



2026-2027
Parent Packet & Athlete Handbook

Welcome to the Cheer Virginia Program!

We are glad that you are considering being a part of our nationally ranked family. Established in the fall of 2022, with the goal of having a family oriented cheerleading and tumbling training program athletes could feel at home, grow as athletes, and one day have the same memorable competitive experience both of the founders had growing up. Our program has been able to stand apart by being highly successful without sacrificing sportsmanship, character or integrity.

Cheer Virginia is entering our 5th season, with athletes continuing to come from all of northern Virginia to be a part of our competitive teams or train in our weekly tumbling classes. It is our mission at Cheer Virginia to enrich the lives of athletes and their families through the sport of competitive cheerleading and tumbling. Our goal is to teach our athletes the value of commitment, hard work, integrity, leadership, self-confidence, positive attitude and love for the sport. From the leadership team to the coaches, we are passionately committed to fostering every child's athletic development. Athletes will encounter:

- The best coaches the area can offer
- A safe, friendly place to practice the sport they love
- Curriculum designed to enhance all ages ranges and ability levels
- Fundraising opportunities to help offset season cost

On behalf of our incredible staff, wonderful athletes of the past, present, and future we welcome you to the Cheer Virginia family!

Sincerely,

Cheer Virginia Staff

COMMITMENT:

Commitment starts with the parent and follows through to the athlete. The success of your team will depend on each individual/parent’s commitment and dedication to the team. **The program is not about the individual. We will not tolerate “individual” attitudes.** We believe that the member on the back row is just as important as the member on the front. The first tumbling pass is just as needed as the last. It takes a TEAM to win. The team will always come first in making selections and decisions. Athletes with excessive absences or lack of commitment will be removed.

TEAM PLACEMENTS:

All enrolling families should be sure to enable mass emails and texts, as these are necessary to maintain gym communication.

When you join Cheer Virginia, you are accepting a spot in the Cheer Virginia program. Cheer Virginia is a family of teams; therefore, we run our teams as one program-one family. We choose our teams so the program comes first, the team comes second, and the individual third. Teams will be set first by age followed by skill. An athlete’s age for a competition season is based on that athlete’s birth year.

Age Bracket	# Of Athletes Allowed On Team
Ages 6 and under	5-36
Ages 8 and under	5-36
Ages 10 and under	5-36
Ages 12 under	5-36
Ages 14 and under	5-36
Ages 18 and under	5-36

If you have any questions about our team placement process please feel free to email co-owner Marcus Johnson at gocheervirginia@gmail.com.

****PLEASE UNDERSTAND WE ARE NOT A PROGRAM WHO HONORS PARENT COMPLAINTS CONCERNING WHERE YOU FEEL YOUR ATHLETE SHOULD BE. IF YOU DO NOT FEEL YOU CAN TRUST OUR PROFESSIONAL JUDGEMENT FOR THE SUCCESS OF OUR PROGRAM AND EVERY CHEER VIRGINIA ATHLETE, WE MAY NOT BE THE GYM FOR YOU.****

If a skill exists within an athlete, we promise we will find it. EVERYONE makes a team at Cheer Virginia!

THE ROLE OF THE CHEER VIRGINIA STAFF:

Cheer Virginia staff is highly trained, motivated, and committed to the overall success of your athlete, the team, and program. You can expect the following from the coaching staff at Cheer Virginia:

- Continued education and certifications in the cheerleading and tumbling industry.
- Approachable and friendly with the desire to motivate
- Remain safe and realistic with the athlete progression while also challenging the athlete to reach their personal potential.”

“THOUGH WINNING IS IMPORTANT WE STRIVE TO PROVIDE A FUN, MEMORABLE, POSITIVE AND SAFE OVERALL EXPERIENCE FOR EACH ATHLETE.”

GYM RULES:

- Please help keep our building clean by disposing of trash and putting chairs and tables back to their original locations.
- Siblings and friends must be supervised at all times by an adult, and are expected to refrain from running, rough housing, and rowdy behavior while in the lobby or viewing areas.
- Any person that disrupts a practice will be asked to leave the gym immediately.
- No food, gum, or drinks other than water are permitted in the training area.
- Cheer Virginia is not responsible for lost or stolen items. Items left in the cubbies are left at your own risk. Please ensure all items have your athlete’s name on them.
- Athletes may enter the training area 10 minutes prior to practice and are expected to leave the training area at the end of their practice or class.
- Athletes should only use equipment under the supervision of a coach during practices, classes, or private lessons. Athletes playing in or around equipment before or after practice are doing so at their own risk.

CODE OF CONDUCT:

- Athletes and parents are expected to keep the gym atmosphere positive by refraining from gossiping or speaking negatively about other athletes, families, or coaches.
- Families who cannot abide by this policy may no longer be allowed in the parent viewing areas.
- Bullying is not tolerated. Concerns about bullying will result in a parent meeting with possible disciplinary action up to suspension or removal from the program.
- Social media posts by athletes or parents that reflect poorly on Cheer Virginia will be asked to be removed, and may result in disciplinary action up to suspension or removal from the program. This includes any post on any platform that references athletes, coaches, teams, programs, or competitions in a negative or mocking nature, at the discretion of Cheer Virginia Staff.
- Any parent or athlete threatening to quit their team will be dismissed from the program immediately.

- All gym members are expected to engage with others respectfully. Aggressive behavior, yelling, disrespectful language, or harassment directed at coaches, staff, athletes, or other parents will not be tolerated and may result in dismissal from the program.

TEAMS:

- Cheer Virginia retains the right to:
 - Place athletes on the team(s) they feel will best suit the athletes and the program.
 - Decide if an athlete may participate on more than one team. If chosen to be on more than one team crossover fees will apply.
 - Decide the roles and/or positions an athlete will have/play on their team(s). For example: flyer, base, backspot, tumbler, alternate.
 - Require that an athlete/team take additional classes, lessons, or camps to improve their skills and/or maintain their placement/position.
 - Require that an athlete/team practice longer than their regularly scheduled time or add additional practices, camps, or competitions if deemed necessary.
 - Move, replace, add, suspend, or even dismiss an athlete for a period of time or indefinitely from a team or the entire program based on criteria including but not limited to: attendance, conduct, skills, finances, parent conflicts, etc.
- Athletes that are invited and elect to participate on more than one team (“crossover”) must:
 - Be in good financial standing.
 - Be willing and able to fulfill all the responsibilities required by each team.
 - Be responsible for any additional entry fees they incur beyond their first team.
- All routines and choreography including dances, stunts, transitions, tumbling, music selections, editing, etc. are the exclusive property of Cheer Virginia and shall not be shown or discussed with others. No videos of routines/choreography should be uploaded to any online site such as YouTube, Facebook, Instagram, TikTok etc.

CONTACT AND PARENT COMMUNICATION:

- Parents are responsible for joining and regularly checking any team communication channels (Facebook, GroupMe, Band etc.) and remaining in-the-know about their child’s team. There is no excuse to be uninformed when the information has been provided through multiple channels.
- Please be sure to turn alerts on for any communication groups so you don’t miss important information.
- All completed forms or information requested by Cheer Virginia must be downloaded and turned into the office in a timely fashion.
- Athlete-specific questions or concerns should be brought to a director or owner directly and privately, please refrain from using parent communication groups in this way.
- Cheer Virginia’s owners and program directors have an open door policy and are always happy to schedule meetings with parents regarding concerns.

- Team coaches are always happy to answer questions about your athlete's placement or progress, at the appropriate time. A good time to speak with a coach would be before or after practice, by scheduling a meeting through email.
- Unless it is an emergency, please refrain from contacting coaches before 8 a.m. or after 9 p.m.

HEALTH AND SAFETY:

- All participants must provide Cheer Virginia with any allergies and emergency contact information.
- Each family must inform Cheer Virginia of all medical conditions that may limit or prevent their/their child's ability to participate in any Cheer Virginia activities, as well as any medication currently taken.
- Please notify Cheer Virginia of any injuries sustained as a result of participation in any sanctioned Cheer Virginia activities.
- If injured, athletes must provide valid written documentation from a doctor explaining the reason(s) and the duration for which they may be limited or unable to participate in any Cheer Virginia activities. Cheer Virginia reserves the right to require a doctor's note before allowing an athlete to return to training.
- All athletes must refrain from the illegal use of drugs, alcohol, tobacco or any other substances and participate in any drug or health-related testing, counseling, or rehabilitation if asked to do so.
- In the event of an injury, team coaches will decide the appropriate time for an athlete to be put back in the routine. Athletes may not be able to return unless they are fully able to participate in all aspects of the routine. All athletes must be cleared with a doctor's note before participating in a practice.
- If needed, athletes must provide their own braces/athletic tape and know how to wear or apply these products properly.

ATTENDANCE:

- Athletes are expected to be present and punctual at all team functions including practices, competitions, choreography sessions, appearances etc. including those added unexpectedly throughout the season.
- Excessive absences or tardiness may jeopardize an athlete's position on their team.
- Attending the week leading up to a competition is mandatory. If an athlete misses practice the week of a competition, the coach reserves the right to replace the athlete if it is in the best interest of the team.
- Please make every effort to schedule vacations and appointments in a way that does not conflict with practices.
- Any planned absences should be communicated as soon as possible using the absence request form. Any unexpected absences, such as illness, should be communicated directly to your coach as soon as possible.
- Injured and non-contagiously ill athletes are still expected to attend practice to keep up with the routine and assist any alternates or fill-ins.

COMPETITIONS AND TRAVEL:

- All competitions, showcases, and public performances are considered mandatory. Failure to attend a competition without giving at least two weeks written notice may result in potential removal from the team.
- A parent, guardian, or designee must remain on-site with each minor athlete while at competitions. Coaches will assume responsibility for athletes only during their warm ups, performance, and awards.
- A parent, guardian, or designee must accompany each minor athlete during travel competitions. Cheer Virginia never assumes responsibility for any athlete during team travel.
- Athletes must arrive at the competition by the designated time and will check-in with the coaches/staff/gym owners accordingly.
- Please remember that each athlete, parent, and fan represents Cheer Virginia while traveling and at competitions. Behavior that would reflect negatively on the program is cause for disciplinary action, up to suspension or removal.
- Athletes and parents are expected to demonstrate good sportsmanship by accepting any placement with dignity and refraining from celebrating the defeat or misfortune of another person or program.
- Parents and fans should never approach any competition official, judge, or event producer.

FINANCE:

- Parents assume full responsibility for all costs incurred as a member of Cheer Virginia including but not limited to: gym registration, monthly tuition, apparel costs, competition and travel expenses, or any other item(s), or services purchased or rendered regardless of any circumstances that may arise such as dismissal from the team, or disbandment of the team.
- All monthly payments will be made via ACH Electronic Debit and or Credit/Debit Card on the 1st and 15th of every month. The Cheer Virginia Auto Debit Authorization form must be completed at the time of registration.
- Tuition does not fluctuate based on the number or duration of practices in any month.
- Tuition pays for training. It does not pay for the right to perform. All payment due dates must be met. A \$25.00 late fee will be assessed in the event that a payment is past due after the 5th of each month.
- Any payment attempts resulting in a NSF (non-sufficient funds), declined credit card, expired credit card, returned check, electronic debits, etc. will incur a \$35.00 service charge. It is your responsibility to update your information with us if your information changes.
- An athlete's account must be current and in good standing to participate in practices, competitions, private lessons or special events. Cheer Virginia reserves the rights to withhold items, deny participation, and remove an athlete from their team for failure to keep up with financial obligations.
- Any monies received from an athlete/parent will be applied first to any overdue tuition/fees.

- All tuition/fees must be current before an athlete may collect any clothing/uniform or other retail items.
- If an athlete chooses to leave, or is asked to leave Cheer Virginia for any reason before the season is over, any and all funds and/or payments are completely non-refundable. Any items not yet distributed, regardless if they have been paid for, will remain the property of Cheer Virginia.
- Cheer Virginia reserves the right to turn over all delinquent accounts to a collections agency and the parent/athlete will be responsible for all additional costs incurred.

F.A.Q.- Frequently asked questions

1) **Is there a tuition discount for additional siblings?** YES, 10% off 2nd sibling, 15% off 3rd sibling.

2) **What about practice clothes?** You receive a t-shirt, pair of shorts, and practice bow when joining.

3) **Will parents have Cheer Virginia gear to wear to the competitions?** YES, we will have Cheer Virginia gear for our parents and family to wear at events. These will be available at our online Pro-Shop.

4) **What about makeup for competitions?** You will be responsible for your own brushes, foundation, black eyeliner and mascara.

5) **Where do we purchase competition shoes?** We do not have a specific mandatory cheer shoe, but ask that whatever brand you choose to buy that it be white. Cheer Virginia is partnered with Hart and Sole, and has them available for \$35.00 a pair.

6) **What about hair bows?** Cheer Virginia will select one bow for the entire program for purchase. We will order them from a cheerleading bow company and the cost is approximately \$35.00.

8) **What about hotels at these 2-day events?** Cheer Virginia will email out hotel links for reservations once our competition schedule has been finalized in July.

9) **Do we need to plan on extra practices being held just before competitions outside our practice schedule listed on our monthly calendar?** Yes:

- If it's early in the season and routines aren't ready to compete
- If there's an injury and we have to replace someone
- If someone quits the team

10) **What can we apply our fundraising credits towards?** Any expense that you incur from Cheer Virginia including tuition, team account payments, pro shop items- bows, shoes, etc.

11) **Can I use my fundraising credits to pay for my travel expenses?** No, individual checks will not be distributed for expenses outside of Cheer Virginia.

12) **What type of competitive cheerleading does Cheer Virginia go under?** Cheer Virginia will compete as a competitive rec program for the 2026-2027 season.



2026-2027 Season Cost

Date	Item	Amount
June 1st	Start-Up Fee & Monthly Tuition	\$350.00 \$150.00
June 15th	Uniform Installment #1 & Warm-Up Jacket	\$200.00 \$110.00
July 1st	Monthly Tuition	\$150.00
July 15th	Uniform Installment #2	\$200.00
August 1st	Monthly Tuition & Competition Bow	\$150.00 \$35.00
August 15th	Competition Installment #1	\$220.00
September 1st	Monthly Tuition	\$150.00
September 15th	Competition Installment #2	\$220.00
October 1st	Monthly Tuition	\$150.00
October 15th	Competition Installment #3	\$220.00
November 1st	Monthly Tuition	\$150.00
November 15th	Competition Installment #4	\$220.00
December 1st	Monthly Tuition	\$150.00
January 1st	Monthly Tuition	\$150.00
February 1st	Monthly Tuition	\$150.00
<i>February 15th</i>	<i>Florida Athlete Package (post season bid item)</i>	<i>PRICE TBA</i>
March 1st	Monthly Tuition & Season 5 Banquet Payment	\$150.00 \$30.00
April 1st	Monthly Tuition	\$150.00

Total Season Cost:

Returning Athlete-\$3,345.00 (without warm-up jacket included)

New Athlete-\$3,455.00

Cost F.A.Q's

- **What is included in my Start-Up Fee?**
 - Yearly registration fee
 - 1 practice wear set (bow, t-shirt and 1 pair of shorts)
 - Choreography/music

- **Does Cheer Virginia offer fundraising opportunities to help offset the cost for season cost?**
 - Yes! Cheer Virginia will once again offer a variety of fundraisers to help those that want to participate in them. Fundraising at Cheer Virginia is not mandatory, but encouraged. Fundraisers will be offered in the following months:
 - June, August, October, December, and February.

- **What can my fundraiser money be applied towards?**
 - Monthly tuition, competition fees, apparel items listed above. If no outstanding balances exist on your family's account, you may use remaining money towards items such as speciality program t-shirts.

- **What does my competition installments include?**
 - Athlete entry fee and coaches fees only

- **If I am new to the program, am I able to purchase a used warm-up jacket?**
 - Yes! If we have returning members of our program that have outgrown their items and want to list them for sale that is an option. Please keep in mind this is on a case by case basis.

- **How long does Cheer Virginia keep current uniform cycles?**
 - We do a new uniform design every 2 years. Our next uniform cycle will not be until season 7 in 2028.

- **Are items such as backpacks mandatory?**
 - No. Any additional proshop item not listed in our 2026-2027 season cost above is 100% optional. Additional items such as backpacks, etc can be found on our online proshop.



Season 5 Important Dates

Date	Event
June 1st	First day of practice
July 5th	Gym closure: July 4th break
July 15th	Competition Schedule Released
August 22nd-23rd	Choreography Camp (times announced with team placement email).
September 6th	Gym closure: Labor Day Break
November 29	Gym closure: Thanksgiving Break
December 20th & 27th	Holiday Break (practice resumes on Sunday, Jan 3rd)
March 21st-28th	Gym closure: Spring Break

***All Cheer Virginia communication platforms will be shut down during breaks. We believe in “turning off” and fully recharging.**

PICTURE DAY TBA

Potential Competition Dates (will be confirmed in July):

- **Sunday, November 8th**-Cantonville, MD
- **Saturday, December 19th** | National Harbor, MD
- **Saturday, January 16th** | Fredericksburg, VA
- **Saturday, January 30th**-Sunday, January 31st | Richmond, VA
- Sunday, February 14th | VIRTUAL (*recorded at previous practice & submitted*)
- **Saturday, February 27th** | Fredericksburg, VA or Upper Marlboro, MD
- **Saturday, March 13th** | VIRTUAL (*recorded at previous practice & submitted*)
- **Saturday, April 24th** | Northern, VA
- **Saturday, May 8th**-**Sunday, May 9th** | Bradenton, FL