

# ELEVATE ACADEMY

## 2026–2027 ATHLETE & PARENT EXPECTATIONS

Thank you for your interest in joining Elevate Academy.

Before registering, we ask that athletes and families carefully review the expectations outlined in this document. These expectations are intended to provide clarity regarding the commitment, culture, and responsibilities associated with participation in our program.

***Our goal is not simply to develop successful baton athletes.***

***Our goal is to develop capable, confident, accountable young people who learn how to communicate effectively, work hard, lead, overcome challenges, and take ownership of their own development.***

***We believe the skills learned through sport extend far beyond the competition floor. The habits developed through training, commitment, teamwork, accountability, resilience, and personal responsibility will serve athletes throughout their lives.***

***The expectations outlined in this document exist to support that mission.***

We recognize that every athlete has different goals, strengths, and aspirations. Whether an athlete is pursuing personal growth, provincial success, national competition, or future elite opportunities, we expect all athletes to approach their training with commitment, integrity, respect, and a willingness to continually improve.

### WHAT ELEVATE ACADEMY STANDS FOR

Elevate Academy is a development-focused training environment.

We believe every athlete deserves the opportunity to grow, learn, and pursue their individual goals while being challenged to become the best version of themselves. Athletes within Elevate Academy will be encouraged to:

- Develop confidence
- Build strong work habits
- Learn accountability
- Improve communication skills
- Demonstrate leadership
- Develop resilience
- Support teammates
- Pursue personal excellence

Success is measured by growth, commitment, effort, and continuous improvement.

## WHAT SUCCESS LOOKS LIKE

Success at Elevate Academy is not measured solely by medals, placements, titles, or qualifications. Success is demonstrated through:

- Consistent effort
- Personal improvement
- Coachability
- Sportsmanship
- Leadership
- Commitment
- Respect for others
- Accountability

Athletes who consistently demonstrate these qualities are considered successful regardless of competitive outcomes.

## ATHLETE OWNERSHIP

Athletes are expected to play an active role in their development. As athletes mature, they are expected to take increasing responsibility for:

- Communicating with coaches
- Asking questions
- Seeking feedback
- Discussing goals
- Managing practice expectations
- Tracking corrections and improvements
- Competition preparation
- Time management
- Accountability for commitments

Parents remain an important part of the athlete's support system. However, athletes are expected to become the primary communicator regarding their training and development whenever age and maturity allow. In general, we expect athletes to begin stepping into their role as primary communicator at age 12.

## TRAINING EXPECTATIONS

Athletes are expected to approach training with commitment and consistency.

Development does not occur only during scheduled class time. In general, we advise that each athlete achieves one hour of independent practice time for each hour of class/lesson time each week. Athletes should expect to:

- Practice skills outside of class
- Review corrections provided by coaches
- Work toward personal goals
- Maintain flexibility and conditioning expectations
- Take responsibility for their progress

Athletes who consistently invest effort into their development will generally experience greater growth and opportunity within the program.

## ATHLETE EXPECTATIONS

Athletes are expected to:

- Arrive prepared and ready to work
- Demonstrate a positive attitude
- Be coachable
- Accept feedback respectfully
- Support teammates
- Demonstrate sportsmanship
- Respect coaches, officials, volunteers, and competitors
- Follow club policies
- Represent the club positively both in person and online
- Take ownership of their development

Athletes are expected to support and celebrate teammates and the club will not tolerate negative discussions regarding:

- Team placements
- Routine assignments
- Competition results
- Coaching decisions
- Other athletes

## COMPETITION EXPECTATIONS

The following competitions are considered mandatory unless otherwise approved by the Head Coaches:

Competition	Expectation
Glitter & Gold	Optional
Valentines	Mandatory
Wild West	Mandatory
Sweet Pea	Mandatory
ABTA Provincials	Mandatory
Nations Cup/World Championship Qualifier	Optional
CBTF Nationals	Mandatory (if qualified)
Movin' On Up	Optional
Out-of-Province Competitions	Optional

Competition attendance is considered an important part of athlete development and commitment to the competitive program.

## COHORT PLACEMENT PHILOSOPHY

Cohort placements are determined by the coaching staff. Factors considered may include:

- Skill level
- Athlete compatibility
- Commitment
- Attendance
- Work ethic
- Coachability
- Team needs
- Competitive goals

The cohort placement audition date is currently scheduled for **August 30<sup>th</sup>**. Cohort placement decisions will be reviewed at the mid-session mark and are subject to change based on the above factors.

## OPPORTUNITIES THAT ARE EARNED, NOT GUARANTEED

The following opportunities are earned and not automatically guaranteed:

- Leadership opportunities
- Special performances
- Nations Cup opportunities
- International opportunities
- Travel opportunities
- Team placements

Event	Expectation	Conditions/Exceptions
Solo	Mandatory	
2 Baton	Mandatory	
3 Baton	Mandatory	Must have achieved level BI in 2 baton. Must have achieved level BA to cease event participation.
Medley	Mandatory	Must have achieved level BI to cease event participation.
Solodance/Artistic Twirl	Mandatory	Must have achieved level BI Medley
X-Strut	Optional	Must have achieved level BI Medley
Freestyle/Rhythmic Twirl	By coach recommendation only.	Must have completed Gold Pin & achieved level BI Solodance.
Duet	Mandatory	Mandatory at 12 years of age. Subject to athlete availability.
Artistic Pair	Optional	Must have achieved level BI Duet.
Pair	Optional	Must have achieved level BI Duet.
Team	Mandatory	May cease participation beyond Grade 11. Discussion with Head Coaches is necessary.
Additional Teams	Optional	If an athlete wishes to compete in any additional teams, an application must be submitted to the Head Coaches for consideration.

Routine opportunities may be offered or rejected based upon commitment, readiness, effort, coachability, and overall contribution to the program. All routines (including mandatory routines) are subject to the Head Coaches discretion.

## TEAM PARTICIPATION

Team and group participation is mandatory for athletes through the end of Grade 11.

Beginning in Grade 12, team participation becomes optional and should be discussed well in advance of the athlete's grade 12 season.

Athletes are expected to understand that team participation is a commitment to fellow athletes and requires consistent attendance, preparation, and effort.

## PARENT EXPECTATIONS

Parents and guardians play an important role in supporting athlete development. Parents are expected to:

- Encourage athlete independence
- Support training commitments
- Support attendance expectations
- Support fundraising initiatives
- Fulfill volunteer obligations
- Respect coaching decisions
- Communicate respectfully
- Help athletes maintain a healthy balance between sport, school, family, and personal life

Parents acknowledge that athlete development decisions belong to the coaching staff.

Parents are encouraged to support athletes in becoming independent communicators rather than managing all communication on their behalf.

## COMMUNICATION EXPECTATIONS

Athletes are expected to communicate directly with coaches whenever possible.

Communication that should be initiated by the athlete include:

- Homework/Training outside class
- Goals
- Attendance
- Scheduling private lessons
- Competition preparation
- Routine feedback

In general, we expect athletes to begin taking on such expectations at age 12. Parents are encouraged to support these conversations rather than conduct them on the athlete's behalf.

Elevate Academy values respectful, professional, and solution-focused communication.

## ATTENDANCE EXPECTATIONS

Attendance is important for both athlete development and team success. Athletes are expected to attend:

- Scheduled classes
- Team practices
- Choreography sessions
- Competitions
- Performances
- Other required club activities
- Occasional absences are understandable when communicated appropriately.
- Repeated absences may impact:
  - Team placement
  - Routine participation
  - Competition opportunities
  - Future placement recommendations

If unable to attend a scheduled practice, it is the athlete's responsibility to give reasonable notice to their coach(es) prior to missing practice. Additionally, it is the athlete's responsibility to learn what was missed and arrived prepared for the following practice.

Missing team practices affects other athletes and should be avoided whenever possible. Repeated absences may impact:

- Team placement
- Routine participation
- Competition opportunities
- Future invitation to the program

## OUTSIDE COACHING & TRAINING

Athletes are encouraged to seek additional opportunities that support their development. Examples include:

- Camps
- Clinics
- Specialty training opportunities

Private coaching or outside training should be discussed with the Head Coach(es) to ensure training plans remain aligned and supportive of the athlete's goals.

Any opportunities for individuals or team participation needs to be discussed between coaches.

## DANCE & ACRO EXPECTATIONS

Dance training is required. Minimum 1 hour/week of Jazz or Ballet classes

The preferred training partner is Elements Dance Company in Airdrie due to the collaborative relationship between the organizations and coordinated athlete development opportunities. Alternative dance programs must be approved by the Head Coaches.

Acro training is also required. Acro needs be completed through Elevate Academy.

Additional dance or acro classes are optional but recommended.

## VOLUNTEER EXPECTATIONS

Every athlete under the age of 18 must have a parent or guardian volunteer membership. Families are expected to support:

- Club activities
- Central Region initiatives
- ABTA initiatives
- Competitions
- Casinos
- Bingos
- Fundraising events

Specific volunteer requirements will be communicated annually.

## FUNDRAISING EXPECTATIONS

Participation in fundraising initiatives is mandatory. Fundraising may support:

- Central Region – casinos, bingos, and competitions
- ABTA – casinos, competitions and events
- Elevate Academy/ Elite Airdrie Baton – club or athlete fundraisers

Fundraising initiatives will clearly indicate whether proceeds support the organization as a whole or individual athlete accounts.

## REGISTRATION & FINANCIAL COMMITMENT

Athletes accepted into the program are expected to commit for the full season.

Program fees, competition costs, memberships, travel expenses, and other applicable fees are the responsibility of the athlete and family.

Fee schedules and payment timelines will be communicated during registration.

## ACKNOWLEDGEMENT

We have read and understand the expectations outlined in this document and agree to support the values, culture, and expectations of Elevate Academy.

Athlete Name: \_\_\_\_\_

Athlete Signature: \_\_\_\_\_

Parent/Guardian Name: \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_

Coach Signature: \_\_\_\_\_

Date: \_\_\_\_\_