



2023 - 2024
COMPETITIVE
HANDBOOK

1618 Dundas Street East Unit 1A
Whitby, ON L1N 2K8
905.432.2336
cheerstronginc.ca info@cheerstronginc.ca

Welcome to Cheer Strong Inc.

Welcome back to returning athletes and families, and welcome to new athletes and families.

We take pride in our gym, in our athletes, parents & staff. We have created a place where athletes are always welcome, and our gym becomes their home away from home. We are proud of our family environment, and proud of our accomplishments.

Our staff is key to our success, they believe in us and they believe in our program. We take pride in training our staff to be the best leaders and mentors to our athletes. We do our best to keep our staff up to date on technique and safety as all star cheerleading evolves.

With a new season starting, we are excited to watch our athletes grow and reach new heights. Along with our staff we cannot wait to see what all of our teams can accomplish this season.

In order for an athlete, a team and our gym to be successful, we have expectations, rules and guidelines in place. This Handbook will outline all of our expectations, rules and guidelines as it pertains to the athletes and parents. Violation of any of the rules, regulations or guidelines may warrant dismissal from the program.

ATHLETE HANDBOOK

This section outlines the expectations & rules for all of our competitive athletes.

ATHLETE ROLE

The athlete's role is to be:

- to be an active and contributing member of the team
- a good teammate - by being encouraging and supportive

The athlete expectations are

- Attend and participate at all practices
- Listen to the coaches
- To be punctual and ready to participate
- Wear proper attire
- To complete any cheer homework given by the coaches
- Neat and tidy appearance with no jewelry and finger nails at a respectful length
- Follow the rules set out in this handbook and/or by coaches/managers/gym owners

The athlete should demonstrate the following characteristics

- Be positive on and off the floor, in team practices and in tumbling classes
- Use proper manners
- Be kind
- Be focused
- Be respectful towards coaches, teammates, parents and the facility

GENERAL RULES & REGULATIONS

These are the general rules every athlete is expected to follow when representing our program.

1. No smoking, drinking of alcoholic beverages, or use of drugs.
2. No challenging the authority of a coach or person in charge.
3. No abusive behaviors, lying or any form of negative behavior.
4. No negative behaviors towards Cheer Strong teams, athletes, coaches or parents.
5. Athletes will not willfully damage or vandalize the property of others. This includes; hotel rooms, facilities at competitions, practices/events, Cheer Strong property, or property of any coach, director, athlete or parent.

ATHLETE BEHAVIOUR

Practices

Athletes are to be respectful of all coaches and athletes. Practices are designed to help improve athletes and team's skills. Athletes are to follow coach's instructions without arguing, talking back or giving attitude (e.g. rolling eyes, mumbling under their breath).

Competition (Including travel)

Athletes are representing Cheer Strong at all competitions before and after they compete. Athletes are to be on their best behaviors at all times and be respectful of their teammates, coaches and all other cheer gyms. Athletes should not be putting down any other team, its athletes, routines or staff.

Team Events

Athletes are to be respectful of the venue, its owners and/or staff, and property.

SAFETY

The safety of every athlete and coach is the number one priority. Athletes are not to jeopardize their own safety or the safety of any other athlete or coach.

Athletes should not be tumbling/stunting outside of the gym, unless supervised by a coach.

ATTENDANCE

Attendance is crucial to the success of an athlete and the success of a team. A team cannot progress and improve if an athlete is missing. When athletes are missing, other members of the team are also affected as it is a TEAM sport. All stunts involve a minimum of 4 athletes, so when one athlete is away a minimum of 3 other athletes are directly affected. The pyramid section of the routine involves everyone. So, when one person is away, the entire team is affected and cannot practice the pyramid. Synchronization in tumbling, jumps, motions, dance and stunts is an integral part of the scoresheet, which cannot be practiced when missing one athlete.

Athletes are expected to attend ALL practices.

An athlete's participation in practice will be determined by the coach of the team.

Even if an athlete is not feeling 100%, they will still be expected to participate as much as possible.

An injured athlete, depending on the injury, is also expected to be involved as much as possible.

We are more lenient and understanding in the summer, but with choreo happening in the July the expectation is all athletes will attend practices when in town and not away.

Although we will never say "No" to missing a practice, we cannot wait or put a teams' progression on hold. Whether it's a vacation or planned absence (or even an injury), any athlete that misses a practice stands a chance of their role being changed/adjusted in the routine (not removed from the team).

For example, if a coach is planning on working on or teaching a new pyramid and the top girl is away, the coach may put another top girl in her spot, and if it works, she may remain in that spot.

Competitions

Athletes are expected to attend all competitions on the competition schedule.

Athletes are to be on their best behavior at all competitions. You are representing Cheer Strong Inc.

Inappropriate behavior or language can result in an unsportsmanlike warning/deduction or disqualification from the competition, a fine and/or removal from our program.

ATTENDANCE POLICY

Athletes are expected to attend ALL practices.

The following will be enforced and implemented for all teams:

- A parent will be called if an athlete is not at practice and no notification has been given.
- Athlete's continuously missing practices may have the following consequences at the discretion of the coaches and gym directors:
 - role in routine may be changed and/or reduced
 - athlete may be removed from the team prior to competition
 - athlete may be recommended for a different program and/or team with less time commitment
- **Mandatory attendance is REQUIRED for the four (4) practices prior to competition.** Should an athlete be away for any reason (vacation, planned, illness etc.) they may be removed from any and/or all integral elements of the routine. If an athlete shows up to practice and is unable to participate, it may still be considered an absence, and they may still be removed from all integral elements of the routine.
- An athlete will be able to be worked back into integral elements of the routine, once attendance has improved. This is at the discretion of the coaches and gym owners.

No Fees will be refunded due to poor attendance.

Notifying Coaches of Absence

If an athlete will not be attending practice, a Private Message to the Coaches through the BAND App will be the ONLY accepted method of notifying coaches.

Regardless of reason, a coach may still ask the athlete to attend all or part of practice to either watch and learn or to participate as much as possible.

ATTIRE

Any and all parts of the competitive uniform and practice clothing (this includes regular practice clothing, camp clothing) must be kept in good condition. Altering the uniform/practice clothing in any way (other than to get a proper fit) is not allowed.

Any Cheer Strong clothing and/or uniform is not to be loaned out to non-members.

Team Practice Attire

Athletes are expected to wear the appropriate clothing during all practices.

Fall/Winter Practice Attire Schedule

- Weekday practice - Program shirt and black shorts
- Weekend practice - Team shirt & black shorts

Every practice proper shoes, hair tied back (short hair should be half up) and NO JEWELRY.

Athletes not in proper attire will be sent to the office to contact their parents to see if items can be dropped off. Otherwise they will be given the proper attire and it will be charged to the account on file.

Coaches may decide what a team will wear for a practice during theme weeks. Athletes must follow all coaches instructions.

All Star Classes

During tumbling classes' athletes may wear any Cheer Strong clothing they would like. Shoes must be worn.

Competition

During competitions, athletes are expected to be wearing the gym Track Suit (running shoes or cheer shoes) NO boots, flip flops, sandals etc.

Competition uniform will be worn during performances and awards.

Hair & Make Up

Hair and makeup are decided by the coach of each team and gym owner.

BULLYING

Cheer Strong has a zero tolerance for bullying of any kind. Bullying can take various forms, including gossiping or cyber bullying (Text messages, Facebook, Twitter, Instagram, Snapchat etc.).

Any and all acts of bullying are handled individually and, on a case by case basis. Consequences of bullying may result in suspension or removal from the program.

Not all scenarios are considered to be bullying. We will investigate all situations brought to our attention, and we will speak with all parties involved. Should we feel, a situation cannot be resolved and is a case of bullying we will take appropriate action.

SOCIAL MEDIA

**BEFORE YOU POST ASK YOURSELF DOES IT
FOLLOW THE 3 A's...
Is it Athletic?
Is it Appropriate?
What does this Amplify?**

Athletes on Social Media

Any inappropriate comments/pictures/videos found on any social media site, will be asked to be removed. If it is not removed, consequences may occur and may result in suspension or removal from the program

GROUP CHATS

Please do not participate in group chats (via texting or social media) that will negatively affect the gym, athletes, staff or involve negative talk about athletes, staff or the gym.

Failure to comply may result in suspension or dismissal from our program.

Cheer Strong on Social Media

Make sure you follow us on social media - -

Facebook page Cheer Strong Inc

Twitter @CheerStrongInc

Instagram @CheerStrongInc

BAND Cheer Strong Nation

Each team will be invited to join the Band group for their team. If you have not been invited you can request to join by searching for your group. Band group names will be "Cheer Strong (Team Name)."

Videos of sections or elements of routines not to be posted on any social media website until the end of the season.

Please refrain from creating any profiles using the Cheer Strong Inc name, or any team names. If any are found or discovered, we will request them to be shut down and/or we will report the profile.

COMMUNITY GIVE BACK PROGRAM

All teams will participate in a community give back. The purpose of this program is to teach our athletes the importance of giving back to our community, and to help those less fortunate. The Give Back will be coordinated by the gym.

MATERIAL

Any and all material (cheers, pyramids, stunts, transitions, dances, music, routines or any choreography) may not be used or taught to anyone outside Cheer Strong Inc. All material is owned and may not be reproduced or taught in any manner without prior written consent from Cheer Strong Inc.

Cheer Strong, CS, its logo and name cannot be used on any merchandise, apparel or documents without written consent of Cheer Strong Inc.

PARENT HANDBOOK

This section outlines the expectations & rules for all of our parents.

PARENT ROLE

The parent's role is to be:

- present and invested in their athlete and the gym
- supportive of your athlete, their team, the coaches/staff, and the gym

The parent expectations are

- be realistic about the ability of your athlete
- ensure your athlete is punctual and attends practices, competitions and team/gym events
- ensure your athlete is in proper attire for practices, competitions and team/gym events
- ensure your account is up to date and current
- participate and support gym/team events
- be willing to speak with coaches/managers/gym owner about any concerns (good, bad or ugly)
- don't assume anything - ask questions
- promote this being a safe place for your athletes

The parent should demonstrate the following characteristics

- be positive on and off the floor, in team practices and in tumbling classes
- use proper manners
- be kind, supportive and encouraging of all athletes, parents, coaches/staff
- be respectful towards athletes, coaches, teammates, parents and the facility
- trust the coaches, managers and gym owners
- be willing to help others
- represent the gym in a positive manner at all touch points (practices, competitions, events, hotels etc)

GENERAL RULES & REGULATIONS

These are the general rules every parent is expected to follow when representing our program.

1. Parents are expected to be fully supportive of their own athlete, along with all the other athletes in our program.
2. No challenging the authority of a coach or person in charge. Coaches are trained, and will do what is best for the TEAM and your athlete.
3. No abusive behavior, lying or any form of negative behavior.
4. No negative behavior towards Cheer Strong teams, athletes, coaches or parents.
5. Parents will not willfully damage or vandalize the property of others. This includes; hotel rooms, facilities at competitions, practices/events, Cheer Strong property, or property of any coach, director, athlete or parent.

COMMUNICATION

It is the responsibility of each family to provide an email address at registration that is checked regularly. All important information will be emailed and will be posted to each team's BAND group. There is no excuse for being uninformed.

Our website is: cheerstronginc.ca
Our email address is: info@cheerstronginc.ca
Gym Phone Number is: 905.432.2336

TEAM BAND GROUP

Each team will be invited to join the BAND group for their team. If you have not been invited you can request to join by searching for your group. BAND group names will be "Cheer Strong (Team Name)."

Video sections or elements of routines in the gym are not to be posted on any social media until the end of the season. The BAND group is the only group chat that is acceptable. Information and Competition information will be posted in the BAND groups.

We are aware that parent group chats may develop however unless you are hearing it from a coach, or gym manager or it has been posted in the BAND groups we advise that you wait for formal communication from the gym.

PARENT BEHAVIOUR

Supporting Your Athlete & Coaches

As a parent, you need to support your athlete. Coaches do what is best for the TEAM and athlete. They will not do what the athlete WANTS or what you WANT as a parent.

EVERY position on a team is valuable, and should be treated as such.

Coaches will do what is best for the team, NOT the athlete.

But at the same time, ensuring the athlete is still learning, and contributing to the team to the best of their ability.

Practices

Parents are to be respectful of all coaches' decisions pertaining to the team and athletes. Parents are welcome to watch but are asked to keep the noise volume to a minimum and not to distract the athletes.

The viewing area is intended for parents to sit and enjoy watching their athlete train, please refrain from negative lobby talk including commenting on other athletes, the coaches and/or the routine. Negative talk also includes the talk of other gyms, in any way (included but not limited to promoting/talk of taking classes at other gyms).

The viewing area is a privilege not a right. And we can close it at any time, should we feel it is necessary.

Any parents who are unable to keep the talk positive in the viewing area will be asked to leave. Should it continue, it may result in the removal of your athlete from the program.

At any given time, parents are not allowed to enter the gym unless specifically requested by the coach or owner.

If you have a concern, please see the office.

Competition (including travel)

Parents who travel with a team, are also representing Cheer Strong Inc. Parents are to remember that their athlete is there to compete, not on vacation time. Team events come first.

While at an event/competition, parent talk and behavior can result in disqualification of a team or the entire program, a fine and/or removal from our program.

At no time should a parent approach an event staff (this is including but not limited to event photographers). Should you have a question or concern please reach out to a manager or a coach.

Behavior outside of the competition venue (restaurant or hotel at travel competitions) can also negatively affect your athlete, their team or the gym. It can also result in disqualification of a team or the entire program, a fine and/or removal from our program.

ATTENDANCE

Attendance is crucial to the success of an athlete and the success of a team. A team cannot progress and improve if an athlete is missing. When athletes are missing, other members of the team are also affected as it is a TEAM sport. All stunts involve a minimum of 4 athletes, so when one athlete is away a minimum of 3 other athletes are directly affected. The pyramid section of the routine involves everyone. So, when one person is away, the entire team is affected and cannot practice the pyramid. Synchronization in tumbling, jumps, motions, dance and stunts is an integral part of the scoresheet, which cannot be practiced when missing one athlete.

Athletes are expected to attend ALL practices.

An athlete's participation in practice will be determined by the coach of the team.

Even if an athlete is not feeling 100%, they will still be expected to participate as much as possible.

An injured athlete, depending on the injury, is also expected to be involved as much as possible.

We are more lenient and understanding in the summer, but with choreo happening in the July the expectation is all athletes will attend practices when in town and not away.

Although we will never say "No" to missing a practice, we cannot wait or put a teams' progression on hold. Whether it's a vacation or planned absence (or even an injury), any athlete that misses a practice stands a chance of their role being changed/adjusted in the routine (not removed from the team).

For example, if a coach is planning on working on or teaching a new pyramid and the top girl is away, the coach may put another top girl in her spot, and if it works, she may remain in that spot.

Competitions

Athletes are expected to attend all competitions on the competition schedule.

Athletes are to be on their best behavior at all competitions. You are representing Cheer Strong Inc.

Inappropriate behavior or language can result in an unsportsmanlike warning/deduction or disqualification from the competition, a fine and/or removal from our program.

ATTENDANCE POLICY

Athletes are expected to attend ALL practices.

The following will be enforced and implemented for all teams:

- A parent will be called if an athlete is not at practice and no notification has been given.
- Athlete's continuously missing practices may have the following consequences at the discretion of the coaches and gym directors:
 - role in routine may be changed and/or reduced
 - athlete may be removed from the team prior to competition
 - athlete may be recommended for a different program and/or team with less time commitment
- **Mandatory attendance is REQUIRED for the four (4) practices prior to competition.** Should an athlete be away for any reason (vacation, planned, illness etc,) they may be removed from any and/or all integral elements of the routine. If an athlete shows up to practice and is unable to participate, it may still be considered an absence, and they may still be removed from all integral elements of the routine.
- An athlete will be able to be worked back into integral elements of the routine, once attendance has improved. This is at the discretion of the coaches and gym owners.

No Fees will be refunded due to poor attendance.

Notifying Coaches of Absence

If an athlete will not be attending practice, a Private Message to the Coaches through the BAND App will be the ONLY accepted method of notifying coaches.

Regardless of reason, a coach may still ask the athlete to attend all or part of practice to either watch and learn or to participate as much as possible.

SOCIAL MEDIA

**BEFORE YOU POST ASK YOURSELF DOES IT
FOLLOW THE 3 A's.....
Is it Athletic?
Is it Appropriate?
What does this Amplify?**

Parents on Social Media

Any inappropriate comments/pictures/videos found on any social media site; we will ask for it to be removed. If it is not removed in a timely manner, consequences may occur and may result in suspension or removal from the program.

Implications of any sort will also not be tolerated.

GROUP CHATS

Please do not participate in group chats (via texting or social media) that will negatively affect the gym, athletes or staff or involves negative talk about athletes, staff or the gym.

Failure to comply may result in suspension or dismissal from our program.

Cheer Strong on Social Media

Follow us at

Facebook page Cheer Strong Inc

Twitter @CheerStrongInc

Instagram @CheerStrongInc

BAND Cheer Strong Nation

Each team will be invited to join the BAND group for their team. If you have not been invited you can request to join by searching for your group. BAND group names will be "Cheer Strong (Team Name)"

Videos of routines, in the gym or in competition, are not to be posted on any social media website until the end of the season.

MEDIA AND PUBLIC RELATIONS

Throughout the year we will post and receive media coverage from local newspapers, television stations, and the Cheer Strong Inc newsletters/emails and website. The information covered may include individual/team results and photographs of our member. By signing the agreement and becoming a Cheer Strong Inc member you are permitting the use of your athlete's information and likeness (photo and videos) to be used for publicity and marketing.

MATERIAL

Any and all material (cheers, pyramids, stunts, transitions, dances, music, routines or any choreography) may not be used or taught to anyone outside Cheer Strong Inc. All material is owned and may not be reproduced or taught in any manner without prior written consent from Cheer Strong Inc.

Cheer Strong, CS, its logo and name cannot be used on any merchandise, apparel or documents without written consent of Cheer Strong Inc.

FINANCIAL OBLIGATIONS

As the parent /guardian or athlete you assume full responsibility for all costs incurred as a member of Cheer Strong Inc., including but not limited to: gym registration, training fees, practice clothing, uniforms, competition and travel expenses, or any other item(s), reservations, or services purchased or rendered. It is very important that your fees be paid on time. Payments are due in full on the dates invoiced or noted regardless of any circumstances that may arise such as dismissal from the team, or disbandment of the team. Fees are set for the year and are not based upon the monthly fees.

1. **All fees from the 2022-2023 season must be paid before an athlete may register for the 2023 -2024 season.**
2. All invoices are due upon receipt and all payment due dates must be met.
3. All fees must be paid all up front or by Pre-Authorized Debit or Pre-Authorized Credit Card.
 - (1) All Pre-Authorized Credit Card Authorizations will be subject to 2.5% convenience fee on amounts of \$50 or more
4. Any payment attempts resulting in a NSF (non-sufficient funds), returned cheque, etc. will incur a \$45.00 service charge.
5. It is your responsibility to update your information with us if your information changes, e.g. address, banking.
6. An athlete's account must be current and in good standing to participate in practices/competitions/ special events. Cheer Strong Inc. reserves the right to remove an athlete from their team at any time for failure to keep up with financial obligations. Cheer Strong Inc. reserves the right to cancel any and all travel arrangements made that are not paid in full by the payment due dates.
7. If an athlete chooses to leave the program or if asked to leave Cheer Strong Inc. for any reason before the season is over any and all funds are completely non-refundable. **A Fee of One month's training fee as well as \$250.00 plus HST fee will be applied for early withdrawal – no exceptions.** Notice of leaving the program must be received in writing.
8. If an athlete chooses to leave the program or if asked to leave Cheer Strong Inc. for any reason before the season is over any and all fees, including but not limited to training fees, registration, merchandise, uniform, travel, competition, and camps; incurred must be paid.
9. Cheer Strong Inc. reserves the right to turn over all delinquent accounts to a collections agency and parents/athletes are responsible to pay all additional costs incurred.
10. Cheques are to be made payable to **CHEER STRONG INC**
11. All Fees paid and incurred are non-refundable, non-negotiable.

COVID/Pandemic Policy

If we are forced to close by the government due to a pandemic or any other reason, training will be moved to a virtual schedule. Fees will be determined based on the timing of the closure during the month, and how much in person training has been completed in the month leading up to the closure.

Elite & Prep Program athletes will be expected to continue training virtually with their team and/or classes as directed by coaches/gym directors. Athletes who wish to not train virtually or are not able to train virtually will be required to pay a fee to continue to hold their spot on the team.

Class Program athletes will have the option to put their account on hold and resume on reopening or to have a credit on the account for any unused classes.

CHEER STRONG POLICIES

REFUNDS

All fees paid and incurred are non refundable. Where applicable credit on accounts will be issued if approved by a Gym Owner. Gym Owners & Directors may make exceptions for any/all of the policies based on an individual case basis.

BOOSTER FUNDS

All funds raised through a booster (fundraising) event will be applied to the athlete account as a credit. Funds can be used towards training fees, classes, camps, workshops or merchandise. Funds must be used in the season in which it is raised. If the account has a past due balance, booster funds will automatically be applied to any/all past due balances.

PROGRAM WITHDRAWAL

Any athlete withdrawing/leaving the competitive program must provide written notice and is subject to an Early Withdrawal fee of \$200 + HST plus one month's training fee. If an athlete chooses to leave the program or if asked to leave Cheer Strong Inc. for any reason before the season is over any and all fees, including but not limited to training fees, registration, merchandise, uniform, travel, competition, and camps; incurred must be paid. If the athlete is withdrawing due to injury a doctor's note must be provided.

TUMBLING OR CLASS PROGRAM WITHDRAWAL

30 days written notice must be provided to withdraw from a tumbling class or class program. Final pre authorized payment will be made on the 25th of the month notice is given.

TUMBLING & CLASS NO SHOW OR LATE CANCELLATION

A minimum of 24 hours' notice is required to cancel a class or tumbling class, private or semi-private. Notice can be given via email or phone. A No Show fee will be charged for No Shows or not Cancelling on time. The Fee for No Shows or Late Cancellation is \$25 + HST

The fee paid for the class will not be refunded, and the class will not be given a make-up class.

MAKE UP CLASSES

ALL STAR PRACTICES: No make up classes/practices are provided for practices that fall on holidays and/or competition weekends. No make up class will be given to athletes who miss practices for any reason.

All Star Classes: No make up classes are provided for group classes.

TUMBLING SEMI PRIVATE & PRIVATE CLASSES: Make up classes will only be scheduled if a minimum of 24 hours' notice is given. Make up classes will be scheduled based on availability.

CLASS PROGRAM: No make up classes will be given for missed classes or unused weeks/classes. Gym Owners & Directors have the discretion as to how many make up classes will be given.

INCLEMENT WEATHER OR UNSCHEDULED GYM CLOSURES

Any classes or team practices canceled due to inclement weather or unscheduled closure (not including holidays) will be scheduled by a Gym Owner or Gym Director. Make up classes will be given if an athlete cannot make the scheduled make up time.

PANDEMIC CLOSURES

If we are forced to close by the government due to a pandemic or any other reason, training will be moved to a virtual schedule. Fees will be determined based on the timing of the closure during the month, and how much in person training has been completed in the month leading up to the closure.

Elite & Prep Program athletes will be expected to continue training virtually with their team and/or classes as directed by coaches/gym directors. Athletes who wish to not train virtually or are not able to train virtually will be required to pay a fee to continue to hold their spot on the team.

Class Program athletes will have the option to put their account on hold and resume on reopening or to have a credit on the account for any unused classes.



Cheer Strong In-House Therapy Services Include:

- Athletic Therapy
- Group Exercise Classes
- Body Composition Testing
- On-site Sports Medical Coverage
- Orthopedic Bracing & Support

ATHLETIC THERAPY & ORTHOPEDIC BRACING AT CHEER STRONG

For more information about these services, please contact:

Name: Oluchi Ezurike-Afriyie

Phone: 905-550-2833

Email: oluchi@wellnessbyoluchi.com

Web: www.wellnessbyoluchi.com



