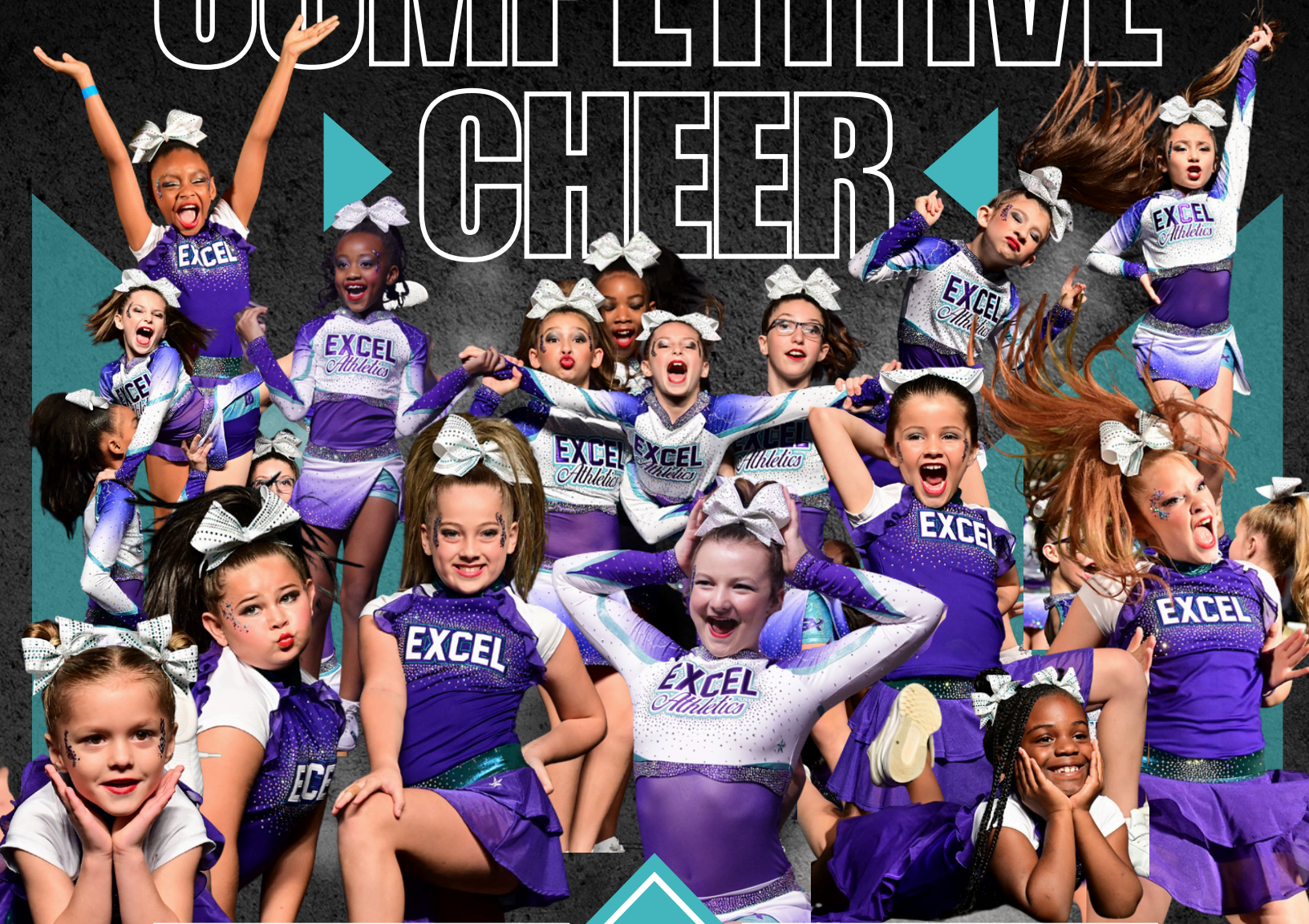


EXCEL ATHLETICS

COMPETITIVE CHEER



AGES 4-18

**2026-
2027**

LEVELS 1-3

MAY 14TH

**PARENT MEETING-
6:30PM**

REGISTER NOW




701 42ND ST NW - WINTER HAVEN

MAY 18TH

**TEAM PLACEMENTS
BEGIN**

WWW.EXCELATHLETICSINC.COM



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-  www.excelathleticsinc.com
-  701 42nd Street NW - 33881

May 14th , 2026

To our Excel families,

We are so excited to officially welcome you to another incredible season with our Excel family. Whether this is your first year or you've been with us for many seasons, we are honored that you have chosen to be part of our program.

At Excel Athletics, we believe competitive cheer is about so much more than trophies and routines. It's about building confident athletes, teaching commitment and accountability, creating lifelong friendships, and learning how to work together as a team. Every athlete who walks through our doors is an important part of our gym family, and we are committed to helping each child grow both on and off the mat.

This season marks a very special chapter for our program as we continue celebrating 10 years of excellence. Over the years, we have built something truly special together — a culture centered around hard work, positivity, sportsmanship, and team pride. We are incredibly proud of the athletes, coaches, and families who make Excel Athletics what it is.

As we begin this season, we ask all athletes and families to commit to giving their best effort, supporting one another, and trusting the process. There will be challenges, victories, lessons, and unforgettable memories along the way, and we cannot wait to experience them together.

Thank you for trusting us with your athletes. Your support, dedication, and belief in our program mean more than you know. We are excited to watch every team grow, achieve goals, and represent Excel Athletics with pride this season.

Let's make the 2026–2027 season our best one yet!


With love and gratitude,

Sincerely,

**Holly Trudeau
Kathy Parnell**

Gym Owners



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TEAM PLACEMENT

Team Placements can sound a little intimidating, but we want every family to know that there is a place for EVERY athlete at Excel Athletics. Our goal throughout the placement process is to find the team environment where each athlete can grow, feel confident, and help contribute to the overall success of their team.

Each athlete will be assigned a 15-minute individual evaluation time slot. During this assessment, coaches will evaluate the athlete's current skill level, technique, execution, and overall performance quality in areas including tumbling, jumps, flexibility, motions, and dance/performance ability. Athletes will select and learn the dance they feel most comfortable performing prior to their evaluation.

Following the individual assessment, athletes will also participate in a group evaluation at a later date. During this session, coaches will assess stunt ability, teamwork, timing, team jumps, synchronization, and overall group performance strengths. Details regarding group evaluations will be provided later in the placement process.

Please understand that team placement decisions are based on much more than individual skills alone. Our coaching staff carefully evaluates all aspects of team construction in order to create the strongest and most successful teams possible. This includes balancing tumbling levels, stunt groups, flyers, bases, back spots, performance quality, leadership, work ethic, athlete connections, and overall score sheet potential. Building successful teams truly requires putting together all the right puzzle pieces.

The expectation is that the skills demonstrated during placements will be maintained and continue to improve throughout the season. Coaches reserve the right to move athletes after placements if we feel another team would be a better fit for the athlete and/or the overall program.

We know placements can bring excitement and emotions for both athletes and parents, and we appreciate your trust in our staff throughout the process. Coaches are happy to provide a brief summary of an athlete's assessment following evaluations; however, we kindly ask that in-depth conversations and questions regarding placements wait until the week after official team announcements. This allows our staff the necessary time and focus to complete the placement process thoroughly and fairly for every athlete.



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2026-2027 AGE GRID

Age Group	Eligible Years
Tiny Novice	2019-6/1/2023
Tiny	2019-2021
Mini	2017-2020
Youth	2014-2019
Junior	2011-2018
Senior	6/1/07-2014

At Excel Athletics, all athletes are placed within the appropriate age divisions based on the official All Star Cheer age grid for the current season. Staying within your respective age group helps create fair, competitive, and developmentally appropriate teams for every athlete. While skill level is an important part of team placement, age eligibility guidelines are strictly followed to ensure athletes are competing in the correct division and gaining the best possible team experience for long-term growth and success.



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COMPETITIVE CHEER TIERS

Excel offers multiple tiers and levels to fit your athletes needs. Competitive cheer is broken down into tiers before levels that helps ease an athlete in to the sport and create longevity and a great base of strength and technique.

HALF SEASON NOVICE

Half Season Novice is created as the most introductory division Competitive Cheer has to offer. They will practice 1-2 hours per week and an additional tumbling class that is included in your tuition. Most competitions are local and they only compete at one day competitions. This division receives ratings instead of placements based on their performance. Estimated season total- \$2100

FULL SEASON NOVICE

This Novice program runs the full 12 month season of competitive cheer. They will practice 1-2 hours per week and an additional tumbling class that is included in your tuition. Most competitions are local and they only compete at one day competitions.

This division receives ratings instead of placements based on their performance.

Estimated season total- \$3200

PREP

Prep divisions are created for those athletes with some cheer experience and knowledge of skill. They practice 2-3 hours per week and an additional tumbling class that is included in your tuition. This program competes locally at one day competitions and are ranked based on their difficulty and technique. Estimated season total \$3600

ELITE

The Elite division is for athletes with excellent technique in tumbling, jumps and stunts. This is the most time intensive tier of competitive cheerleading. They practice 4-6 hours per week and have additional Sunday practices after choreography is completed. They compete in multiple one day and two day competitions and can travel out of state. They also qualify for post season events that require additional competition fees and practices.

Season total \$4900



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NOVICE 2026/2027 JUNE START

CHARGE CATEGORY	FEES	DUE
TUITION	\$160 X 11 MONTHS= \$1760 TOTAL JUNE-APRIL	FIRST DAY OF THE MONTH
COMPETITION FEES	\$73 X 11 MONTHS= \$800 TOTAL JUNE-APRIL	15 TH OF THE MONTH
PRACTICE CLOTHES	\$100	JUNE 1 ST
UNIFORM	\$275	JUNE 15 TH
CHOREOGRAPHY	\$150	JULY 15 TH
BOW	\$35	AUGUST 15 TH
MUSIC	\$150	SEPTEMBER 15 TH
TOTAL	\$3270	

Must complete you USASF.net account by August 15th (\$45)



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PREP 2026/2027 JUNE START

CHARGE CATEGORY	FEES	DUE
TUITION	\$175 X 11 MONTHS= \$1925 TOTAL JUNE-APRIL	FIRST DAY OF THE MONTH
COMPETITION FEES	\$79 X 11 MONTHS= \$864 TOTAL JUNE-APRIL	15 TH OF THE MONTH
PRACTICE CLOTHES	\$200	JUNE 1 ST
UNIFORM	\$275	JUNE 15 TH
CHOREOGRAPHY	\$200	JULY 15 TH
BOW	\$35	AUGUST 15 TH
MUSIC	\$150	SEPTEMBER 15 TH
TOTAL	\$3649	

Must complete you USASF.net account by August 15th (\$45)



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ELITE 2026/2027 JUNE START

CHARGE CATEGORY	FEES	DUE
TUITION	\$185 X 11 MONTHS= \$2035 TOTAL JUNE-APRIL	FIRST DAY OF THE MONTH
COMPETITION FEES	\$99 X 11 MONTHS= \$1085 TOTAL JUNE-APRIL	15 TH OF THE MONTH
PRACTICE CLOTHES	\$200	JUNE 1 ST
SHOES	\$135	JUNE 1 ST
UNIFORM	\$600(New Members Only)	JUNE 15 TH
CHOREOGRAPHY	\$400	JULY 15 TH
BOW	\$40	AUGUST 15 TH
MUSIC	\$150	SEPTEMBER 15 TH
COACHES FEE	\$300	OCTOBER 15 TH
TOTAL	\$4945	

Must complete you USASF.net account by August 15th (\$45)
Does not include post season



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IMPORTANT DATES

CHOREOGRAPHY DATES- Mandatory

Team	Dates	Time
Prep Skills Camp	June 9th	All Day
Elite Choreography	June 15 th - June 20 th	Prepare for multiple days
Prep Choreography	August 15 th -16 th	All Day
Elite Clean up	January 11 th -14 th	Entire Afternoon

SUNDAY PRACTICES

PREP	ELITE
August 15 th & 16 th	August 23 rd
September 13 th	September 20 th
October 11th	October 18 th
November 8th	November 8 th
No December	No December

All choreography dates and Sunday practices are mandatory for every athlete at Excel Athletics. These practices are essential to building routines, cleaning formations, developing timing, and ensuring the safety and success of the entire team. Because competitive cheer is a team sport that relies heavily on consistency and preparation, every athlete's attendance directly impacts the progress of the group. Please plan vacations, parties, and other outside activities accordingly, as missed choreography or Sunday practices will affect routine placement and team participation.



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CLOSURES/HOLIDAY PRACTICES

Cheer Breaks		
June 29 th - July 10 th	No Team Tumble Continues	Summer Break
Sept 7 th	Gym Closed	Labor Day
Nov 23 rd & 24 th	ATHLETES WILL PRACTICE	Thanksgiving
Nov 25 th - 27 th	NO PRACTICE	
Dec 21 st - 22 nd	ATHLETES WILL PRACTICE	Winter Break
Dec 23 rd - Jan 3 rd	NO PRACTICE	
Jan 4 th	RETURN TO PRACTICE	
March 15 th - 19 th	Prep and Novice NO PRACTICE ELITE WILL PRACTICE	Spring Break



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CODE OF CONDUCT

Dress and Guidelines For Practice

- All athletes MUST bring a refillable water bottle with their NAME on it. We have a water cooler to refill bottles that keeps the water cold but athletes need to have a refillable water bottle with them at every practice.
- No eating on the blue floor at any time for any reason
- No jewelry at any practices, events, or competitions. Parents this is up to you to make sure your athlete is not walking in the gym with any jewelry that we will ask them to take off and inevitably misplace or lose. Also, please do not make us panic back stage trying to remove permanent earring studs. NO JEWELRY.
- NEW FOR 2026-2027- Hair up with a forward facing bow at ALL practices. PLEASE have your athlete prepared with a hair tie, bow and hair spray if needed. We host extras at the chest at the front of the gym but feel free to check out our amazon wish list to donate to our supply if you ever have a chance.
- Practice wear- Through out the summer until the actual practice wear is delivered please wear Excel colors to all practices and team tumbling. Once practice wear is delivered in August we will release a practice wear schedule.
- After first warning for out of practice wear and hair not pulled up, athlete will condition for either not being correct.




Viewing Practices

- ALL practices for ALL teams will be closed TWO WEEKS before competitions. You are welcome to come in 10 minutes before the scheduled end time.

Practices running over/Additional practices-

- While we attempt to keep to a tight schedule, there WILL be practices especially with in the Black out weeks that WILL run over. We will keep this to a maximum of 15 minutes. We also will do our best to announce the schedule monthly, but please be prepared the week of competition to have an additional practice.



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Additional Classes

-Flyer flex/top girl training- All athletes requested to participate in the flyer program MUST attend Top Girl training in addition to their weekly practice and tumbling classes. This is an additional \$25 per month. For the majority of the year they will also be required to turn in weekly stretch videos and body position updates in a GroupMe group. If you cannot commit to this completely- the class AND the weekly homework, please opt out of the flyer program.

-additional tumbling classes- New this year your tumbling class will be CONNECTED to your team practice. It will extend the length of one weekly practice by an hour. Initially, this will be used for routine and team tumbling but the goal by January is for it to be used as an upskill class. If you would like to add an additional tumbling class per week of your choice, this is an additional \$45 per month for four extra classes.

Fifth Days-

5th days DO NOT APPLY to your team practices or team tumbling ATTACHED to your team practice as well as Top Girl Training. The only classes 5th days applies to are additional recreational classes you have signed up for outside of your Competitive Cheer team schedule.

Absence Information and Mandatory dates-

-Summer is flexible not involving choreography dates. Please fill out absent request form for any vacations planned

-August 1 begins mandatory practices




-Excused absence examples- Fever, vomiting, death in immediate family, pre arranged school events.

-Unexcused Absence examples- birthday, siblings birthday, parents birthday, grandparents birthday, other sport events, concerts, cruises, vacations. You are allowed up to TWO unexcused absences between August 1 and Christmas Break and Two more between January return and last competition. NONE of these may be in the TWO WEEK BLACK OUT period before a competition.

-Two week black out before comps- No athlete can miss these practices within two weeks of an event for ANY reason unless athlete has a doctor's note that SPECIFICALLY CALLS OUT FEVER AND VOMITING. Any other illness within these two weeks will be acknowledged and we will allow the athlete to take it easy, but athlete will still need to attend in practice wear to be eligible to compete.

-Weekend practice dates are handed out very far in advance and MANDATORY for all athletes.



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Injuries-

-If an athlete is injured mid season the athlete is responsible to still attend practices, choreography and competitions. The expectation is the injured athlete will assist in teaching the replacement of another athlete and once cleared will return to as close as possible to original spot.

-Injuries that require sitting out more than 2 practices will require a doctor's note of full clearance to return. During that time we will seek alternates to fill that position until the athlete can safely and FULLY return.

-If injured at a competition and pulled from competing- you must provide a doctor's clearance and be ready to FULLY practice and perform again before going back in to routine.

Parent Viewing Area Expectations

Our parent viewing area should reflect the same positive, supportive environment we expect on the floor.

Positivity Only

We ask that all conversations remain encouraging and respectful. This is a shared space meant to support all athletes.

No Negative Discussion

Negative talk, gossip, or criticism regarding athletes, parents, families, coaches, or teams will not be tolerated under any circumstances. Excel Athletics has the right to ask any parent to not sit in the parent viewing section if we feel it is negatively impacting the climate of our overall gym environment and parent moral. Parent positivity is a non negotiable for competitive team participation- if you truly have feedback, concerns or questions your first point of contact is Holly Trudeau or Kathy Parnell (holly@excelathleticsinc.com or excel.tumbling.cheer@gmail.com or GroupMe direct message OR gym phone call/text 863-845-2933). Coaches are not equipped to take your concerns immediately before, after, OR DURING practices, score sheet meetings, and you should under no circumstances contact them outside of the gym with questions or concerns outside of informational GroupMe conversation.

Support the Whole Team

Every athlete is working hard and deserves to feel supported. Let's create an environment where everyone feels confident, respected, and proud to be part of Excel Athletics.



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Social Media Policy-

At Excel Athletics, we are proud of our athletes, teams, and community. Social media is a great way to celebrate accomplishments, but it must always reflect our values of respect, positivity, and team unity.

Positivity First

We maintain a positive-only environment. Athletes and parents are expected to represent Excel Athletics with encouragement, sportsmanship, and respect at all times. Negative comments, comparisons, or criticism of athletes, teams, coaches, or other programs will not be tolerated.

Respect Privacy

Please be mindful when posting footage and photos from inside the gym during practices and tumbling. Do not post photos or videos of other athletes without permission from their parent/guardian.

Routine Protection

Our routines are part of our competitive advantage. Full routines may not be posted on social media until the end of the season. This includes practice footage, competition videos, or any clips that reveal significant portions of choreography.

Represent the Program Well

When you post, comment, or share, remember you are representing Excel Athletics. Let's keep it supportive, uplifting, and team-focused. This includes athlete social media as well. If brought to our attention an athlete is posting negatively on social media, we WILL bring it to parent attention.

ProShop-

-Please do not use our logo for any reason on any unauthorized shirts or accessories. You must have written documentation of approval to use "Excel, EA, Excel Athletics"

-Once your account fees are paid in full you may use fundraised money for pro shop purchases.



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Competition Details and Schedule

- November Showcase- Mandatory- At Excel 11/7/26
- Travel TTS- Travel that follows TTS guidelines is a VARSITY MANDATED RULE. If you are not booked through TTS one month prior to travel, you WILL be replaced in the routine. Varsity WILL disqualify or discipline any team not in compliance and we will be in full compliance one month out from all out of state competitions governed by TTS.
- Event schedule- We will always send schedules out as early as possible but please do not expect it any earlier than the Monday before the event.
- Bids- The expectation is all elite teams will compete in ONE Post Season Bid event. This is up for discussion if teams receive more than one Bid or Fully Paid Bids.
- Competition guidelines-
- Supporting other teams- We ask that you support at least TWO other teams at competitions. We realize the expectation of watching EVERY team is not realistic, however every athlete loves a big fan club so PLEASE put the effort in to be at extra teams.
- All athletes will stay for their awards in full comp uniform for every competition. Please be as close to competition ready leaving all jackets, pants, jerseys and toys with parents so we can minimize distractions and forgetting things when trying to take pictures after the award session.

Fundraising

- Excel Athletics offers a variety of fundraising opportunities throughout the cheer season to help families offset competitive cheer expenses. We are always open to new ideas and encourage families to submit fundraising suggestions to Kathy at kathy@excelathleticsinc.com for consideration.
- All funds raised by an athlete and their family will be credited directly to that athlete's account and will not be shared across the team. Fundraising credits will be applied to the oldest outstanding balance first and may be used toward eligible cheer expenses such as competition fees, travel expenses, merchandise, and other team-related costs. Fundraising credits may not be applied toward monthly tuition payments.
- Some of our past fundraising events have included BBQ dinners, MidFlorida Credit Union summer concerts, spaghetti dinners, purse bingo, raffles, hat drops, and more.
- To ensure consistency and proper financial management, all fundraisers conducted in the name of Excel Athletics Competitive Cheer must be approved and coordinated through Kathy. Families may not independently organize or operate fundraisers using the Excel Athletics name without prior approval and following the appropriate procedures.



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Tuition & Payment Policy (2026–2027 Season)

To ensure consistency and efficiency for all families, all accounts will be enrolled in AutoPay for TUITION ONLY for the 2026–2027 season.

AutoPay Schedule

Tuition will be automatically charged on the 1st business day of each month using the card on file.

Fee's will be due the 15th of every month and can be fundraised for. You cannot, however, WAIT for fundraised money to come in to pay for that month's fees. It must be paid on time and processing fundraised money can be used for the next payment.

Alternative Payment Option

If you prefer to use a different form of payment than the card on file, you must:

- Submit your payment in person
- Before the last day of the previous month

If an alternative payment is not received by this deadline, the card on file will be charged automatically. Any returned checks or not processed runs will result in a \$25 returned check fee on your account.

Commitment to Timeliness

On-time payments are essential to maintaining your athlete's enrollment and ensuring smooth operations for all programs.

Communication

-Please download the GroupMe app and turn notifications ON for your team group chat where all information relating to scheduling, practices, announcements and extra events will be posted. You will be added to your teams chat once teams are announced.

-If you need to communicate with the owners or coaches, please send an email to Holly@excelathleticsinc.com.

If you have questions about the financial aspect and your account please email excel.tumbling.cheer@gmail.com where Kathy can help.

You can always TEXT or Call the gym phone as well- 863-845-2933



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EXCEL ATHLETICS COMPETITIVE CHEER

Credit Card Authorization Form

Please complete all fields. You may cancel this authorization at any time by contacting us. This authorization will remain in effect until cancelled.

Credit Card Information				
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Card Type:	<input type="checkbox"/> MasterCard	<input type="checkbox"/> VISA	<input type="checkbox"/> Discover	<input type="checkbox"/> AMEX
Other	_____			
Cardholder Name (as shown on card):	_____			
Card Number:	_____			
Expiration Date (mm/yy):	_____			

Cardholder ZIP Code (from credit card billing address): _____

I, _____, authorize _____ to charge my credit card above for agreed upon purchases. I understand that my information will be saved to file for future transactions on my account.

Customer Signature

Date



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ABSENT REQUEST FORM

Please list up to four absences that will affect your team practices. Explain your reason for the absence such as vacation, custody agreement, school grad event, etc. All absences must be pre-approved by the coaches. You are allowed 4 total absences prior to August.

Excel has built in days in July and during Fall/Winter when the gym will be closed for holidays. If possible, please try to take your vacations during this time, so that it does not affect the practices of your child's team. Practice attendance is important if we want to produce winning teams. We DO NOT follow your school's vacation calendar. Please plan accordingly. Team members will be removed if absences become excessive.

NAME: _____

TEAM: _____

DATE(S) AND REASON(S):

DATE RECEIVED: _____

DIRECTOR SIGNATURE: _____



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Excel Athletics Financial Agreement

By registering an athlete with Excel Athletics, the parent(s)/guardian(s) acknowledge and agree to the following financial policies and obligations for the entirety of the season/program year.

Annual Financial Commitment

Registration with Excel Athletics constitutes a full-season financial commitment. Upon acceptance and registration to a team or program, the parent/guardian is responsible for all tuition, fees, competition expenses, apparel costs, choreography fees, travel-related fees, and any additional charges associated with participation for the entire season, regardless of attendance, withdrawal, injury, dismissal, schedule conflicts, relocation, or any other circumstance.

No Refund Policy

All payments made to Excel Athletics are non-refundable under any circumstances. This includes, but is not limited to:

Registration fees, Tuition Payments, Competition Fees, Uniform and Apparel Purchases, Choreography Fees

No refunds, credits, transfers, or prorated amounts will be issued at any point for any reason.

Monthly Tuition & Auto Pay

All team members are required to maintain a valid card on file and enroll in automatic payment processing ("Auto Pay") for the tuition portion.

If a parent wishes to use an alternate payment method, payment must be made in full before the final business day of the previous month to avoid the automatic charge processing.

Late or Missed Payments

Athletes with past-due balances may not participate in practices, classes, private lessons, competitions, performances, or events until the account is brought current.

Excel Athletics reserves the right to:

- Sit athletes out of practice and/or competition
- Withhold uniforms, apparel, or competition materials
- Remove athletes from events or performances
- Suspend or dismiss athletes from the program due to non-payment

Collections & Fees

Any declined payments, returned transactions, or failed Auto Pay charges may result in additional processing fees. Accounts that become significantly delinquent may be sent to collections, and the parent/guardian agrees to be responsible for any associated collection costs or legal fees.

Acknowledgement

By registering with Excel Athletics, the parent/guardian confirms they have read, understand, and agree to abide by all financial policies stated above.

Parent/Guardian Name: _____

Athlete Name: _____

Signature: _____

Date: _____



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Excel Athletics Competitive Cheer Code Of Conduct Agreement

Athlete Expectations

- * Show respect to coaches, staff, teammates, parents, officials, and competitors at all times.
- * Demonstrate good sportsmanship both inside and outside of the gym.
- * Arrive on time and prepared for all practices, classes, competitions, events, and team activities.
- * Maintain a positive attitude and strong work ethic.
- * Follow all gym rules, safety guidelines, and coaching instructions.
- * Support teammates and contribute to a team-first culture.
- * Refrain from gossip, bullying, negativity, or inappropriate behavior in person, online, or through social media.
- * Respect all choreography, music, formations, and routines as confidential team property.
- * Not post full routines, practice footage, or choreography on social media until the end of the competitive season unless approved by staff.
- * Understand that team placement and routine positions may change throughout the season based on the needs and success of the team.

Parents and guardians are expected to:

- * Treat all athletes, coaches, staff, officials, and other families with respect.
- * Promote positivity and support within the gym environment.
- * Refrain from negative discussions, gossip, or social media posts regarding athletes, coaches, parents, or team decisions.
- * Respect the coaching staff's decisions regarding team placements, choreography, routine structure, and athlete roles.
- * Follow the 24-hour rule: concerns should not be addressed immediately following practices, competitions, or emotional situations. Parents must wait 24 hours before requesting a meeting with staff.
- * Ensure athletes arrive on time and attend all required practices, classes, camps, choreography sessions, and competitions.
- * Understand that excessive absences or tardiness may affect routine placement or team participation.
- * Refrain from recording practices or choreography from the parent viewing area unless specifically permitted by staff.
- * Maintain timely payment of all financial obligations according to the financial agreement and autopay policies.

Disciplinary Action

Failure to follow the Code of Conduct may result in consequences including verbal warnings, meetings with parents, suspension from activities, removal from routines, or dismissal from the program without refund.

By signing below, we acknowledge that we have read, understand, and agree to follow the Excel Athletics Competitive Cheer Code of Conduct.

Athlete Name: _____

Athlete Signature: _____ **Date:** _____

Parent/Guardian Name: _____

Parent/Guardian Signature: _____ **Date:** _____

Excel Athletics Representative: _____ **Date:** _____