



CHEERFACTOR
all-stars

2023-
2024



Parent
GUIDEBOOK





FULL
YEAR

PARENT
INFO PACKET

4LOCATIONS

*CHEERFACTOR FOXBORO
69 EAST BELCHER RD.
FOXBORO, MA 02035*

*CHEERFACTOR
HANOVER
342 CIRCUIT
STREET
HANOVER, MA 02339*

*CHEER
LEGACY
391 WEST
WATER ST.
TAUNTON,
MA 02780*

*EAST COAST TUMBLE
1000 TIOGUE
AVENUE
COVENTRY, RI 02816*

FACEBOOK:

CHEERFACTOR GYM

TWITTER:

@CHEERFACTORAS

INSTAGRAM:

CHEERFACTOR_ALLSTARS

SNAPCHAT:

CHEER.FACTOR





CheerFactor All-Stars and the CheerFactor Foxboro & Hanover location is owned and operated by Christie Blushi. Cheer Legacy is owned and operated by Marianne Rogers and East Coast Tumble is owned and operated by Jenna Robidoux and Shianne Edwards. All four women take great pride in this program and continue to strive to offer the BEST All-star experience in the industry.

CheerFactor All-Stars is one of the most respected and highly regarded cheerleading programs in Massachusetts as well as New England. In recent years our program has become nationally known for outstanding showings at the WORLD CHAMPIONSHIP, NCA ALL-STAR NATIONALS AND THE SUMMIT. Our program and its success as a whole, from Level 1- Level 6, and Tinsy to Seniors are our top priority. We have earned more National Championships, Grand Championships, Program Championships, Summit bids and Worlds bids than any program in the area. The CFAS staff trains and competes our athletes at skill levels that engage and challenge them. We educate our athletes in self-confidence, respect, integrity, positivity, and athletic sportsmanship. We pride ourselves in our ability to train and coach our athletes in a professional, positive, and rewarding environment. We believe in open communication with the athlete and parent and work tirelessly to ensure the athletes and parents feel like valued members of the CheerFactor Family! We run our program professionally and take our customer satisfaction seriously. Your Family's All-Star experience is important to us. Our philosophy in making decisions is always PROGRAM first, TEAM second and the INDIVIDUAL third. This philosophy has always proved to set CFAS apart.

Cheer Factor High Performance Training Center LLC.

69 East Belcher Rd.
Foxboro, MA 02035

342 Circuit Street
Hanover, MA 02339

Cheer Legacy
391 West Water St.
Taunton, MA 02780

East Coast Tumble
1000 Tiogue Avenue
Coventry, RI 02816

Communication

We have set the following communications guidelines to ensure effective communication.

How to communicate with CheerFactor:

E-mail is the preferred method of communication with CheerFactor All-Stars. To avoid miscommunication we prefer important correspondence in writing. This also helps with keeping a fast and effective way for sharing information to others, ie, Coaches, front desk staff, team moms etc. Please note, we do our best to return emails in a timely manner (within 24 business hours).

Please direct all questions to jrodriguez@cheerfactorgym.com

A separate email list for all staff members and coaches can be found on our website.

Facebook is **NOT** a mode of communicating with the owner and/or the staff about issues, concerns or questions. Facebook is used to share our athlete's videos, pictures, and information as well as to give positive encouragement and stay connected to our families in a fun, casual way. It is not intended to be a substitute from our official email address. Facebook messenger messages will not serve as formal communication with CheerFactor staff and often times will go unanswered.

Call/Text on personal cell phones should not be a method of communication unless otherwise specified; if you are returning a call or if there is an emergency. NOTE: Team moms do have the cell phone numbers of the owner and staff and are permitted to call/text during competitions and emergencies only.

Athlete Team group chats are strongly discouraged and MUST include the Team Moms in the group or they will not be allowed to exist. We consider a TEAM group chat any communication that includes more than 30% of the team.

Communication from CheerFactor:

The majority of the communication you receive from CheerFactor will be via e-mail. You will receive a lot of emails from CheerFactor usually forwarded by the Team Mom(s). We highly encourage our families to create a CheerFactor Folder within your email account so you can easily recall any information sent out.

Note that you are responsible for knowing any and all information that is sent; please be sure that you read each e-mail carefully. We do our best to keep our families informed of any and all happenings in the gym, so be prepared for lots of emails! Please note, if you are multiple teams, you will receive duplicate emails. It is not the responsibility of team moms to filter information. Everyone gets all information. Team Facebook pages will also be used for posting lots of season information.

CheerFactor does run a Twitter, Facebook, SnapChat and Instagram page.
All athletes are subject to have their image displayed on all forms of social media.

Facebook: CheerFactor gym
TWITTER: @CheerFactorAS
Instagram: cheerfactor_allstars
SnapChat: cheer.factor

Communication with Each Other:

One of CheerFactor's goals is to build a family environment for all of our families that includes everyone, not just our athletes. With this being said, it is our hope that our athletes as well as our parents form great bonds and become more comfortable discussing things with one another. We expect that the CheerFactor ideals of sportsmanship will be upheld.

- Please refrain from any negative discussions in the parent room or on social media.
- Please refrain from discussing other athletes and/or families.
- Please refrain from discussing any coaching/routine issues.
- At NO time is it appropriate to directly contact event producers about competitions, results, bid processes or anything of that nature. Please send any concerns to CheerFactor Management.
- Each team will be assigned a Team Mom. Your Team Mom will be the first point of contact for any questions; she will direct you to the appropriate parties for your questions/issues/concerns. Team Moms work directly with the Gym Director on behalf of the gym.

Facebook Groups:

Cheerfactor team coaches will create private FB groups for every team. This is again a fun place to share encouragement, pictures, video's etc. Questions that may be answered on these forums are not always accurate; please email your important question for the accurate answer. Remember to keep the FB groups positive! Lots of information is shared on the Team Facebook pages, please be sure to get on your Team Page.

CheerFactor reserves the right to remove any athlete and/or family from the program for behavior that is inappropriate, negative or overall detrimental to the program.

Dress Code

The CheerFactor dress code has been put into place to ensure the athletes are safely prepared to perform the skills required of them and uphold the CheerFactor image internally and externally to the gym.

Practice Dress Code

- A designated practice outfit will be assigned for weekday and/or weekend practices. This may be black on black or may be the new practice outfit (dependant on when the outfit arrives) You will receive clear direction on what to wear for practices. This is Mandatory!
- Proper cheerleading sneakers (Varsity, white, indoor cheer shoes) must be worn to all practices and/or tumbling classes – no exceptions. **DO NOT FORGET YOUR SNEAKERS!!**
- Sports bras are required without additional bra straps showing.
- Oversized shirts or sweatshirts as well as oversized pants or sweatpants are not conducive to our sport and are not allowed to be worn during practice or classes. Any extra clothing should be removed prior to entering the gym for practice.
- Hair should always be done tightly and out of your face – this includes swaying bangs.
- Cheerleaders should always have spunks or tight fitting shorts under their practice shorts at all times.
- **NO JEWELRY** should be worn at any time! This is a safety issue and we expect parents as well as athletes to ensure it is followed. The gym will not be responsible for any jewelry brought into the gym.
- Fingernails should be athletic length at all times (not past the finger tip). Again, this poses a safety issue for our athletes.
- Athletes must display proper hygiene during practices and tumble classes.
- Themed practices are optional for athletes to participate in and are meant to be fun.

Competition Dress Code

- Athletes must arrive in appropriate attire and wear all uniform items appropriately.
- No jewelry should be worn at any time. This is a safety issue and can cause a team to be penalized or disqualified from the competition.
- Appropriate competition hair and makeup should be completed before meet time. Hair and make-up information goes out mid season.
- Athletes should be “competition ready” for awards. (Looking the same as when you actually compete).
- Wear your uniform with pride and the way it is intended to be worn:
 - It should be zipped/buttoned 100% and pulled up or down and sleeves worn appropriately.
 - Wear your top the way it is intended to be worn. If it is a full top it should be full at all times.
- White **NO SHOW** socks are required with your white sneakers.

- Nude sports bras are required for your uniforms; please ensure your bra matches uniform style and cut outs appropriately and no bra straps are showing.
- Hair must be a NATURAL COLOR. Any extreme hair colors may need to be approved by owners.
- IMPORTANT.....ATHLETES WITH THE CROP STYLE UNIFORM CANNOT BE SEEN IN THE CROP TOP AT ANYTIME UNLESS WITH THE FULL TEAM HEADING TO COMPETITION AREAS. THIS IS AGAINST USASF RULES!
- Cell phones should NEVER be tucked in uniform skirts, shorts or tops. Be respectful of your uniform.

Notes about the CheerFactor Logo

- Personalization such as athlete name, age/level abbreviations...ie: j4, y2, m2 etc can be added to any official or unofficial merchandise and/or bows.
- CFAS, any CF or CFAS logo, CheerFactor and CheerFactor All-Stars or any Cheerfactor team names cannot be added to any official or unofficial Pro-shop items.
- CheerFactor will provide contact information to CFAS authorized vendors to our families. Authorized vendors will be able to provide custom apparel. These vendors will also be able to bling, embroider or heat press: Team names, CFAS, CheerFactor, or CheerFactor All-stars onto CFAS Pro-shop items
- This includes post season swag

Christie reserves the right to make exceptions to these policies should the circumstance be acceptable.

Attendance and Injuries

ATHLETES MUST CONTACT TEAM COACH DIRECTLY VIA EMAIL WITH ANY ATTENDANCE ISSUES, REQUESTS OR NOTIFICATIONS.

Practice Attendance Policy 2023-2024

This is for any REGULARLY SCHEDULED PRACTICES

Summer Session (start of practice – September 3rd)

(Level 5/6) Must have coaches approval

(Level 1-4) Athletes must notify coaches of any conflicts or absences by June 5th

Summer practice attendance is still very important, we use these months for skill building. We encourage families taking time to enjoy their summer but do ask that athletes do not miss practice without reason. We encourage families to plan within summer gym closings as much as possible. Please see gym closings for summer closings.

Regular Season (September 4th - March 1st)

Four Absences will be allowed (level 1-6)

Athletes must notify coaches of any conflicts or absences by September 1st for Full Year and December 15th for Half Year.

Late Season (March 2nd - April 12th)

One absence will be allowed (Plus any absences not used during REGULAR Season)

Athletes must notify coaches of any conflicts or absences by March 1st

*Arriving 15 minutes late or leaving 15 minutes early will count as an absence.

ANY ATHLETE FOUND IN NON-COMPLIANCE OF OUR ATTENDANCE POLICY WILL BE REMOVED FROM THE ACTIVE COMPETITIVE ROSTER.

Red Zones, Extended Red Zones, Black Out Weeks, Super Weeks

The expectation is that athletes attend all scheduled practices. For information regarding the attendance policy please refer to the Parent Guidebook. The EXCEPTION to regularly scheduled practices will be Red Zone, Extended Red Zone, Black Out Weeks & Super Weeks. During these practice attendance is MANDATORY with NO EXCEPTIONS. Not attending these practices will result in being removed from the team roster for that week's competition. Being removed from a roster for competition could result in a penalty fee depending on the competition. After March, replacement of an athlete that was out for any of these practices will be up to the discretion of the coach.

Red Zone – the week leading up to ALL scheduled competitions, this will be all practices from Sunday-Friday prior to competition weekend.

Extended Red Zone – the 2 weeks (or designated dates) leading up to a scheduled competition, this will be all practices from Sunday – Friday prior to competition weekend.

Black Out Weeks – all gyms will schedule only All Star practices after 5pm all week. All teams have the potential of added practices during this week. You will be notified of added practices 2 weeks prior to Black Out Week.

Super Weeks – all gyms will schedule only All Star practices all week. All teams have the potential of added practices at any time during this week including the potential of multiple practices per day. You will be notified of added practices 4 weeks prior to Super Week.

Returning Injured Athlete Policy

Any athletes that suffer an injury that prevents them from practicing more than two weeks MAY NOT be placed back on active roster immediately after recovery.

The athlete may be placed on a different team to perform until the former team coach feels as though the athlete is FULLY capable of performing with his/or her former team. This rule is to protect both the injured athlete from re-injury, and or unhealthy/unnecessary pressure or stress, as well as the team.

“Sitting Out” Policy

While we certainly appreciate athletes attending practices when they have a soft injury or a non-contagious illness, we have had instances where ‘Non-Participating’ in practices too frequently has become a problem. While non-participation in a practice does not count as an absence the following rule will be in place this season.

- FOR EVERY TWO PRACTICES THAT AN ATHLETE DOES NOT PARTICIPATE IN MORE THEN ½ THE PRACTICE, THAT ATHLETE WILL HAVE ONE ABSENCE MARKED AGAINST THEM

Concussion Policy

To protect the injured athlete, the team and the gym, ANY VERIFIED CONCUSSION DIAGNOSIS WOULD RESULT IN AUTOMATIC FILL-IN REPLACEMENT. Once an athlete is cleared to participate they will get their “spot” under the same conditions under the “RETURNING INJURED ATHLETES” policy. This new policy is due to the “open endedness” of concussion recovery. An athlete needs time to properly recover and not rush back, but in the meantime; the team still needs to continue to move forward.

Competition Attendance

We practice countless hours to prepare for competitions; therefore competitions are absolutely mandatory with NO exceptions. The countless hours and financial commitment our families put into these events does not go unnoticed so we have taken the following precautions into account to protect your commitments.

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- In the event of an emergency in which the athlete will not be able to compete, the parent (not the athlete), must contact the gym owner, coach and team mom as soon as possible.
 - If the athlete is injured they are still required to attend the competition
 - If the athlete is too ill to attend the competition they do not need to attend

Please know that failure to notify the gym owner, coach and team mom in a timely manner will result in permanent dismissal from the team. Not competing in a competition should be the last resort. Athletes who do not attend a competition for anything other than what the OWNER finds to be an emergency are subject to removal from the roster. Attending competitions is mandatory. You will be charged a fee of \$500 when notifying us inability to compete up until the Wednesday prior to the competition. Should you notify us after Wednesday or no show at a competition you will be charged \$1500 for not attending a competition.

Competition Tardiness

Tardiness at competition can cause extreme stress to team moms as well as team athletes. It is imperative to keep communication open with your team mom in the event that you may be tardy.

- If you are more than a ½ hour late 2 times for your meet time WITHOUT communicating with your team mom, your child will be replaced for 1 competition.
- If you are AT ALL LATE for your warm-up time WITHOUT communicating with your team mom ONCE, your child will be replaced for 1 competition.
- If you are consistently late for meet-time or warm-up time WITH communication to your team mom, you will receive a warning from the gym and will put your child at risk for being replaced for a competition
- If you are consistently late to competitions there could be a financial penalty

Injuries

While we do not plan for injuries and would wish to have an injury free season, they do happen in all shapes and sizes. Competitive cheerleading is a contact sport and like all contact sports we face injuries throughout the season. It is important to know that the CheerFactor Staff is first aid and CPR/AED certified. While we are certified to assess injuries we are not doctors. If at any time you feel that your athlete needs to seek medical attention we encourage you to do so and follow the below guidelines.

- Any and all injuries that disrupt participation will be reported and documented in the CF INJURY LOG at the time of the injury (regardless of the size). Coaches or instructors fill-out the injury log. CheerFactor will send an email follow-up with the parent.
- If any athlete fails to report an injury, even if it doesn't disrupt participation, it could result in disciplinary action.
- Head injuries are serious and we encourage our families to educate themselves on concussions.
- After receiving medical care, all injuries that prevent/limit the participation of your athlete, must have written documentation from a doctor. This goes for both stopping participation and being "cleared" to restart participation.
- The CheerFactor Staff reserves the right at any time to use their professional judgment and decrease the athlete's activity.
- Communication is vital to the well being of your athlete. It is the parent's responsibility to communicate detailed information about your athlete's injuries and recovery time.
- Injuries should be reported to coaches ASAP. Coaches should not be surprised when an athlete arrives at practice injured.

Conditioning

The CheerFactor Staff takes every and all precautions to limit injuries for your athlete, but unfortunately, we cannot prevent them all. Conditioning is vital to the limitation of injuries. We take your athlete's body very seriously and treat it with care!

All Star Cheerleading is a strenuous sport and requires athletes to be in top physical condition. This includes flexibility, strength and endurance. It is expected that our athletes participate in any and all pre/during/post practice workouts. These prevent injury. It is expected that our athletes take the drills in their tumbling classes seriously as these drills teach proper technique and technique can avoid injury. It may be necessary for an athlete to take extra condition/stretch/stung classes to properly condition for their readiness of competition. At any time a coach may request an athlete do conditioning drills, exercises at home or outside the gym. This will not be done without proper instruction from the coach to both the athlete and parent.

Crossovers & Fill-Ins Policies & Procedures

Crossovers and/or fill-ins are members of the team that perform/compete on other team(s) within the gym.

- A crossover is a full member of the team and is choreographed into the routine permanently.
- A fill-in is a temporary member of the team that might be in the routine for just one competition due to another athlete's injury/illness, etc.
- A permanent fill in generally starts out as a fill in (temporary member of the team), however becomes a permanent member as the injured athlete is not able to return or is replacing an injured athlete that is out for the remainder of the season due to a more serious injury.

Crossover Expectations:

- Practice attendance is mandatory and is the same for the crossovers primary team.
- Crossovers are to treat all teams they compete on equally and with the same importance and dedication.
- Being a crossover is a big commitment and responsibility for the athlete. Please be sure your family can make this commitment fully.
- Crossovers are responsible for all fees charged by competition companies to compete on more than one team which will be charged as the Crossover Fee for the season. Note: because you pay a fee does not always mean you will receive more than one gift and/or championship gear.
- Crossovers are to pay their crossover monthly tuition by the tuition due date. Your financial obligations are the same for all teams.
- Crossovers will attend all competitions for their crossover team even if their primary team is not in attendance.

Fill In Expectations:

- A Fill in is expected to perform the duties they are tasked with to the best of their ability.
- Their role is to fill-in for the injured/ill athlete for a limited or designated time frame.
- A Fill in is not responsible for any cost associated with competing.
- A Fill in is responsible for any travel costs.

Permanent Fill In Expectations:

- Practice attendance is mandatory, based on the attendance policy
- Permanent Fill in is responsible for all fees charged by competition companies to compete on the new team. Note: because you are replacing an athlete does not always mean those fees have been paid in full in advance by the previous athlete, in some cases permanent fill ins may have a discount on crossover competition fee.
- Permanent Fill in is responsible to pay monthly tuition by the tuition due date, effective the 1st of the month following their addition to the team.
- Permanent Fill in will incur all travel expenses for their team

Financial Policies and Procedures

CheerFactor understands that participating in all-star cheerleading is a large financial commitment; therefore we will provide all financial obligations and pricing in our season documents.

Explanation of Tuition

- Cost depends on team and can be found on the Pricing Guide, this includes all practice time, and allowed tumble practice time.
- Crossovers will pay an additional \$30 per month in addition to regular tuition.
- Tuition is not increased or decreased with closings or added practices, longer practices or shorter months. Tuition is the cost of a CFAS season divided by 11 months for full year teams.

Explanation of Discounts on Tuition

Sibling Discounts:

- Sibling discounts are available for Full Year athletes only. **(Tuition discount is not available for half-year athletes)**. The first child will be considered full price and the second will be half off their tuition. More than 2 siblings in the program, please see gym owner.
- Team moms will receive \$75 off of their monthly tuition. **(Prep Team mom discount is \$35 off their tuition)**. They will also receive a weekend or day pass for every event their team participates. That will be theirs to keep, unless the specific event producers limit gym personnel (Worlds, Summit and other large events).

Discount Disclaimer.....Families cannot compile discounts, ie: Team Mom, sibling, early bird tuition etc. when eligible for multiple discounts, the highest discount prevails.

Financial Obligation agreement

All parents/guardians must understand that they assume full responsibility for all costs incurred as a member of CheerFactor All Stars including, but not limited to, gym registration/evaluation fees, monthly tuition, practice outfits, uniforms, competition and travel expenses, camp fees, or an other items(s), reservations or services purchased or rendered to CheerFactor All Stars and the payment in full of those items, regardless of any circumstances that may arise.

Please see addendum for all Financial Obligation documents for the season.

Refund Policy

Please see addendum for all Refund Policy documents for the season.

Explanation of Choreography & Music Fees:

- Choreographers charge by the size of the team.
- Chorography and music fees are non-refundable even if an athlete leaves the team.
- If an athlete joins the team after choreography they will still need to pay for the choreography.
- Crossovers who are original members of the team will need to only pay once for Choreography and music.
- Fill-Ins are not required to pay any fees in regard to choreography and music.

How to pay CheerFactor:

- All charges are due as outlined on the pricing guide. Monthly invoices are not sent to customers individually.
- All families MUST have a credit card on file. All fees will be auto draft on the due dates according to the pricing guide. Not having a card on file at the time of auto draft will result in a declined transaction fee of \$25.
- CheerFactor charges a late fee when payments are made outside the grace period each month, please refer to Financial Obligations.
- Late fees WILL NOT be waived pending fundraising money payments from Boosters, you are responsible for meeting all payment due dates
- Our accounts are updated weekly at the end of each week from our daily postings.
- Any accounts more than 30 days past due are subject to athlete remove from active roster at any time, please refer to Financial Obligation document for additional detail.

Extra Stunting

- Mini/youth teams must schedule a stunt private in order to stunt extra. Must be supervised at all times, this is a liability and safety issue.
- Junior teams must be supervised. Best times would be during open gym. Athletes must pay for open gym to stunt. Junior aged team athletes may also stunt during other teams practices only WITH permission from the team coach during that time that they will supervise them.
- Senior teams must get permission to stunt by a coach in the gym at the time they wish to stunt. They also must be supervised.
- All athletes stunting during Open Gym are responsible for paying for Open Gym
- Gym space is extremely busy and extra stunting cannot interfere or be distracting to other team practices or classes.

Gift Policy

Our policy is that holiday gift giving/end of season gift giving for our coaches is not necessary and even discouraged. Team moms are not allowed to collect money from athletes for coach's gifts. We are grateful that your family allows them to be part of your athlete's cheerleading experience.

Team Swag

All team swag MUST be coordinated by or with team moms and below guidelines must be enforced.

- Regular season swag will not be permitted unless coordinated by the gym, this include travel competitions.
- End of season gifts/swag will be permitted only if donated. No money is to be collected for end of season swag.
- Post season (Summit/All Star Worlds/Worlds) swag will be permitted. The maximum spend for swag is \$50. Unfortunately we cannot manage donations by families for swag. We ask that all teams try to be as reasonable as possible in this regard. You may not fundraise for swag.
- Any Swag including CFAS, CheerFactor, logos or team names must be done through preferred vendors, please see Notes about CheerFactor Logo in previous pages.

Please know that swag is not mandatory and not something that is expected by the gym as it is an additional cost for families. We know many teams do it as a celebration for post season competitions and accomplishments. We also receive lots of questions and would like everyone to be on the same page by putting parameters in place.

The CheerFactor Culture

CheerFactor prides itself in offering a fun, safe, organized and professional atmosphere for all of our athletes and families. This includes the atmosphere of the training facilities and the atmosphere of the events that we attend (Competitions, team bonding events, travel trips etc.)

Facility Etiquette

- Only athletes are allowed in the gym and cheer lounge/locker rooms
- Students not in practice, class or private lessons should not be in the gym
- Parents are not allowed in the gym
- Athletes should arrive no more than 10-15 minutes prior to scheduled practice. The gyms are busy, please be respectful of schedules and others who are in the gym for their scheduled time.
- Siblings must be supervised at all times.
- Athletes should not be at the facility when not in practice/class/privates.
- Please place all trash in proper trashcans and clean up any mess. Athletes are expected to clean up after themselves while in the gym, lobby and cheer lounges/locker rooms.
- Any food that comes in MUST be thrown away and cleaned up.
- Let the staff know of any problems in the lobby/b-room EX: spills, clogs etc.
- NO PETS, Some people are allergic.
- No rearranging of chairs, seating etc.
- No OUTDOOR viewing. No sitting in the parking lot unless in your cars.
- No loud Cell phone use in parent room OR lobby.
- No profanity
- No negative talk about someone else's child
- No negative talk about your own child
- No negative talk about any other parent/coach/person/dog/TV show/place/thing etc
- Let's keep it POSITIVE.
- Sportsmanship – always set positive examples, no inappropriate language, be respectful and always Trust the Process.
- Our routines and music are something we hold very close until the end of the season; please do not post any videos taken in the gym of teams on social media.

Team Mom Role

To serve as the administrative support and arm to the coach and owners of CheerFactor. The team mom is NOT a coach or an assistant coach, he/she should not be found giving instruction (beyond logistical) to any athlete. The Team Mom's are there to promote the CFAS rules. It is the athlete's responsibility to follow the rules at all times. Parents are expected to review and ensure athletes are following all the rules.

- Communicate any and all messages from the gym/coaches to the team in a timely manner (within 24 hours).
- Coordinate and organize team bonding events for the team with the guidance from the gym/coaches.

- Serve as first point of contact for all team families
- Work with Gym Director with any issues or concerns
- Attend at least one practice per week to answer questions for other parents and meet with the coaches/owners (as necessary).
- Manage the team on competition days: arrival times, appearance, meeting spots – all logistics.
- Coordinate Swag where appropriate and within guidelines.
- Coordinate Special Dinners where appropriate for post season travel

Social Media Policies

At CheerFactor we are not only concerned with developing excellent athletes but developing athletes with excellent character. We encouraged all families to follow us on social media and follow these policies. As a program, we reserve the right to remove any Athlete from our program that violates our Social Media Conduct Guidelines and Policies listed below.

- Members of CheerFactor may not use our name and likeness for social media or message board handle names. For example, using CFASchick123 is not allowed.
- Members of CheerFactor may not post on messages boards using our name, likeness or brand.
- Members of CheerFactor may not post inappropriate photographs with CheerFactor logo, name or likeness.
- Members of CheerFactor may not use CheerFactor's name or likeness to promote a product on social media.
- Members of Cheerfactor may not use the Cheerfactor name to create a team social media account or page. We have one official social media account which is the only account officially used by Cheerfactor.
- Members of CheerFactor found engaging in illegal and/or underage activities are subject to removal from the program.
- We have a zero tolerance online bullying policy. Any athlete who uses social media to bully another person, regardless if the other person is an athlete at another gym, our program or an athlete at all, is subject to immediate removal from our program.
- We have a zero tolerance policy for any negativity or inappropriate behavior on social media, this includes parents, athletes, coaches and staff.
- Use social media as a positive way to connect and support our program and athletes.
- A negative comment on any form of social media regarding athletes, coaches, staff or other programs is not allowed.
- No inappropriate language or photos on social media. Always be aware of inappropriate and/or illegal behavior before posting. Always keep in mind other parents, coaches and staff will see these posts.

As a program, we reserve the right to remove any Athlete from our program that violates our Social Media Conduct Guidelines and Policies listed below. Please refer to the refund policy for program removal guidelines.

Addendum



Season 18

Choreography

All Teams will have routine choreography . The expectation is that all athletes attend Choreography for each of their teams. If you have a conflict, please notify coaches immediately. It will be your responsibility to find a fill in for your athlete to attend choreography on their behalf. The Routine Choreography is included in your Cheer Fee. We will have specific team schedules after Summer Break.

August 7th – 8th

Deception

Illusion

August 9th – 10th

Figment

Marvels

August 11th – 12th

Tricksters

August 13th

Phantom

August 18th – 19th

Phenomenon

August 20th – 24th

Destiny

Divine

Dream

Mystique

Prodigy

August 23rd

Phantom

August 25th – 27th

Mirage

Xclusive

XFactor

August 28th – 30th

Junior X

Youth X

XQusite



Season 18

All Star Camp

All Elite Teams will attend our All Star Camp Weekend . We will have guest instructors in for the weekend to work with our teams focusing on stunting and tumbling. Attendance is expected for all athletes. You will receive your team's specific day and time before Summer Break. The All Star Camp is included in your Cheer Fee.

July 18th

July 19th

July 20th

July 21st



Season 18

Closing Dates

Memorial Day

Monday, May 29th

Summer Break

Saturday, July 1st – Sunday, July 9th

Halloween

Tuesday, October 31st

Thanksgiving

Wednesday, November 22nd – Saturday, November 25th

Christmas

Saturday, December 23rd – Monday, December 25th

New Years

Saturday, December 30th - Monday, January 1st

February Break

Saturday, February 17th – Sunday, February 25th
Super Week for XFactor & All Half Year Teams

Easter

March 31st

Regular Season Ends

Friday, April 12th

Spring Break

Saturday, April 13th – Sunday April 21st
Extended Red Zone & Super Week for All Worlds & Summit Teams



Season 18

Weekend Practices

Throughout the season there will be added practices varying by team and schedule; this is in addition to any Black Out Weeks and Super Weeks. During the Fall & Competition Season there will be additional Saturday & Sunday practices added to the schedule. Attendance is expected at all practices and mandatory during any Red Zone, Extended Red Zone, Black Out weeks and Super weeks. Below is a list of practices already added to the schedule for planning purposes. The practice schedule for the day will follow at a later date. All teams will have practice on these dates. Every team should expect one added weekend practice during the months of September, October and November. Weekend practices during competition season will be as added as needed.

Sunday, November 26th

Sunday, December 3rd

Saturday, January 6th

Sunday, January 7th



Season 18

Competition Schedule

December 2, 2023

America's Best – Springfield, MA

December 9th -10th

Spirit Sports – Worcester, MA

January 13th – 14th

JamFest Super Nationals – Indianapolis, IN

January 27th – 28th

Athletic Championships – Providence, RI

February 2nd – 4th

Champions League – Foxwoods

February 10th – 11th

ASC – Worcester, MA

March 1st – 3rd

NCA – Dallas

**XFactor Only

March 9th – 10th

Winners Choice – Mohegan Sun

March 15th – 17th

Spirit Fest – Providence, RI

March 23rd – 24th

Maximum Cheer & Dance – Foxwoods

Half Year/Limited Only

March 30th

Liberty Prep Nationals – Providence, RI

Half Year/Prep Only

April 12th

CFAS Showcase

April 25th – 26th

Youth Summit – Tampa, FL

April 26th – 29th

Cheerleading Worlds – Orlando, FL

May 2nd – 5th

Summit – Orlando, FL

****Competition Schedule is NOT FINAL and is subject to change.
All teams may not attend all listed competitions****



Season 18

Competition Schedule

Limited & Prep Teams

December 9th -10th

Spirit Sports – Worcester, MA

February 2nd – 4th

Champions League – Foxwoods

March 9th – 10th

Winners Choice – Mohegan Sun

March 23rd – 24th

Maximum Cheer & Dance – Foxwoods

****Competition Schedule is NOT FINAL and is subject to change****



Season 18

Extended Red Zone Practices

The expectation is that athletes attend all scheduled practices. For information regarding the attendance policy please refer to the Parent Guidebook. The EXCEPTION to regularly scheduled practices will be Red Zone, Extended Red Zone, Black Out Weeks & Super Weeks. During these practice attendance is MANDATORY with NO EXCEPTIONS. Not attending these practices will result in being removed from the team roster for that week's competition.

Red Zone – The week leading up to ALL scheduled competitions, this will be all practices from Saturday-Friday prior to competition weekend.

Extended Red Zone – The 2 weeks (or designated dates) leading up to a scheduled competition, this will be all practices from Saturday – Friday prior to competition weekend.

Black Out Weeks – All gyms will prioritize All Star practices after 5pm all week. There will be no All Star tumbling during these weeks. All teams have the potential of added practices during this week. You will be notified of added practices no later than 2 weeks prior to Black Out Week.

Super Weeks – All gyms will prioritize All Star practices all week. There will be no All Star tumbling during these weeks. All teams have the potential of added practices at any time during this week including the potential of multiple practices per day. You will be notified of added practices no later than 4 weeks prior to Super Week.

JamFest Super Nationals – Indianapolis

Extended Red Zone – January 2nd – January 12th

Black out & Super Week – January 6th – January 12th

NCA – Dallas

Extended Red Zone – February 19th – 28th

Super Week – February 17th – 25th

Winners Choice – Connecticut

Extended Red Zone – March 2nd – March 8th

Black Out Week – March 5th – 8th

Worlds & Summit – Florida

Extended Red Zone - April 13th – Competition

Super Week – April 13th – 24th



Season 18

Pricing Guide

Tuition: The yearly cost of being rostered on a CFAS team, divided by number of months in the season. Hours of practice time will vary without adjustments to tuition payments. Tuition will be automatically charged on the 1st of the month with the exception of June tuition which will be charged on May 30th.

Cheer Fees : please see Additional Fees document for what is and is not included in the Cheer Fees. Cheer Fees are added together and split among 6 months for full year teams.

2023-2024 Monthly Tuition

Elite Teams (Tiny – Level 6)

\$155

\$30 Crossover tuition

XFactor

\$170

\$30 Crossover tuition

Prep Teams (Phantom & Figment)

\$155

\$30 Crossover tuition

Prep Teams (Fantasy & Deception)

\$125

\$30 Crossover tuition

Tiny Novice (begins in September)

\$75

2023-2024 Cheer Fees

6 monthly payment due the 1st of each month

June - November

Elite Travel Teams

*doesn't include Tiny/Mini Elite

\$425

Tiny/Mini Elite Teams

\$385

XFactor

\$440

Limited & Prep Teams

\$220

Tiny Novice (begins in September)

TBD

Registration Fee : paid each season by all athletes

\$100 until 5/22

\$125 after 5/22

Uniform: Uniform fee will be due in full on the fitting day in order to place your uniform order.

Program Uniform : \$535

X-Factor Uniform : \$650

Tiny/Prep Uniform : \$225

Practice Wear : Practice wear is mandatory. Practice Wear fee will due in full on the fitting day in order to place you practice wear order. XFactor will have 2 sets of practice wear.

Practice Wear - \$125

XFactor Practice wear - \$140

**XFactor will require both sets

Cross Over Fee : cost for being on a second team

Cross Over tuition is \$30 per team per month

Crossover fee is split into 2 months due

December 1st and January 1st. Total crossover fee for each crossover team is TBD.

Flyer Program: All CFAS flyers will be required to participate in the Flyer Program. Details and Fee will be released soon.

Declined Transaction Fee : \$25 charge for any declined transaction or any attempt to charge without a card on file. Fees will not be waived. Please see Financial Obligation for additional details.

Late Fee: \$25 charge on all tuition and fees not paid by the 10th of the month. Additional late fees will be charged at 30/60/90 day past due. Fees will not be waived. Please see Financial Obligation for additional details.

Cheer Fees:

- * Competition Fees for all competitions
- * Routine Choreography
- * All Star Camp
- * Coaches Fees (with the exception of post season)
- * Music

Cheer Fees do not include :

- *USASF Yearly Registration fee – paid to USASF (mandatory for all athletes to compete)
- * Uniform
- * Practice Wear
- * Sneakers
- * Competition Bows/hair accessory
- * Make up
- * Optional Pro Shop
- * Optional Warm Up suit

Post Season Expenses: cost for attending post season competitions is completely separate from regular season costs. Expenses will be determined closer to post season events. This season there will be a coaches fee charged for each post season team you will be competing with. Any additional expenses will be shared as soon as they become available.



Season 18

Financial Obligation

All parents/guardians must understand that they assume full responsibility for all costs incurred as a member of CheerFactor All Stars including, but not limited to, gym registration & evaluation fees, monthly tuition, practice wear, uniforms, competition and travel expenses, camp & choreography fees, or any other items(s), reservations or services purchased or rendered to CheerFactor All Stars and that payment in full of those items, regardless of any circumstances that may arise.

- All customers MUST have a credit card/debit card on file for monthly auto draft purposes for all cheer expenses
- All monthly payments are due on the 1st of the month unless otherwise specified
- Your tuition will be automatically charged on the 1st of each month, unless otherwise specified. If this charge is declined or you do not have a credit card on file to be charged, you will be charged a \$25 declined transaction fee.
- Any tuition not paid by the 10th of the month will be charged to the card for a second attempt. If the charge is declined a second time you will be charged an additional \$25 declined transaction fee along with a \$25 late fee.
- Your Cheer Fee and/or Crossover Fee will be automatically charged on the 1st of each month due. If this charge is declined or you do not have a credit card on file to be charged, you will be charged a \$25 declined transaction fee.
- Any fee not paid by the 10th of the month will be charged to the card for a second attempt. If the charge is declined a second time you will be charged an additional \$25 declined transaction fee along with a \$25 late fee.
- Any payments resulting in non sufficient funds, declined credit card, expired credit card, returned check and electronic debits, etc. will incur a \$25 declined transaction fee. It is your responsibility to ensure the card on file is in good standing, fees will not be waived for account oversights.
- Late fees of \$25 will be assessed on any and all past due fees at increments of 10 days, 30 days, 60 days, 90 days
- Tuition pays for training. It does not pay for the right to perform.
- Vacation or time off is not prorated. Hours of practice time will vary without tuition payments being adjusted.
- All accounts must be in good standing to continue to participate in practices, competitions, and other events.
- Accounts over 30 days past due are subject to athlete suspension until account is brought current. Parents will be notified of past due account via email, once your child is at risk of suspension you will be notified a second time via email. If there is no response to these messages after these two communications, the athlete will be sat until further notice.
- Any athlete with a past due balance over 30 days will not be able to participate in private lessons, camps or clinics
- All tuition and fees must be current before an athlete may collect any practice wear, uniform, sneakers or any other retail items.
- Current payments cannot be made when there are past due expenses, past due expenses will be paid first.
- Any monies received from Boosters will not be applied toward tuition and are only applied toward tangible items based on Booster guidelines
- Please refer to the Refund policy for all questions on refunds and withdrawal fees
- Attending competitions is mandatory. You will be charged a fee of \$500 when notifying us inability to compete up until the Wednesday prior to the competition. Should you notify us after Wednesday or no show at a competition you will be charged \$1500 for not attending a competition.
- Withdrawal fees will apply to all athletes, withdrawal after August 1st will result in a withdrawal fee of \$300. A withdrawal after October 1st will results in a withdrawal fee of \$500. This will include dropping a crossover team.
- CheerFactor All Stars reserves the right to turn over all delinquent accounts to collection agencies and the parent /guardian will be responsible for all additional costs incurred.
- CheerFactor All Stars reserves the right to remove an athlete from their team at any time for failure to keep up with financial obligations.



Season 18

Refund Policy

Registration & Evaluation Fees:

There are absolutely no refunds for All Star season registration fee(s) or evaluation fee(s).

Tuition:

Tuition is the yearly cost of being rostered on a CheerFactor All Star team, divided into 11 equal payments for Full Year. Hours of practice time may vary, and such variation will not result in a reduction or reimbursement of Tuition payments.

There are absolutely no refunds for Tuition already paid, this includes any pre-paid Tuition or pre-paid discounted Tuition.

There are absolutely no refunds or discounts for missed practice (there are no additional charges for added practices).

There are absolutely no refunds on Tuition paid if an athlete withdraws or is removed from the program

Cheer Fees:

Cheer Fees are comprised of the majority of All Star season expenses, including but not limited to, choreography & competition fees. These fees are added up and then divided into 7 equal payments for Full Year at the start of the season. Please review the Pricing Guide to confirm what is included in Cheer Fees for the season.

There are absolutely no refunds for Cheer Fees for any reason UNLESS the competition company cancels the competition (please remember the competition fee is only a part of the Cheer Fee).

Crossover Tuition / Fees:

Each athlete participating on more than one team will be charged a Crossover Tuition of \$30 per team per month.

In addition to the Crossover Tuition there is also a Crossover Fee which are the Cheer Fees associated with participating on additional teams. This cost is totaled and broken down into 2 equal payments following the Cheer Fee due dates.

For Crossover Tuition & Fees refunds please see the above Tuition & Cheer Fees policies.

Refund Policy:

Voluntary Withdrawal - If an athlete voluntarily decides to quit or withdraw during the All Star season, the athlete is responsible for any and all Tuition and Cheer Fees owed through the end of the month when the athlete provides written notice to CheerFactor. In the event of the decision to withdraw from the program is made before the end of the All Star season, it is mandatory that a "Notification of Withdrawal" is emailed to the gym owner and the coaches. A \$300 REMOVAL FEE per team will be applied to the final balance of any athlete withdrawing after August 1st and \$500 after October 1st. This includes dropping a crossover team. A final account balance will be determined by the date of the "Notification of Withdrawal". All withdrawal fees will be charged to the card on file on the date of notification.

Withdrawal due to Injury or Illness - If an athlete is injured or becomes ill during the All Star season, the athlete must provide Written Notice via email to the gym owner and cheer coaches that he or she will be unable to participate and withdrawing from the program due to the illness or injury. The athlete is responsible for any and all Tuition and Cheer Fees owed through the end of the month when the athlete provides written notice to CheerFactor. The athlete will not receive a refund of Tuition or Cheer Fees for the month the injury or illness occurred.

Removal from the program - CheerFactor reserves the right to remove any athlete from the program for behavior that is inappropriate, negative or overall detrimental to the program. Athlete's family will receive an email notifying of removal. A final account balance will be determined and sent. All balances are expected to be paid in full. Cheer Fees and tuition will not be refunded per our refund policy. If an athlete is removed from the program, CheerFactor will not sign any release for that athlete during the current season.

If an athlete leaves the program under any of the circumstances addressed above, the athlete will still be responsible for the full cost of all practice wear, uniform, sneakers, etc. Those items will be held by CheerFactor for 30 days after CheerFactor is formally notified as specified above or 30 days after the items are received, whichever comes first. After the 30 days, the items are considered forfeited to CheerFactor