

# DANCEATHLETICS

2011-2012



The most successful all-star program in history begins a new chapter with Dance Athletics.

Cheer Athletics/Dance Athletics is the most successful athletic program of its type, serving the top cheer & dance athletes in the country. From our first practice in the summer of 1994 to its current status as the top all-star program in the country, Cheer Athletics/Dance Athletics has always strived to be "the Best of the best." Through competitions, performances, and practices, our staff works to develop the whole athlete - physically, mentally, and emotionally. Entering our 17th season, Cheer Athletics/Dance Athletics and its athletes have had more worlds, national, grand, or program championships and more major titles than any other program in history. More of our athletes have graduated from our ranks to cheer for college and professional teams than any other All-Star Gym worldwide. Our athletes have been featured on numerous national networks and in several national magazines.

While the most obvious way that we help the youth in our program is by bettering their skills and helping them reach their athletic potential, we believe our program serves a higher purpose. Our program's primary goal is to teach growing athletes how to work together as a team. Throughout a person's life, they will be put in situations where they must work together with others to achieve common goals. Whether in their professional or social life, teamwork is a lifetime lesson much more valuable than tumbling skills. While the hours, weeks, months, even years of work that go into improving turns, leaps, jumps, and motions will improve your fitness, skills, and your chances of dancing in college, more important are the lessons you will learn about sportsmanship, working together towards goals, and striving to win. While we have collected more than enough trophies, banners, medals, and jackets to fill our massive gym, we are most proud of the life lessons that we have been able to give to the athletes.

Having won the NDA Dance Title in Open Hip Hop this past year, we are pleased to announce our new program of Competitive All Star Dance. The gym will now be offering Competitive Jazz, Pom and Hip Hop to their existing Programs. Dancers will be allowed to compete in all three categories as well as the opportunity to attend Dance Worlds at Walt Disney World.

# What is All-Star Dance?

The sport of All-Star Dance has grown immensely from its roots over 15 years ago. In the late 90s, teams were typically formed of athletes who were interested in improving their skills so that they would stand a better chance of making their high school or college dance teams. As the sport developed and grew, more and more athletes and their parents viewed All-Star Dance as a viable activity in and of itself. As stronger and stronger athletes began to recognize that All-Star provided them a way to focus more on teamwork and athleticism, the sport began to separate itself from the traditional stereotypes. This is no longer your mother's pom pom dance team. Teams and athletes in All-Star now focus on tricks, turns, leaps and showmanship.

All-Star Dance teams are typically comprised of 10-30 athletes with a variety of skills and abilities (much like a football or basketball team.) There can be solid, well-rounded athletes and those who have particularly strong abilities in certain areas. The coaches create a competition routine performed by the group that has elements of leaps, turns, tricks, jumping and other skills set to music. The routines are typically 2 1/2 minutes in length. At competitions, the teams are divided by age and ability level. The routines are judged by their level of difficulty, precision, creativity, and entertainment value.

There are thousands of all-star programs of all types across the country. Cheer Athletics is widely considered the top All-Star program in the world, with more National and World Championships than any other. While not every program is a perfect fit for every athlete, we believe that we have a solid program that is the right choice for everyone from the brand-new beginning athlete to the ultra-elite veteran. Regardless of the gym you choose, All-Star Dance is a great way for young athletes to learn new skills while building teamwork, goal setting, sportsmanship, and numerous other social skills while making lifelong friendships.

## TRYOUT COSTS

**\*FREE for Athletes whom have already paid for CHEER tryouts this season.  
\$30/new athletes**

(Note: tryout fees are non-refundable and non-transferrable.)

**New incentive this year!** (For returning 2010-11 CA All-Star athletes) For each athlete that you refer to tryout, we will give you a \$20 credit to your account. New athletes will be responsible for noting the referring athletes first and last name at the time of registration. Any credits earned will be applied following tryouts

## TRYOUT DATES

Age is determined by their age on August 31, 2011. The athletes need to attend both sessions.

### Friday, May 13

**4:00pm - 5:00pm - 11 years and younger**

**5:30pm - 7:00pm - 12-14 years**

**7:30pm - 9:00pm - 15 years and older**

### Saturday, May 14

**10:00am - 11:30am - 11 years and younger**

**12:00pm - 1:30pm - 12-14 years**

**2:00pm - 3:30pm - 15 years and older**



Cheer Athletics is widely considered the top All-Star program in the world, with more National and World Championships than any other. Dance Athletics is an exciting new chapter in their dynasty.

## World Class Staff

Working for Cheer Athletics/Dance Athletics is considered a great honor among industry professionals across the globe. The talent level of our athletes and the high-profile nature of our program make this one of the most sought-after places to work in the industry. As a result, we are in a position to hand-select our staff from around the country based on our specific needs. We choose only the most energetic, creative, mature, and qualified professionals to work with our athletes.

Our coaches have a wide variety of backgrounds. Many have extensive dance backgrounds to help with the teaching and choreographing routines. Many have experience in a variety of team sports and can bring unique perspectives to the learning experience. Several are highly experienced choreographers that are in year-round demand from programs around the world for their creative routines. (Don't worry; we always get their best stuff.)

The leadership team at the gym has been invited to numerous conferences and conventions to speak on a wide variety of topics. They also hold multiple leadership positions in important committees that determine the rules, guidelines, and direction of our sport. The bottom line is this: CA/DA has the most experienced, creative, and talented staff of any gym in the country.

## World Class Facility

11 years and 5 gyms after the founding of Cheer Athletics, we moved into our current location in the summer of 2005. The CA/DA facility is the largest, most state-of-the-art facility of its type in the world. With nearly 50,000 square feet and all of the top training equipment in the sport, no one's facility can come close to matching ours. Our unique floor plan allows multiple teams to safely practice full routines at the same time.

There are several features that give our athletes every conceivable advantage:

- Our gym features a "virtual arena" with stage lighting, a full-size backdrop, and a professional level sound system to simulate conditions at major competitions.
- We have a digital "instant replay" system where teams can watch their performances on big-screen HD TVs and performances can be saved for later review by the staff.
- CA/DA uses the exact same type of spring floors and floor that our teams will compete on at a majority of their main competitions. We believe that we have the largest amount of dedicated spring floor square footage of any facility of any type in the world.
- We have numerous specialized types of training equipment that can help athletes quickly and safely improve their skills, including multiple rod floors, multiple tumble tramps, an "air" floor, and a double mini for working tricks and skills
- We have a large, mirrored floor area.
- There are large warm-up areas for stretching and getting ready for practices.
- The gym has full air conditioning and heat throughout the facility.
- The gym features very high ceilings.
- The gym features a large viewing area for the parents with stadium seating.
- Free Wi-Fi Internet access for athletes and parents.
- There are many more features on the way!

Competitive dance, while not as costly as some youth activities, can still be an expensive sport. Entry fees for competitions alone are hundreds of dollars a year per athlete. Before you consider this or any program, please carefully consider the financial commitment involved. Cheer Athletics, widely recognized as the top competitive cheerleading program in the world over the last 17 years, has the finest staff and the most state-of-the-art facility in our sport. As a result, our fees are slightly higher than some programs. However, the difference in costs between our program and others is not as large as you may expect. In fact, if you factor in the costs of entry fees, summer camp/activities, booster club, and other expenses that are often paid for separately at other gyms, you may actually spend less per year than some other local programs. They may advertise a lower “tuition” rate only to have you pay significant extra amounts throughout the year to the gym or booster club. At Cheer Athletics, we are as up-front with our costs as possible.

**We have an “all-inclusive” monthly price that covers practically ALL of the expenses that an athlete would normally incur throughout the year.** This price includes: tuition, entry fees for local and national competitions, summer team activities, choreography/music, and numerous other expenses. This system makes financial planning much easier for our customers. Cheer Athletics also provides you with the convenience of automatic draft. This allows you to use either a credit card or a check card to pay your monthly fee without having to write a check every month. You will know exactly how much will be charged, and when it will happen. As has been the case for the last several years, we anticipate teams going to 2-3 “local” competitions and 3-4 “national” competitions. If a team falls significantly out of this range, then we may either give partial refunds or ask for additional funds to cover the difference in expenses. In the case of this type of refund, money would be credited to an athlete’s account AFTER the conclusion of the last competition. The tuition continues for 12 months from May ’11 through April ’12.

**Average Tuition Rates for 2011-12:**

- Senior/Junior Teams: \$179/month
- Youth Teams \$149/month
- Mini Team(s) \$99/month
- Tiny Team(s) \$99/month

**All entry fees are included into your tuition for this 2011-2012 Competition season.**



These items are NOT included in the monthly tuition as athletes may already have some of the items. (Estimates)

- Practice wear (Varies)
- Uniform (Varies)
- Annual registration fee (\$35)
- Tryout fee (varies)
- USASF Membership Fee (\$25, Worlds Team Members Required)

Travel expenses are also not covered. However, the majority of our competitions are in the DFW area and do not require an overnight stay, so travel costs are typically minimal.