

SKILL.
SPIRIT.
DISCIPLINE.
CULTURE.
COMMUNITY.

MORE
THAN A
COMPETITION.
A MOVEMENT.

WHO RUN IT
CHEER

CHAMPIONSHIP
2023

— SHOW WHO RUN IT —

COMPETITION
PACKET

TEAMS

| TALENT

| TRADITION

| TOGETHER



SUNDAY,
FEBRUARY 7, 2027



TROTWOOD-MADISON HIGH SCHOOL
4440 N UNION RD, TROTWOOD, OH 45426

REPRESENT YOUR SCHOOL.

WELCOME

Who Run It Cheer, LLC proudly welcomes school cheerleading teams to the 2027 Who Run It Cheer Championships!

This championship was created to celebrate the energy, athleticism, traditions, creativity, and spirit of school cheerleading. Teams will have the opportunity to showcase their talents through multiple competitive divisions designed to highlight traditional cheer, tumbling, stunting, Stomp & Shake, and authentic Game Day performance.

The Who Run It Cheer Championships is more than a competition—it is an opportunity for student-athletes to represent their schools, display their unique team identity, and compete for championship recognition.

Teams should use this packet as their primary event guide for eligibility, divisions, registration, timing, conduct, music, judging, submission requirements, awards, and special championship opportunities.

REGISTRATION FEES

EARLY BIRD REGISTRATION — \$175

Early Bird Registration opens:

September 14, 2026 – October 1, 2026

Teams that complete their registration during the Early Bird Registration period will receive the discounted registration rate of \$175.

REGULAR REGISTRATION — \$300

Regular Registration pricing begins following the conclusion of the Early Bird Registration period.

Regular Registration Fee: \$300

All required registration materials and submissions must be completed by the established event deadline.

2027 NEW & FEATURED DIVISIONS

TRADITIONAL STUNT/TUMBLING

A featured 2027 division designed for teams wishing to showcase school cheer through a combination of building, stunting, and tumbling.

Teams must follow all applicable high school cheerleading safety standards and event-specific restrictions.

STOMP AND SHAKE GAME DAY SMACK DOWN

A head-to-head championship battle featuring a Best-of-3 Round format.

Teams will compete directly against one another in three exciting Game Day rounds, with judges determining the winner of each round immediately following the performance.

The first team to win two out of three rounds wins the matchup.

GAME DAY SMACK DOWN

BEST OF 3 ROUNDS

The Game Day Smack Down brings competition, school pride, crowd leadership, and championship energy together in a head-to-head battle format.

ROUND 1 — FIGHT SONG

Show us how you do it at your school!

Teams will perform their school's fight song or Game Day presentation while demonstrating:

- School identity
- Crowd engagement
- Spirit
- Timing
- Execution
- Energy

ROUND 2 — CHANT/CHEER

Teams will perform a chant or cheer focused on:

- Crowd leading
- Vocal projection
- Motions
- Timing
- Creativity
- School spirit

ROUND 3 — DANCE

Teams will perform a dance routine to music provided by Who Run It Cheer.

The official music for this round will be provided to participating teams in advance.

JUDGING FORMAT

Judges will make a determination directly following each round.

The team that wins two rounds first will be declared the winner of the matchup.

If a round is tied, judges may use the applicable scoring criteria to determine the round winner.

Game Day Smack Down participation is subject to the final event bracket, schedule, and number of registered teams.

ELIGIBILITY & SCHOOL REPRESENTATION

- Teams must represent the school they are entering unless competing in an approved exhibition category.
 - Participants must be current members of the official school cheerleading team.
 - Participant names must appear on the official team roster.
 - High school varsity competition teams are eligible.
 - Varsity competition rosters may include Freshmen, JV, or Varsity athletes who are current members of the school's official cheerleading program.
 - All-Star teams are not eligible.
 - Teams may compete in up to two categories, subject to the event schedule and division availability.
 - Teams must follow all published division and squad-size requirements.
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DIVISION STRUCTURE

High School competitive categories may include:

- Traditional
- Building/Stunt
- Non-Tumbling
- Tumbling
- Game Day
- Stomp & Shake/ Stomp and & Shake Smackdown
- Exhibition

COMPETITIVE LEVELS

Competitive levels may include:

If participation numbers are high, divisions may be separated by squad size:

Small: 5–15 athletes

Large: 15 or more athletes

Middle School divisions may be offered where registration supports them.

Who Run It Cheer reserves the right to combine, separate, or adjust divisions based on the number of registered teams.

TRADITIONAL TUMBLING

Traditional Tumbling routines may incorporate approved standing and running tumbling skills.

The full routine must include:

- **One crowd cheer**
- **One sideline cheer, or a combination of crowd and sideline cheer**
- **Music Section**

ROUTINE TIME

Maximum Overall Routine Time: 2 minutes and 30 seconds

Combined dance time may not exceed 1 minute and 45 seconds.

Music during the dance portion must be at least:

45 seconds minimum

and no more than:

1 minute and 45 seconds maximum

Formal entrances involving dance, technical skills, or traditions/chants are not permitted.

Athletes should enter the performance area in a timely and professional manner.

Grand Champion recognition, where applicable, will be determined by combined judges' scores.

TRADITIONAL STUNT/TUMBLING

The Traditional Stunt/Tumbling Division is designed for teams wishing to showcase traditional school cheer through a combination of:

- Building
- Stunting
- Tumbling
- Crowd-leading
- Performance

All building, stunt, release, inversion, tumbling, and related skills must comply with the applicable 2026–2027 high school cheerleading safety rules and the current governing safety framework.

Who Run It Cheer may publish additional event-specific restrictions or clarifications prior to the championship.

Coaches are responsible for confirming that every skill performed by their team is legal and appropriate before taking the competition floor.

Safety will always remain the priority.

STOMP & SHAKE

The Stomp & Shake Division celebrates the energy, tradition, rhythm, power, creativity, and performance identity associated with Stomp & Shake cheerleading.

Teams are encouraged to showcase their unique:

- Team identity
- Rhythm
- Vocal strength
- Precision
- Crowd engagement
- Creativity
- School and community style

Performances should remain family-friendly and appropriate for a school competition environment.

All stunt and tumbling elements must comply with applicable safety requirements and event-specific restrictions.

Final scoring criteria, timing, and any skill limitations may be adjusted by the Competition Director based on registration numbers and the final division format.

GAME DAY

Game Day routines should create an authentic school Game Day experience.

Teams are encouraged to showcase:

- **School spirit**
- **Crowd engagement**
- **Chants**
- **Cheers**
- **Fight song elements**
- **Band chant elements**
- **School traditions**
- **Approved props**

ROUTINE TIME

Maximum Overall Routine Time: 3 minutes

Entrance Limit: 30 seconds

Current event rules prohibit mounting and basket/waist-level tosses in Game Day.

APPROVED PROPS MAY INCLUDE:

- **Poms**
- **Signs**
- **Flags**
- **Megaphones**

Glitter and confetti are not permitted.

Up to two school-student mascots may participate in Game Day, subject to eligibility and safety requirements.

TIMING & ROUTINE LIMITS

Timing begins with the first choreographed movement, voice, or note of music—whichever comes first.

Timing ends with the last choreographed movement, voice, or note of music—whichever comes last.

For standard performance routines:

Maximum Overall Routine Time: 2 minutes and 30 seconds

Maximum Music Portion: 1 minute and 45 seconds

Unless otherwise stated by division-specific rules.

TIME PENALTIES

Teams may receive:

- 1-point deduction for 1–5 seconds over the time limit
- 2-point deduction for 6 seconds or more over the time limit

Judges will not issue a time deduction until a routine exceeds the allowed time by more than three seconds, acknowledging normal sound-system and reaction-time variance.

If a routine is formally retimed during review, the exact recorded time may be used.

Teams are strongly encouraged to time routines multiple times and leave an appropriate cushion for sound-system variations.

UNIFORMS, SPORTSMANSHIP & DEDUCTIONS

UNIFORMS

- Uniforms must fully cover the midriff while standing at attention.
- Uniforms must include a recognizable school element such as school colors, logos, letters, or mascot representation.
- Jewelry is not permitted.
- Face or body glitter and paint are not allowed.

Uniform violations may result in a 5-point deduction.

SPORTSMANSHIP

All participants are expected to demonstrate exceptional sportsmanship throughout the championship.

Coaches are responsible for the conduct of:

- **Athletes**
- **Parents**
- **Spectators associated with their team**
- **Team representatives**

Choreography and music must remain family-friendly.

Vulgar, suggestive, offensive, indecent, lewd, or profane content is prohibited and may result in deductions or additional disciplinary action.

Sportsmanship violations may result in a 5-point deduction.

JUDGING & AWARDS

Judges may score teams based on applicable performance factors including:

- **Precision**
- **Timing**
- **Technique**
- **Showmanship**
- **Appearance**
- **Motions**
- **Difficulty**
- **Jumps**
- **Tumbling**
- **Stunting**
- **Crowd engagement**
- **Overall performance**

Judges' scores and decisions are final.

Coaches will receive copies of judges' score sheets and comments where applicable.

TIEBREAKERS

Ties will be broken using the overall performance category.

If teams remain tied, the number of mistakes listed on the Head Judge's score sheet may be used to determine placement.

AWARDS

The Top Three Teams in each competitive category, excluding exhibition, will receive awards.

Special awards will include:

- Best Jump Off
- Senior Showcase Recognition
- Additional specialty awards
- Senior Scholarships

Game Day Smack Down champions will be determined through the official round-by-round Best-of-3 format.

SENIOR ATHLETE SUMMIT & SCHOLARSHIP OPPORTUNITY

Who Run It Cheer is proud to recognize graduating seniors and celebrate the impact cheerleading has had on their lives.

Senior athletes seeking scholarship consideration should submit:

A SHORT ATHLETE BIO

Recommended length:

150–250 words

A SCHOLARSHIP ESSAY

Essay Topic:

“THE POWER OF CHEER IN MY LIFE: HOW CHEERLEADING HAS SHAPED ME INTO THE ATHLETE I AM TODAY.”

Recommended essay length:

500–750 words

Athletes may consider discussing:

- What cheerleading has taught them about discipline
- Leadership

- Teamwork
- Resilience
- Confidence
- Service
- Overcoming challenges
- How cheerleading has influenced their goals beyond high school
- What being a student-athlete means to them

Scholarship recipients and award amounts will be announced by Who Run It Cheer.

Submission does not guarantee a scholarship award.

SUBMISSION CHECKLIST

DEADLINE: JANUARY 1, 2027

Each participating team must submit all required materials by the established deadline.

Required materials may include:

- Completed team registration and entry information
- Complete team roster
- Emergency medical forms, as required
- Participant release and waiver agreement
- Routine music and backup music source
- Team picture
- Senior Athlete Summit bio and scholarship essay, if applying

Game Day Smack Down teams should be prepared to participate in all three rounds if advancing through the competition bracket.

Submit required materials to:

info@whorunitcheer.com

by January 1, 2027, unless another written deadline is provided by the Competition Director.

MUSIC & COACH RESPONSIBILITIES

The coach or designated team representative must report to the sound table when the team is “in the hole.”

The coach or team representative is responsible for:

- Bringing music to the DJ table
- Ensuring the correct music is ready
- Bring an audio chord if needed
- Pressing play when required

Music may be provided on a phone or another approved device.

Teams should:

- Mute the phone
- Activate airplane mode
- Ensure media volume is turned fully up
- Bring more than one music source whenever possible

All music must be free of profanity and suggestive or vulgar language.

If an adult or authorized representative is not present at the music table and a malfunction occurs, a repeat performance may or may not be permitted at the discretion of event officials.

SAFETY & RULES

Safety is the top priority of Who Run It Cheer.

Teams are responsible for performing only skills that are legal under the applicable current high school cheerleading safety rules.

For questions regarding rules, coaches should consult the applicable:

- OASSA Cheer & Dance Rules and Regulations
- NFHS safety framework
- USA Cheer safety guidance
- Who Run It Cheer event-specific rules and restrictions

Questions regarding Who Run It Cheer procedures or event-specific rules must be submitted by the Team Advisor or Head Coach to the Competition Director before the team performs.

An injury during a routine may result in a pause, restart, or other decision at the discretion of judges and event officials.

RELEASE & AGREEMENT

Participation in the 2027 Who Run It Cheer Championships requires acceptance of the official Who Run It Cheer, LLC Release and Waiver.

By participating, athletes and guardians acknowledge the risks associated with cheerleading and agree, to the extent permitted by law, to release, hold harmless, indemnify, waive, and discharge Who Run It Cheer, LLC and its administrators, employees, volunteers, and representatives from claims arising from injuries sustained through participation.

Each participating team acknowledges that:

- Judges' decisions are final.
 - Event officials may make prompt decisions concerning safety.
 - Event officials may make necessary scheduling adjustments.
 - Competition procedures may be adjusted when necessary for the safe and efficient operation of the event
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IMPORTANT DATES

SEPTEMBER 14, 2026

Early Bird Registration Opens

OCTOBER 1, 2026

Early Bird Registration Ends

AFTER OCTOBER 1, 2026

Regular Registration — \$300

JANUARY 1, 2027

All Required Team and Senior Athlete Summit Submissions Due

SUNDAY, FEBRUARY 7, 2027

2027 WHO RUN IT CHEER CHAMPIONSHIPS

**Trotwood-Madison High School
Trotwood, Ohio 45426**

Check-In: 8:00 AM

Coaches Meeting: 8:45 AM

Warm-Up: 9:15 AM

Doors Open- TBD

First Performance-TBD

WHO RUN IT CHEER CHAMPIONSHIPS

WHERE SCHOOL SPIRIT MEETS CHAMPIONSHIP ENERGY.

**Bring your traditions.
Bring your talent.
Bring your school pride.**

WHO RUN IT?

YOU DO.