

# Cheerleading

Diamond Elite Cheerleading is a family owned and operated Cheerleading and Tumble gym that has been serving Okotoks, the greater Foothills and Calgary since 2013. Our 2018 rebranding allowed us to develop a cheerleading program that better met the needs of our members and community.

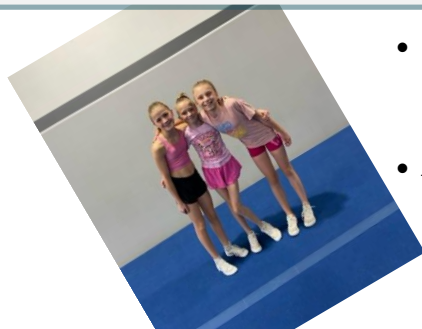
We are looking forward to an exceptional year as we move into Season 12!!!

Our mission is to provide a safe, caring, and inclusive environment for our members that promotes their growth and development both as an individual athlete and part of their team. Our focus on excellence in all areas of the sport of cheerleading is a priority. We want to inspire our cheerleaders to be the very best they can be as an athlete, as a member of our gym and cheer community, and as a positive impactful member of their team, family, school, and community.

At Diamond Elite Cheerleading we take pride in promoting a healthy, active, and balanced lifestyle in a positive and encouraging environment. Athletes learn dedication to themselves, to their team and to cheerleading. We want athletes to feel challenged, successful, and excited to be part of our Diamond Family and the sport of Cheerleading!

***Diamond Elite is a gym where your athlete can shine!***

## SEASON 12 Cheerleading & Tumble Programs – Our Diamond Family!!



- **Recreational Cheerleading Programs**

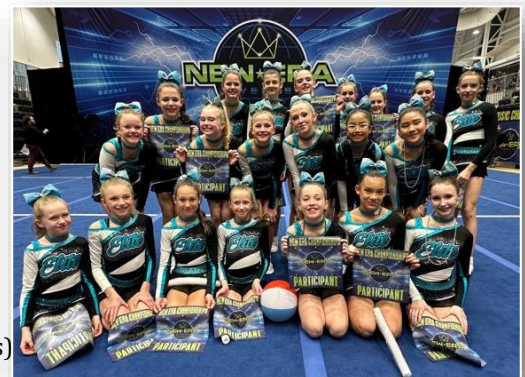
- Kinder Gems! (2.5-4 years & 4-6 years)
- Recreational Adult Cheer Team

- **All Star Novice & Prep Cheerleading**

- U6 Rubies (4-6 years)
- U8 Sapphires (6-8 years)
- U12 Emeralds (8-12 years)

- **All Star Cheerleading**

- U8 Sparkle Level 1 (6-8 years)
- U12 Shimmer Level 1 (9-12 years)
- U12 Glimmer Level 1 (9-12 years)
- U16 Extravagance Level 1 (12-16 years)
- U12 Radiance Level 2 (9-12 years)
- U16 Flawless Level 2 (12-16 years)
- U16 Brilliance Level 3 (12-16 years)



**Tumble Classes, Flyer Classes, Private Lessons & Open Gym available!**

- Open to members & non-members ages 4 years & up *(no experience required)*

**LOCATION: Unit 28, 64062 393 Ave East, Foothills No. 38, Alberta**

# Cheer Training and Fee Information



## ALL STAR PREP TEAMS



### All Star U6 Prep/Novice

#### Team Name: Rubies

**Birth Year:** 2018-2020 (ages 4-6)

**Practice:** 1 hour/week

**Competitions:** 3 Competitions (Feb, Mar, Apr)

#### PAYMENT SCHEDULE

July 1<sup>st</sup> & August 1<sup>st</sup>                      \$100.00 each

September-April                              \$85.00/month

**UNIFORM FEE: \$125-\$150 approx.**

*\$100 Deposit Due October 15<sup>th</sup>, Balance Due November 15<sup>th</sup>*



### All Star U8 Prep

#### Team Name: Sapphires

**Birth Year:** 2016-2018 (ages 6-8)

**Practice:** 1.25 hours/week

**Competitions:** 3 Competitions (Feb, Mar, Apr)

#### PAYMENT BREAKDOWN

July 1<sup>st</sup> & August 1<sup>st</sup>                      \$150.00 each

September-April                              \$85.00/month

**UNIFORM FEE: \$150-\$175 approx.**

*\$100 Deposit Due October 15<sup>th</sup>, Balance Due November 15<sup>th</sup>*

### All Star U12 Prep

#### Team Name: Emeralds

**Birth Year:** 2011-2016 (ages 8-12)

**Practice:** 2 days/week, 1.25 hours each

**Competitions:** 3 Competitions (Feb, Mar, Apr)

#### PAYMENT BREAKDOWN

July 1<sup>st</sup> & August 1<sup>st</sup>                      \$200.00 each

September-April                              \$125.00/month

**UNIFORM FEE: \$225-\$275 approx.**

*\$150 Deposit Due October 15<sup>th</sup>, Balance Due November 15<sup>th</sup>*

#### Included in Annual Cost for Prep

- Competition music
- Coaching costs
- Choreography
- 3 extra practices for Rubies and Sapphires leading up to competition season (Jan-Mar)

#### NOT included in Annual Cost for Prep

- Gym-approved soft-soled white runners/cheer shoes
- Uniform & bow/skrunchie (*we are in Year 2 of 2*)
- ACA & Cheer Canada Membership fees (*approx. \$40*)
- Spectator admission/parking cost at events
- All fees associated with travel
- Tumble Training Fees (*optional but recommended for prep athletes*)
- Flyer Training Fees (*optional for prep Flyers*)
- GST

**PREP TEAM SEASON RUNS SEPTEMBER 2024 – APRIL 2025**

It's Your Time to Shine!



## ALL STAR TEAMS



### All Star Level 1

#### Sparkle

**Birth Year:** 2016-2018

**Level:** U8 Level 1

**Competitions:** 4

**Practice:** once/weekday June-August  
twice/weekday, 2 hours each Sept-Apr

#### Glimmer

**Birth Year:** 2013-2016

**Level:** U12 Level 1

**Competitions:** 4

**Practice:** once/weekday June-August  
twice/weekday, 2 hours each Sept-Apr

#### Extravagance

**Birth Year:** 2008-2013

**Level:** U16 Level 1

**Competitions:** 4

**Practice:** once/weekday June-August  
twice/weekday, 2 hours each Sept-Apr

### All Star Levels 2 & 3

#### Radiance

**Birth Year:** 2013-2016

**Level:** U12 Level 2

**Competitions:** 3-4

**Practice:** once/weekday June-August  
twice/weekday, 2 hours each Sept-Apr

#### Brilliance

**Birth Year:** 2008-2013

**Level:** U16 Level 3

**Competitions:** 3-4

**Practice:** once/weekday June-August  
twice/weekday, 2 hours each Sept-Apr

### All Star Elite Travel Teams

#### Shimmer

**Birth Year:** 2013-2016

**Level:** U12 Level 1

**Competitions:** 3 (AB, virtual, FL)

**Practice:** once/weekday June-August  
one weekday & one weekend (Sun) Sept-Apr

#### Flawless

**Birth Year:** 2008-2013

**Level:** U16 Level 2

**Competitions:** 3 (AB, virtual, FL)

**Practice:** once/weekday June-August  
one weekday & one weekend (Sun) Sept-Apr

#### Crossover Athlete Information:

Athletes are able to crossover on teams within our All Star Cheer Program. This means that an athlete is allowed to practice and compete on two separate all star teams. There is a 50% reduction in training fees for the second team an athlete is on. Elite Travel Teams are a crossover team, and athletes must be on a regular all star team to qualify for this team. Athletes are placed based on mastery of skills at level and may level down for the benefit and success of the travel team. Please speak to the office if you are interested or would like more information.

*\*\* team ages/levels are subject to change based on registration and at the gym's discretion \*\**

Teamwork makes the Dream work!!



# Cheer Training & Fee Information - continued



## ALL STAR TEAM INFO

*continued*



Included in Annual Cost for All Star	Not Included in Annual Cost for All Star
<ul style="list-style-type: none"> <li>• Professionally created and edited competition music</li> <li>• Coaching costs</li> <li>• Choreography</li> <li>• Weekly June and Summer Training</li> <li>• July and August Training Camps</li> <li>• Fall Choreography Sessions (Sept, Oct, Nov)</li> <li>• Open Gym Admission</li> <li>• Competition Fees <i>(except travel and 2-run competitions)</i></li> </ul>	<ul style="list-style-type: none"> <li>• Black shorts and practice top for practice</li> <li>• White Cheer shoes <i>(available for purchase through the gym)</i></li> <li>• Competition Uniform                             <ul style="list-style-type: none"> <li>• Payments July 15, August 15, September 15</li> <li>• Skirt approx. \$200-year 2 of 2, Top approx. \$375-year 1 of 2</li> </ul> </li> <li>• ACA &amp; Cheer Canada Membership fees <i>(approx. \$40)</i></li> <li>• Spectator admission/parking cost at events</li> <li>• All fees associated with travel</li> <li>• Tumble Training Fees <i>(required for All Star athletes)</i></li> <li>• Flyer Training Fees <i>(required for All Star Flyers)</i></li> <li>• GST</li> </ul>

### All Star Program Fees and Payment Schedule

Division	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
All Star U8	\$350	\$350	\$350	\$175	\$175	\$175	\$125	\$125	\$125	\$125	\$125
All Star U12	\$400	\$400	\$400	\$175	\$175	\$175	\$125	\$125	\$125	\$125	\$125
All Star U16	\$400	\$400	\$400	\$175	\$175	\$175	\$125	\$125	\$125	\$125	\$125
All Star Elite	\$125	\$125	\$125	\$125	\$75	\$75	\$75	\$75	\$75	\$75	\$75

*Fees are charged the first business day of each month and do not include gst*

## Competition/Performance Schedule

**Competition Schedule:** Teams will compete during the months of December-April (All Star) and February-April (Prep & Novice). Please keep your calendar open and do not book holidays or events during this time with the exception of Gym Closures and “NO Training” dates.

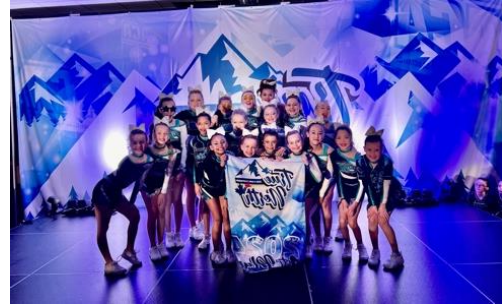
**Competitions are mandatory:** Travel booking instructions and team itineraries will be provided for both single day and overnight competitions. All athletes are expected to attend and participate in team events and encouraged to stay at the designated hotel.

**Travel Competitions (Canada/USA)** – For travel competitions, athletes will/may be travelling and staying together. Teams will do activities together and athletes will follow a team itinerary during the competition. We are planning to take our Travel Teams to Florida this season. Please refer to the all star team info for applicable travel competitions for your athlete.

**Black Out Training** – Athletes are required to attend all practices during this time. The safety and success of a team relies heavily on full team practices.

**MORE INFORMATION WILL BE AVAILABLE IN MAY 2024 AND AT OUR TEAM MEETINGS**

Diamond Elite is a gym where your athlete can shine!



## TUMBLE PROGRAM INFORMATION

All Star Cheerleading has a tumble component which requires additional training throughout the cheer season. Athletes can register for the appropriate level according to their current tumble ability. The tumble program is a required part of training for athletes in the All Star program and optional for athletes in our Prep, Novice, or Recreational Programs. Tumble classes will be offered throughout the week on Monday-Thursday evening. We are pleased to offer Private Tumble and Cheerleading Lessons in addition to Tumble Classes throughout the week as well. All classes are taught by qualified and experienced coaches.

### Tumble Levels:

**Level 1 Beginner:** forward roll, backward roll, cartwheel, bridge, bridge kick-over

**Level 1:** back extension, round-off (power & running), back walkover, front walkover

**Level 1 Advanced:** switch BWO, cartwheel-FWO/BWO, BWO-BWO, FWO-FWO

**Level 2:** back handspring, front handspring, BWO-BHS

**Level 2 Advanced:** RO-BHS(s), FWO-RO-BHS(s), BHS-BHS

**Level 3:** front tuck, back tuck, tumbling series with RO / BHS / FHS / FT / BT

**Level 3 Advanced:** layout, aerial, tumbling series, intro to twisting

**\*\* ALL tumble levels are at the discretion of the tumble and cheer coach \*\***

*Skills must be mastered at each level to move to the next level. Mastery means that the athlete can independently perform the skill cleanly and with technical accuracy 4 out of 5 times when tested.*

Group Tumble Information	Private Lesson Information
<ul style="list-style-type: none"><li>• <b>Fall 2024 Session:</b> September - December</li><li>• <b>Winter 2025 Session:</b> January - April</li><li>• Each Session is 12 weeks</li><li>• No more than an 8:1 ratio</li><li>• 55-minute class</li><li>• \$240/session or \$60/month</li><li>• Prices do not include gst</li></ul>	<ul style="list-style-type: none"><li>• 1:1 or 2:1 Ratio</li><li>• Book 1 Lesson for \$35 (30min) or</li><li>• Set of 4 – 30 min lessons for \$120</li><li>• Set must be used consecutively</li><li>• Fees are payable by e-transfer, cash, or Visa/Mastercard</li><li>• Prices do not include gst</li><li>• <b>NO refund or make-up for cancelled lessons</b></li></ul>

# Payment Information and Refund Policy

## Payment Information:

1. Athlete fees and account balances must be in good standing to practice and compete. **Unpaid accounts will result in the athlete not participating and only observing at practice.**
2. All returned, declined, or late payments will be subject to an automatic \$25.00 administration fee.
3. All Star and All Star Prep fees are stated as an annual total and include expenses associated with participating on one of our teams. A payment plan has been established to make payment easier by splitting annual fees over the months of June-April (All Star), Registration and September-April (Prep/Novice), and at registration for sessional programs.
4. Monthly fees can be made by pre-authorized credit card (Visa or Mastercard) dated the 1<sup>st</sup> of each month. **Fees can be paid by cash or e-transfer prior to the due date but MUST be secured with a credit card on file.**
5. A non-refundable Uniform Fee for Prep, Novice, and All Star cheerleaders is due according to the payment schedule. Payment can be made in advance by DEAA credits, e-transfer, or Visa /Mastercard, or fees will be automatically debited from the payment method on file on the respective due date.
6. All other expenses can be paid by DEAA credits, e-transfer, or Visa /Mastercard in advance, or fees will be automatically debited from the payment method on file on the respective due date.
7. Fees associated with insurance, music, choreography, all star intensives, choreography camp and/or weekends and all competition fees are non-refundable.
8. ***All PAST DUE invoices will automatically be charged to the credit card on file without notice.***

## Refund Policy:

1. One month's written notice (email will only be accepted), dated the first of the upcoming month is required when withdrawing from any program. **Refunds will not be given after October 1<sup>st</sup> for All Star Cheerleaders, after November 1<sup>st</sup> for Prep/Novice Cheerleaders, or once the Sessional Program has started.**
2. There are NO refunds on uniforms, shoes, apparel, competition fees, insurance, membership, or travel fees.
3. All refunds will be charged a \$50.00 administration fee.

## Diamond Elite Athletic Association:

*Our DEAA is a fundraising group that is ran and organized by our DEC members. Our wonderful parent association works hard to support all athletes and parents in our programs by offering a wide variety of fundraisers throughout the year to help offset the financial portion of cheer. Information regarding fundraisers will be made available in August and as they occur.*

*Each member is required to volunteer two (2) hours throughout the season. A refundable deposit of \$100 is Due September 1<sup>st</sup> of each season and payable by cheque or etransfer to the DEAA. All deposits will be returned upon completion of the required volunteer hours.*

## DEC SOCIAL MEDIA - don't forget to join!!

- Diamond Elite Cheerleading Facebook and Instagram Pages
- Team Facebook Group
- DEAA & Parent Page Facebook Group

## BLACK OUT DATES

***Athletes are expected to be in attendance for all practices within their cheer season.***

### **NO Practice Dates for 2024-2025**

*\*these dates are appropriate times to take holidays/vacations*

*Coming soon!!*

### **GYM CLOSURES**

*\*no training or programs running*

*Coming soon!!*

# Gym Policies

## Athlete Expectations and Parent/Guardian Responsibilities

### **GYM RULES - *As a team, we will hold ourselves to a standard we are proud of, and we will reach higher!***

#### **Safety:**

No athlete will jeopardize the safety or well-being of oneself or another teammate. Gum, food, beverages, and outdoor shoes are not allowed on the cheer mats. ALL jewelry is to be removed for all practices and competitions. Any food brought to the gym is to be eaten and remain in the athlete lounge. ONLY water will be allowed on or near the mats. Hair must be tied off the face and pulled back. Short hair must be pinned away from the face.

#### **Footwear and Attire:**

Athletes are to wear clean indoor shoes in the gym. Proper cheer footwear is to be worn at all practices and competitions and are not to be worn outside. Appropriate workout clothing (nothing loose fitting) must be worn at all times. All Star athletes are required to wear black shorts and a fitted tank to practices. This is recommended for Prep and Recreational athletes as well.

#### **Cell Phone Policy:**

1. No cell phone use during practice time unless directed by the coach in charge.
2. No cell phone use at competitions from athlete check-in to parent pick-up and including the entirety of the awards session.

#### **Social Media Policy:**

All videos/photographs of athletes at, but not limited to, training, team events, and competitions are the property of DEC and will be used at our discretion. Uses may include, but are not limited to, social media, marketing, forms, and our website. Videos and photos taken at DEC events (stated above) will include the DEC tag. Any athlete or family not wishing to participate in our social media policy must expressly write to our office stating same mentioned above.

#### **Communication:**

We provide a variety of ways to maintain constant and clear communication. Please feel free to communicate through email, phone, or in-person during office hours. We are available for in-person meetings to work through any concerns that may arise. **Urgent messages can be texted or sent via Facebook messenger to Nicole - Please DO NOT text coaches directly.**

#### **Attendance Policy:**

We understand the importance of family time and respectfully ask that family holidays are NOT booked during training dates during your cheer season with the exception of gym closures and "no training" dates. Cheerleading has a large financial obligation and time commitment for our families and staff, and we want to ensure we are properly and safely prepared to practice and perform. Athletes choosing not to abide by this policy may also be removed from the routine or given a modified position temporarily or permanently.

**Purpose: \*effective June 1st\*** This policy is designed to maintain high standards of commitment and teamwork among the members of the Diamond Elite Competitive Cheerleading Teams. Our goal is to ensure that all athletes have a clear understanding of the attendance requirements and the reasons these policies are in place to foster a successful and cohesive team environment.

**Attendance Requirement:** All team members are required to attend at least 75% of all scheduled practices, events, and competitions. This threshold is crucial for individual progress, team synchronization, and overall competitive readiness.

#### **Injury and Illness**

Please notify the office and coaches via email of all injuries before taking the mat or stunting. Injured athletes are expected to attend practices and watch or participate where they can. If your athlete has an injury keeping them from practicing, a doctor's note and treatment plan will be required. Please take the necessary steps to help prevent injuries and to strengthen injured areas, including doctor visits, physio, chiro, etc. If you are ill (contagious, high fever, vomiting) please stay home and email the office; otherwise, you are expected to attend practice and participate in a modified capacity.

#### **Appointments**

All non-emergent appointments for your athlete are to be made outside of practice and competition hours.

#### **Time Management**

We ask that cheerleading is considered the top out of school priority for our athletes. We encourage athletes to participate in all activities they are interested in, however, the commitment of cheer is to themselves and their team with attendance affecting everyone. School work is a priority however, tests, homework, projects etc, are not considered a valid reason for missing practice. Athletes are expected to learn to manage time effectively to do both school and cheer, as well as any other interests or obligations they have.

#### **Routine Changes**

Routines changes throughout the season are based on a variety of factors including safety, judging, skill level and scoring. Athletes must be prepared to learn routine changes, accept routine changes, and support their coach in any and all changes.

#### **The following actions will result in immediate disciplinary action or dismissal from the program:**

- Stealing, smoking, vaping, drinking or use of any drugs
- Unnecessary hostility, abusive or inappropriate behaviour, by athlete or parent, to a coach or staff member
- Jeopardize the safety or well-being of oneself or another teammate.

Join the Diamond Family!!



# Gym Policies

## Athlete Expectations and Parent/Guardian Responsibilities

### **LEADERSHIP - *As a team we will stand out as leaders in our community!***

1. Athletes and parents must be aware of the requirements and responsibilities of being part of Diamond Elite Cheerleading. It is a privilege to be on this team and part of the Diamond Family.
2. Each athlete must be willing to cooperate and help the coach or person in charge at all times.
3. Each athlete and parent must conduct themselves of the highest standard when representing Diamond Elite Cheerleading and their team.
4. Athletes will seek out opportunities to help others they see in need, whether from their own gym or others.
5. Each member must be willing to work hard, take direction and strive for excellence.

### **ATTENDANCE - *As a team, we are committed to our training and development!***

Due to the nature of Cheerleading, attendance is of the upmost importance. Routines cannot be completed, practiced, or performed without the whole team in attendance. Coaches cannot do their job without an entire team at practice.

Athletes who miss practices may be moved from positions in the routine or pulled from the routine for an upcoming competition at the coach's discretion.

1. All practices and competitions are mandatory.
2. Tardiness or absences at practice, competitions or team events is grounds for disciplinary action or dismissal.
3. Continuous failure to be productive at practices is grounds for dismissal.
4. If you are sick or injured, you will be expected to perform and attend as much as possible. You will support your team and watch any changes that may affect you.
5. All Star August and Fall choreography sessions are mandatory for our All Star athletes.

### **ATHLETE EXPECTATIONS - *As a team, we will work together to be our best!***

1. Athletes will maintain the highest standards of behaviour.
2. Athletes will maintain an appropriate appearance with no extremes that would cause distractions for judges and spectators (nail polish, hair-dye, tattoos, make-up etc.).
3. Athletes will be on time to all practices, competitions, and events.
4. Athletes will set goals for themselves and will do everything in their power to meet team and individual goals.
5. Each athlete is responsible for finding out missed information and responsible for reading or discussing all emails and communication from the gym with their parents.

#### **COMPETITIONS:**

- Competitions are 100% mandatory, from beginning to end.
- Athletes are to stay with their coach from their check-in time until after awards unless otherwise directed by their coach.
- Colds and flu are part of Canadian winter and athletes will be expected to compete even in their worse condition. Modifications will be made to the routine for the athlete, but stunts will be required. Safety is our primary concern.
- As a team, we will do everything we can to show the judges what we are capable of!

***As a parent of a DEC athlete, I will do my best to be supportive and stay positive!!!***

### **PARENT/GUARDIAN EXPECTATIONS and RESPONSIBILITIES:**

1. Parents and family members are expected to maintain the highest standard of behaviour. Any negative behaviour towards DEC staff, athletes, parents, or other cheer programs will result in dismissal from the program without refund.
2. Parents will not book holidays/vacations or non-emergent appointments during Black Out dates. A fine of \$50/incident will be charged to the card on file to cover the associated coaching costs.
3. Parents are responsible for discussing expectations and policies with their athlete and other family members and ensuring their athlete and family members follow these rules throughout the season.
4. Parents need to ensure athletes are in attendance and on time to all practices, competitions, and events.
5. Parents are to inform the gym by email if their child will be late or absent for any reason.
6. Parents are to fulfill all financial obligations. Athletes will not practice if fees are not current.
7. Parents are to maintain a positive attitude and encourage and support their athlete to the best of their ability.
8. A viewing schedule may be implemented at any point during the season to ensure the focus and safety of our teams.
9. Parents must complete the Respect in Sport Course prior to the start of fall training. There is a small fee to complete this course. As of October 1<sup>st</sup>, any members without this condition met will result in the athlete sitting out at practices.