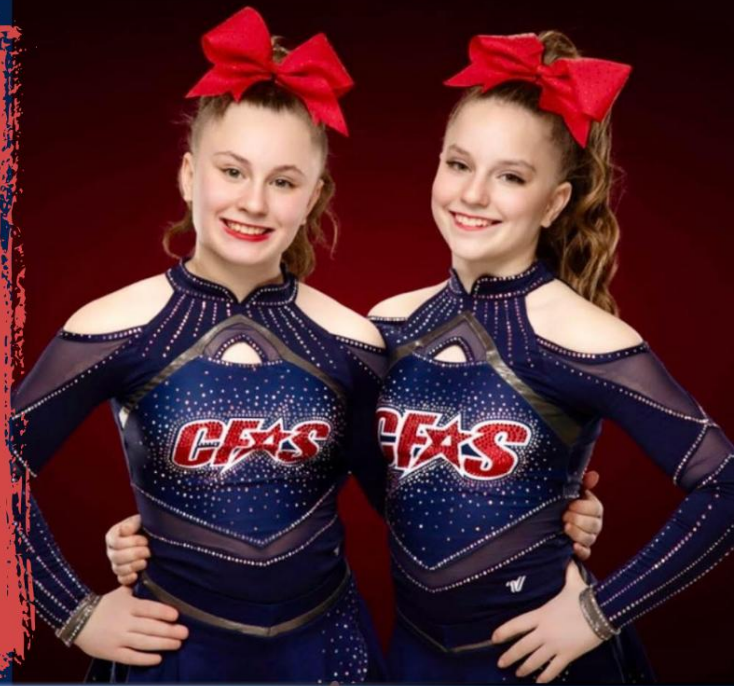




CHEERFACTOR

all stars

**2025 - 2026
SEASON**



Parent
GUIDEBOOK



CheerFactor All-Stars: Excellence in Cheerleading

CheerFactor All-Stars is one of the most respected and highly regarded cheerleading programs in both Massachusetts and the broader New England region. In recent years, we have gained national recognition for our exceptional performances at premier events such as The Cheerleading Worlds, NCA All-Star Nationals, and The Summit.

At CFAS, we are committed to the success of our program at every level—from Tiny to Senior, and from Level 1 through Level 6. Our athletes are trained and challenged in a way that promotes continuous growth, both on and off the mat.

Our experienced staff focuses not only on athletic excellence but also on instilling core values such as self-confidence, respect, integrity, positivity, and sportsmanship. We take pride in fostering a professional, positive, and rewarding training environment for every athlete.

We also place a strong emphasis on open communication with both athletes and parents. It is our mission to ensure that every family feels like a valued member of the CheerFactor Family. Your All-Star experience matters to us, and we are committed to making it exceptional.

Our guiding philosophy is clear: Program first, Team second, and Individual third. This foundational principle continues to distinguish CheerFactor All-Stars and drive our continued success

CheerFactor All Stars

355 Old Colony Road
Norton, MA

342 Circuit Street
Hanover, MA

Cheer Legacy

391 West Water St.
Taunton, MA

East Coast Tumble

1000 Tiogue Avenue
Coventry, RI

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 hours).

Program Questions: Christie@cheerfactorgym.com

Billing and General Questions: 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.

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.

Athlete Team group chats 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 then 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. Lots of information is also posted on the Team Facebook page. We recommend that everyone join the page at the start of the season.

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.

CheerFactor does run a Twitter, Facebook and Instagram page.

All athletes are subject to have their image displayed on all forms of social media and promotional material.

Facebook: CheerFactor gym

TWITTER: @CheerFactorAS

Instagram: cheerfactor_allstars

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 lobby 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 the owner of CFAS.
- 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.

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!

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 all practices. This may be black on black or may be this season's practice wear. This is Mandatory!
- Proper cheerleading sneakers 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. 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.
- 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.

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 will be shared by the gym prior to competition 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.
- 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!

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 2025-2026

This is for any REGULARLY SCHEDULED PRACTICES

Summer Session (start of practice – August 31st)

(Level 5/6) Must have coaches approval

(Level 1-4) Athletes must notify coaches of any conflicts or absences by June 2nd

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.

Regular Season (September 1st - March 1st)

Five Absences will be allowed (level 1-6)

Athletes must notify coaches of any conflicts or absences by September 1st for Full Year.

Late Season (March 2nd - April 17th)

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

- Practices noted as RED ZONE do not allow for ANY absences, NO excuses, ZERO exceptions
- RED ZONES are the week leading up to a regularly scheduled competition
- This will be any/all practice from SUNDAY – FRIDAY prior to the competition weekend
- Some competitions will have **EXTENDED RED ZONES**. These weeks will be distributed separately to all families at the start of the season.
- After March, replacement of an athlete that has missed a red zone practice will be at the discretion of the coach to do what is best for the team.

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 ‘Not-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 REPLACENT. Once an athlete is cleared to participate, they will get their “spot” under the same conditions under the “RETURNING INJURED ATHLETES” policy. This 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.

- 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 are subject to removal from the roster. There will be a financial penalty for not attending a competition. Please refer to the financial policy for additional details.

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

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 for safety precautions.

- 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.

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 Polices & 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. 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 on top of 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 12 months for full year teams.

Explanation of Discounts on Tuition

Sibling Discounts:

- Sibling discounts are available on tuition only. Tuition for the multiple athletes will be half off the lowest tuition fee.
- 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. Team moms will not receive passes for post season 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 is due, regardless of any circumstances that may arise.

Important: Please refer to the current season financial obligation for full details.

Refund Policy

Please refer to the current season Refund Policy for full details.

Explanation of Choreography & Music Fees:

- Choreographers charge per routine.
- 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.
- CheerFactor charges a late fee when payments are made outside the grace period each month, please refer to this season's Financial Obligations for full details.
- 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 this season's Financial Obligations for full details.

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 team's 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 includes 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/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. There will be **NO** exceptions to this policy.

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 locker rooms
- Athletes 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 for long extended times when not in practice/class.
- Please place all trash in proper trash cans and clean up any mess. Athletes are expected to clean up after themselves while in the gym, lobby and 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 the 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.

The Owner of CFAS

Christie's primary role at CFAS is to serve as the main support to the coaches, parents, athletes and administrative staff. We essentially go where we are needed, when we are needed. Never hesitate to reach out with anything that you or your child needs. Christie bases any and all decisions on what is best for the program and with fairness and consideration for all. After 19 years we believe this is what has set us apart as one of the largest gyms in the region.

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 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.

Bullying Policy

Please see this season's bullying policy for full details.

Season Documents

All season specific documents can be found on the website and should be reviewed a part of this document.