **please trust the staff**. This season we are working harder than ever to push every athlete to improve their skills, even if it means working on skills that are above what is allowed in routines at their team's current level.

The most common confusion or misconception from parents and athletes relates to tumbling ability. **Proper technique is more crucial now than ever to achieve high scores and ensure athlete safety**. Simply being able to complete a skill without falling to the ground is not acceptable. You must perform the skill with perfect (or nearly perfect) form and be able to do it consistently, on a spring floor, under pressure, in nearly any scenario.

Many athletes and parents greatly overestimate the ability and form of the athlete against this standard. A parent's version of "my child has a layout" can often be dramatically different from the coaching staff's and this can lead to confusion about team placement. Also keep in mind because your child has a particular skill in a higher level doesn't mean they are ready to move up. For example, if your cheerleader has a round off tuck that does not mean he/she is a level 3 cheerleader. It means he/she has one level 3 skill.

The second most common confusion comes from dramatically overestimating the importance of tumbling compared to other factors. **As mentioned already, there are many factors that go into determining the best spot for an athlete, not just how well an athlete can tumble or his/her team placement in the past**. Please note that no athlete has an absolute guarantee of a roster spot on a particular team. The coaching staff reserves the right, at any time, without notice, to change the roster of a team by adding, rearranging, or removing athletes to or from teams for a performance or practice. However, we attempt to make roster changes infrequently and with as much warning as possible.

Athletes may be removed from our program at any time for reasons which may include but are not limited to: attitude problems, absences and/or tardies, talent level, lack of improvement, lack of financial responsibility, fitness level of an athlete, and personality conflicts between athletes, coaches, parents, or anyone else involved in our program. **There will be no refunds of fees or tuition given upon removal from a team.**

**\*\*Please also note that no athlete has a right to any particular role or location in a routine regardless of their placement the previous year. \*\***

Coaches change formations and stunt groups for a variety of reasons, many of which have nothing to do with the relative ability of the athletes in question. Many times the flow of choreography or formations dictate changes be made in which athletes are doing certain skills. While you are free to ask the coaches (at appropriate times) to explain any of their decisions, making demands or threats regarding placement in routines are never successful and may result in the immediate dismissal of the athlete from the program.

All gym accounts for the previous season MUST be paid in full before the athlete may register!!

*Preliminary Team placements will be posted on the website BY June 1, 2019.*

**\*\*A \$75 registration fee will be required for each athlete. (\$65 if all paperwork is turned in by 8:30pm on May 1, 2019.) All athletes will also pay a ½ month's tuition for the month of May. These payments must be paid by cash, check or cashier's check payable to Cheer Energy. If you are returning, we can bill these to your account.**

#### **Team Ages**

**Ages for the competitive cheer season are determined as of August 31, 2019.**

Tiny Pre-team (Exhibition) - 3-6 yrs

Tiny & Tiny Prep – 5-6 yrs

Mini- 5-8 yrs

Youth- 6-11 yrs

Junior- 8-14 yrs

Senior- 12-18 yrs

Special Athletes- No age limits

The level of each team will be determined by the coaches/owners based on majority skill level or competition. Teams will be placed at the level it will be MOST successful.

#### **Cross Competitors Policy**

If your child is asked to crossover to another team, they will be required to participate in the age appropriate and lower level team first, then crossover (unless otherwise decided by the owners). The age appropriate team will be his/her primary team unless otherwise decided by the owners. *You will be responsible for all costs and fees that occur while "crossing over."* Crossing over requires additional tuition fees and competition fees. A monthly crossover fee of \$20/month will be charged.

## Custody

In some cases, guardianship and/or parental custody is divided. In such case, **BOTH PARTIES MUST COMMIT** to their child's participation in Cheer Energy. This means both parties must make sure that their cheerleader is at ALL practices, competitions and any team functions and in correct attire. Cheerleaders will not be excused due to custody issues.

**Do not pull us into the middle of your relationship issues.** Our primary focus is the safety, health and wellbeing of the child. Your child does not get to choose his/her parents. Please remember this is the only mom or dad your child has. Whether you like them or not is irrelevant. Do not ask them or expect them to choose. They are children. Let them be little.

## Practices

Teams may practice more than one day a week. Athletes (and parents) must commit to attending the required number of weekly practices for his/her team. It is the athlete's responsibility to wear the appropriate practice wear to every practice. Gym shorts, tank/t-shirt and CHEER shoes with hair up! Any additional items (sweats, pants, gym bags, cell phones, etc.) **must be stored in the cubbies.** No items are to be left in the gym hallways, or on the gym floor or equipment. Cell phones must be **turned off** when practice starts. Everyone must treat the gym with respect and follow the gym's guidelines. Due to Insurance Liability, only coaches and athletes are allowed in the practice area; everyone else must stay in the lobby during practices. **Cheer Energy reserves the right to restrict anyone or everyone from the gym or lobby during practices, camps, or choreography.** Coaches reserve the right to close practice at any time, for any reason. No one is allowed to beat on the doors or try to make contact from the lobby during practices or tumble classes. This is extremely distracting to all involved and could cause injury. **Due to liability, no athletes are allowed on any equipment before or after class or practice.**

## Tardiness and Absences

Tardiness is defined as being 5 minutes late to practice. Excessive tardiness or absences will result in dismissal from your team and or team conditioning. Excessive tardiness and/or absences will result in dismissal from the team/program.

**Athletes are allowed 3 absences per semester.** (August-December and January-April) If an athlete misses three practices, the athlete may be worked out of the routine at the discretion of the coaches and at four (4) absences, the athlete will be removed from the team.

If you are injured, you are still required to come to practice so that you keep up with changes made to the routine. Tardiness or absence from a competition could result in dismissal from your team. Requests to leave early from a competition must be submitted one week before the competition and be approved by the coaching staff. All cheerleaders are to remain with their team after a performance until released by their coaches. Failure to remain with the team or leaving a competition without advanced permission will result in an absence counted toward their absence total and may result in dismissal from the team.

Cheer Energy fully supports being well rounded in your life outside of the gym. We just ask that you make sure any additional commitments (choir, school plays, other sports...) do not affect your attendance to your Cheer Energy obligations. With cheerleading being such a team sport, missing practice negatively drastically affects the whole team. If missing practice becomes an issue, then the athlete will either be made an alternate (with no promise of if or when they will be put back in the routine) or will have to be dismissed altogether. No absences allowed the week of competition. Custody issues are NOT excuses for absences. Both parties must commit to full participation. If an injured athlete is able to return to the team, no guarantee is made that the athlete will be returned to their previous position.

### **Choreography Camp (Dates: July 22-28)**

All teams will have mandatory Choreography Camp. The choreography may start during the morning or early afternoon. You will need to make arrangements for your athlete to be present. Choreography camps give the athletes a chance to get to know their fellow team members and other athletes in the organization. **Attendance at choreography is MANDATORY.** Please make your arrangements now to be there.

Your team will be given a specific day and a time period (each team is not in the gym for 4 days straight). **This is mandatory!** This is a great time to start a carpool with other athletes in your area!

All music, cheers, dances, stunts, choreography, and/or ideas that are presented to athletes during practices are to remain confidential and should not be discussed, taught, or given to others outside our program. Cheer Energy does not allow any postings of Cheer Energy Videos on Facebook, YouTube, Instagram, Snapchat, or any other social networking site. The coaching staff puts great effort into creating choreography and hiring choreographers to create original material for our teams, and we do not wish for it to be shared with friends, school teammates, athletes, or parents in other All-Star programs. You may not use any of our material for your school team!

**\*\*Choreography fee is REQUIRED to be paid by every team member regardless on when he/she joins the program.\*\*** Every team member uses the routine and music provided therefore, everyone pays the choreography fee even if he/she misses the camp. No exceptions!

## Competitions

Our regular competition season runs from November through April. We will attend 1-2 (per month) local, regional, and national competitions in the upcoming season. Most competitions will take place in state, however all are not. **As a Cheer Energy All-Star team member, you are REQUIRED to attend all competitions. There are no exceptions. ATTENDANCE IS MANDATORY.**

It is the team member's responsibility to adhere to the competition schedule. Competition information will be emailed out as soon as the information is made available to us. be patient. **It is imperative that all directions are followed and respected.** Every effort is made to distribute information as soon as it is available, but most competitions do not finalize their schedule until Thursday of that week.

**Please do not schedule vacations or family functions 1 week prior to any competition, as attendance at extra practice is mandatory.** You will be given a schedule of extra practices as soon as possible. Please make it a priority to refer to the competition schedule when scheduling other functions.

**Under NO circumstances should anyone other than the coaching staff contact the hosting competition companies with questions or requests for information. Cheer Energy will provide you with everything you need to know at the appropriate time.**

During the regular competition season, teams may receive additional bids (awards) to attend additional competitions. These competitions usually take place in April or May after our regular season has ended. If Cheer Energy chooses to accept the bid (award), Cheer Energy reserves the right to replace any athlete not obtaining/possessing the required skills or attending extra practices. If substitute athletes are used due to injury, Cheer Energy reserves the right to continue to compete with these athletes as needed.

**No athlete with any unpaid balance will be allowed to compete at any additional bid competitions until the balance is paid in full.**

## Travel Arrangements

During competition season, it will be necessary to travel outside of the local area for regional and national competitions. Hotel accommodations are the sole responsibility of parents/caregivers. You may have to take time off from work or school, or work out carpooling. We have no control over competition running times-- some competitions will run late, so be prepared.

Cheer Energy may coordinate blocks of rooms, but will not reserve them for you. Cheer Energy blocks hotel rooms as a courtesy and encourages that you reserve immediately. Hotel block information, rates, and booking codes will be sent out as soon as blocks are made. Some events will not be blocked; therefore you must find a hotel to book your room. You are responsible to attend and be on time to all meetings and practices.



Keep in mind many large event producers are moving toward “stay and play” events, meaning we must stay at one of their approved hotels. Sometimes these hotel rates are high. Know that this isn’t a move we agree with, but if we elect to attend larger events, it is a rule we must follow or teams will be assessed a penalty.

Team members may be **REQUIRED** to ride a bus or other team transportation and stay in the same hotel if deemed necessary or in the best interest of the team. Failure to participate in required hotels or transportation may result in removal from the team or competition as deemed by the coach/owners.

Each cheerleader must have a chaperone at every competition. It is not your coach’s responsibility to be your child’s chaperone.

#### **Name, Trademark & Logo**

**The name “Cheer Energy All-Stars” and the Cheer Energy Logo are the property of Cheer Energy All-Stars, LLC and are protected under law and may NOT be used without permission.** All items using the name/logo must be sold through Cheer Energy. This includes T-shirts, jackets, or any other item that will display anything pertaining to Cheer Energy All-Stars. Team Reps are welcome to design shirts for extra-special competitions, but all designs must be approved by the owners and must be sold through Cheer Energy. **ALL ITEMS MUST BE APPROVED BY THE OWNERS.**

#### **Team Rep Volunteers**

Team Reps will be appointed at the start of the season. They are the primary contact for a great deal of information, including: competition schedules, changes in practice times, and other pertinent information. The Team Reps will also assist with collecting forms, practice gear sizes, and uniform sizing for athletes, team gatherings, fundraisers and activities.

The Team Rep will be your main contact at a competition. The coaches need to be able to focus on the athletes, warm-up times, performance, etc. The Team Rep will be in charge of making sure that hair and make-up is “performance ready.” Team Rep Volunteers will also be checking for jewelry (clear belly-rings included) and colored nail polish.

Team Reps are volunteers and should be highly praised for their dedication to the job. Please treat them with courtesy and consideration for their efforts. They are often times the messenger. If they deliver news you do not agree with, know they are just doing their job. A list of Team Reps will be posted in the main office along with contact information.

## Uniforms

Cheer Energy uses uniforms on a three year cycle. All cheerleaders are required to purchase a uniform (new or used) and assuring that they are clean, presentable and the correct size/fit. Each cheerleader is required to have a Cheer Energy uniform, makeup and bow (girls only), shoes, and practice clothes. Cheer Energy will not be responsible for new uniforms that do not fit upon arrival. However, we will do our best to help you get any problems resolved with the uniform company.

Apparel may not be altered in any way, unless you are expressly told to do so. **Do not have anything added to your warm up, uniform, etc.** Everyone's uniform and other All-Star apparel must be identical.

A used uniform sale will take place during the summer months to allow the sale of used uniform pieces with prices set by Cheer Energy. If you are not able to purchase the needed pieces in the size needed at the yard sale, you will be required to purchase new pieces at the full price. Additional optional pieces such as warm ups, backpacks, shirts, jackets, duffle bags and sweatshirts may be purchased thru Cheer Energy.

Cheer shoes are required and are purchased individually with prices ranging from \$35-\$95. Information will be provided on which shoes are expected/acceptable for each team. We have a Nfinity Pro-Shop link on the webpage. We encourage you to order from there and use the code GYMPROGRAM for a 10% discount.

### APPROXIMATE Uniform Costs:

New Uniform Package - Approx. \$445

Bow- Approx. \$30 each

Practice Uniform- Approx. \$50 (Shirt and shorts)

**Used Uniforms** will be sold at a reduced price at a yard sale sometime in the late summer/early fall. Date and time to be determined.

### APPROXIMATE Optional Pieces:

Backpack - \$25

Duffle Bag - \$30

Warm Up - \$115

Shirts - \$15-\$25

## Injuries and Conditioning

Cheerleading is highly competitive and can be a dangerous sport. Stunts and tumbling can lead to injuries, which include but are not limited to: bruises, pulled/strained muscles, torn/strained ligaments, broken bones, dislocations, paralysis, and even death. We at Cheer Energy take every precaution to limit injuries. Unfortunately, we cannot prevent every scenario. In the event that your child is injured, we will take every step necessary to ensure your child's well-being. **All-Star cheerleading is a very strenuous sport.** Therefore, all of the **athletes in our program are expected to be in top physical condition**; this includes flexibility, strength and endurance. If needed, you may be required to take additional tumbling, flexibility or stunting classes.

### **Behavior: Athletes AND Parents**

A positive attitude with T.E.A.M.- (Together Everyone Achieves Miracles) oriented goals is expected from each athlete and parent at all practices and Cheer Energy events. Being a member of a competitive all-star team is NOT about self-glorification and self-promotion, but rather about being a TEAM player in whatever capacity is asked of you. **Athletes should always exhibit a positive attitude and a willingness to participate respectfully.**

Sportsmanship and family are very important to our program. Please be courteous and considerate to all teams and athletes. This includes other all-star programs and other Cheer Energy teams. Please do not speak negatively about any team, person, decision, or result. This includes "cheering" or showing excitement for other teams' mistakes, and applies to posts on the Internet and message boards! **We strive to teach our athletes respect and sportsmanship. Anyone who behaves in a manner in or out of the gym that we view as inappropriate may be asked to leave our program. Profanity, abusive language, and inappropriate photos or behavior are not allowed-- this applies to Facebook, emails, twitter, etc.**

Cheerleaders whose parents are excessively negative or disrespectful will be removed from the program. We are trying to create a positive, pleasant learning environment for our athletes. The attitude of the parent has a huge impact on the attitude and performance of a child. Too much parental pressure may cause a cheerleader to shut down. If a parent acts disrespectful towards a coach, cheerleader, or another parent, a child will tend to mirror the behavior. Parents, relatives, friends and cheerleaders are **never** allowed to speak with competition officials. If you have an issue or concern that you wish to address about a competition, please contact your team coach or an owner. Parents are never allowed to represent Cheer Energy concerning accommodations, competitions or any other situation. **If anyone has problems, concerns or comments with or about our program, you are to bring them directly to the coach or owners. Parents, family members and cheerleaders are NOT to discuss issues in the lobby, etc.**

### **Viewing Area**

All parents, siblings, family members, friends, etc are to remain in the lobby during practices. The gym is closed to all non-athletes. Should you need to visit the restroom while at the gym please do so quickly and quietly as to not disturb practices or classes.

As in all sports, there are occasionally some parents who seem to enjoy spreading negativity and spite. Please be respectful of the majority of parents who simply want to watch their child enjoy themselves. If you have a problem or concern, please speak to the office staff or the coach. Complaining to other parents cannot solve your problem, nor can we resolve an issue that we don't know about. **Parents who are excessively negative, derogatory, loud, overbearing, or distracting will be barred from the gym and/or have their athlete permanently removed from our program.**

If you respect us enough to allow us to play a large role in your child's life, please respect us enough to know that we have your child's best interest at heart. Decisions that are made in regard to your child's training, level, and team are made in what we feel will best help your child be successful.

### All-Star Financial Policies

When your child is placed on a Cheer Energy All-Star team, he/she is committed for the entire season, including practices, competitions, camps, etc. **Refunds are not given.** If a child quits or is dismissed from the program, all monies paid will be forfeited. You will still be held responsible for any payments that we have made on the behalf of the cheerleader (ex: competition fees paid out) for fees May 2019 - April 2020.

Cheer Energy will print invoices/statements upon request. **Failure to keep up with tuition payments will result in the removal from the program.**

### \*\*\*IMPORTANT\*\*\*

All payments WILL be made through the parent portal using your preferred payment method. **This is NOT optional.** The ONLY exception will be if ALL fees are paid up front including monthly fees, choreography, competition fees etc. Drafts will begin on May 15th for ½ month tuition.

Thereafter, monthly tuition will be charged the 15th of every month and debited on the 1<sup>st</sup> of each month (For example, August tuition will be billed July 15th and debited August 1st.). Choreography and competition fees being debited on the 15<sup>th</sup> of the month due. You are responsible for keeping your payment information up to date! You will need to check with your bank or credit union for proper formatting to make sure draft is possible from your particular account.

### Tuition Fee:

All monthly fees will be drafted on the 1<sup>st</sup> of each month. NO EXCEPTIONS. If your account information is declined, a NSF \$30 fee will be charged and participation in any classes will be suspended until the account is current.

All gym accounts for the previous season must be paid in full before anyone will be placed on a team. Tuition is not prorated for holidays, missed practices, injuries, etc. In the event of an injury that requires a participant to sit out of a competition(s) the fees for the missed competitions must still be paid as it is necessary to find a fill in replacement.

Tuition is a set fee that all all-star athletes must pay for the duration of the season (May 2019 - April 2020). Failure to attend practices due to injury or other reasons does not waive any tuition fees. Long-term injuries will be handled on a case-by-case basis. Tuition and other fees are subject to change at any time. The monthly fees are broken-down in the chart on the following page. In the event that a competition is cancelled, adjustments will be made to your account. **The competition prices listed are approximate fees.** Additional cost will include: uniforms, shoes, bags, makeup, warm-ups, and travel expenses (hotel,

transportation, spectator tickets, meals, etc.).

TUITION RATES ARE NOT REFLECTED BY THE SCHEDULED PRACTICE TIMES OR LENGTHS. Tuition includes team practices, unlimited tumbling and flexibility classes.

Team	Ages	Registration	Monthly Tuition*	USASF Membership	Choreography	Competition Fees*	Uniform
Surge	3-6	\$75	\$50	\$30	\$100	\$360	\$225
Sparks	5-6	\$75	\$50	\$30	\$100	\$360	\$225
Atomic	5-8	\$75	\$85	\$30	\$100	\$450	\$440
Fusion	5-11	\$75	\$90	\$30	\$250	\$555	\$440
Voltage	5-14	\$75	\$95	\$30	\$250	\$600	\$440
Ignite	11-18	\$75	\$100	\$30	\$250	\$750	\$440
Impulse	11-18	\$75	\$100	\$30	\$250	\$750	\$440
Blackout	11-18	\$75	\$100	\$30	\$250	\$750	\$440
Explosion	Special Athletes	\$50	\$25	\$30	\$50	TBD	\$225
Date Charged (on 15th of month)		May 11	June-July	July	June	Aug, Sept, Oct	TBD
*The month of May tuition will be half of the normal tuition cost							
*Competition Fees will be charged in 3 segments in the months of August, September, and October.							
Crossovers will be charged tuition based on youngest team with an additional \$20/month crossover fee.							
Crossovers will be charged additional competition fees per competition							

USASF MEMBERSHIP: USASF (our all-star governing body) is requiring all athletes to not only register but pay a \$30 athlete membership fee. This will be due July 15, 2019.

## Booster Club

We do have a very active parent booster club for your fundraising needs. The booster club offers many fundraisers throughout the year such as candles, butter braids, pasta and raffle sales and more. Booster funds can be used for registration, monthly fees, uniform, choreography and competition fees. However, FUNDS MUST BE IN YOUR ACCOUNT WHEN FEES ARE DUE, i.e.: not funds you plan to have.

Booster withdraws/payments will be used to pay your Cheer Energy account ahead. With enough notice, the ACH draft will be adjusted, if possible, however cannot be guaranteed.

\*Boosters is a separate organization from Cheer Energy All-Stars, LLC.

Cheer Energy reserves the right to make changes to this handbook at any time as deemed necessary.